

**SOCIO-ECONOMIC ANALYSIS OF TOURISM IN PACHABHAIYA A  
CASE STUDY OF PACHABHAIYA,  
KASKI DISTRICT, NEPAL**

A Thesis Submitted to:

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In partial fulfillment of the requirements for the Degree of the Master  
of Humanities and Social Science in Rural Development

Submitted By:

**RABI RAJ BHANDARI**

Central Department of Rural Development

Tribhuvan University Kirtipur, Kathmandu

TU Registration No: 56253-91

Exam Roll No: 280331

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## DECLARATION

I hereby declare that the thesis entitled, **Socio-economic Analysis of Tourism in Pachabhaiya** submitted to the Central Department of Rural Development, Tribhuvan University, is entirely my original work prepared under the guidance and supervision of my supervisor. I have made due acknowledgements to all ideas and information borrowed from different sources in the course of preparing this thesis. The results of this thesis have not been presented and submitted anywhere else for the award of any degree or for any other purposes. I assure that no part of the content of this thesis has been published in any form before.

Rabi Raj Bhandari  
Regd: 56253-91

Date:

## RECOMMENDATION LETTER

The thesis entitled **Socio-economic Analysis of Tourism in Pachabhaiya** has been prepared by **Rabi Raj Bhandari** under my guidance and supervision. I hereby forward this thesis to the evaluation committee for final evaluation and approval.

.....

Suman Kharel

Lecturer

Date:

## APPROVAL LETTER

This thesis entitled **Socio-economic Analysis of Tourism in Pachabhaiya** submitted by **Rabi Raj Bhandari** in partial fulfillment of the requirements for the Master's Degree (M.A) in Rural Development has been approved by the evaluation committee.

Evaluation Committee

.....

Prof. Dr. Prem Sharma

External and Head of Department

.....

Suman Kharel

Supervisor

Date:

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## ABSTRACT

With the human development and civilization, the ancient migratory travel has developed into modern tourism. Tourism is one of the fastest growing industries of today's world making it a subject of considerable interest for many researchers. Pachabhaiya of Kaski district is one of the places in Nepal with great tourism possibilities. People of Pachabhaiya conduct small tourism business providing opportunity to tourists for enjoying the natural and cultural diversities of that place.

Pachabhaiya lies in between two beautiful lakes; Rupa and Begnas. The top view of Lekhnath and Pokhara from there, the beautiful scenario of lakes, jungles and mountains like Annapurna, Machhapuchre, Lamjung Himal, etc. are the major attractions of this place. In spite of such a beauty in Pachabhaiya, tourism business has not been flourished as much as it needs to be due to issues like lack of tourism business advertisement, lack of security, untrained manpower, lack of safe drinking water, poor sanitation, etc. If such things are taken into consideration, Pachabhaiya has a great future in tourism.

This research is carried out to find out the potentialities of tourism, present tourism situation, and existing problems for the promotion of tourism in Pachabhaiya. 40 respondents were interviewed for primary data. Books and booklets, journals, manuals, magazines, newspapers, published and unpublished theses were reviewed for secondary data. Both primary and secondary data are used in this study. This study is an effort to draw attention towards the tourism in Pachabhaiya.

# TABLE OF CONTENTS

	<b>Page No.</b>
DECLARATION	i
RECOMMENDATION LETTER	ii
APPROVAL LETTER	iii
ACKNOWLEDGEMENTS	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF ABBREVIATIONS	xi
<b>CHAPTER 1: INTRODUCTION</b>	<b>1-5</b>
1.1 Background	1
1.2 Statement of the Problem	3
1.3 Objectives of the Study	4
1.4 Significance of The Study	4
1.5 Limitation of the Study	4
1.6 Organization of the Study	5
<b>CHAPTER 2: LITERATURE REVIEW</b>	<b>6-15</b>
2.1 Introduction of Tourism	6
2.2 Concept of Tourist	7
2.3 Types of Tourism	8
2.4 Major Components of Tourism	8
2.5 Importance of Tourism	10
2.6 Tourism in Nepal	11
2.7 Conceptual Framework	15
<b>CHAPTER 3: RESEARCH METHODOLOGY</b>	<b>16-19</b>
3.1 Research Design	16

3.2 Nature and Sources of Data	16
3.3 Universe and Sampling Procedure	16
3.4 Data Collection Techniques and Tools	17
3.4.2 Structured Schedule	17
3.4.2 Observation	18
3.4.3 Interview With Key Informants	18
3.4.4 Pre-testing of Structured Schedule	18
3.5 Reliability and Validity of the Data	18
3.6 Data Processing and Analysis Methods	18
<b>CHAPTER 4 : FINDINGS AND DATA INTERPRETATION</b>	<b>20-36</b>
4.1 Demographic Profile	20
4.1.1 Climatic Condition	20
4.2. Household Survey	21
4.2.1 Age Group of Respondents	22
4.2.2 Sex Group of Respondents	22
4.2.3 Religion	23
4.2.4 Ethnicity	23
4.2.5 Educational Status	24
4.2.6 Marital Status of Respondents	24
4.2.7 Family Structure	24
4.2.8 Structure of House of Respondents	25
4.2.9 Land Property	25
4.2.10 Agricultural Production of Respondents	26
4.2.11 Main Income Sources of Respondents	27
4.2.12 Monthly Income of Respondents	27
4.2.13 Awareness of Respondents on Tourism Business	28
4.2.14 Occupation Before Present of Respondents	28
4.2.15 Family Support to Respondents for Tourism Business	29
4.2.16 Satisfaction Level of Respondents From Tourism Business	30

4.3 Facilities	30
4.4 First Aid Services for Safety	31
4.5 Impacts of Tourism Business on Economy	32
4.5.1 Occupation Related to Tourism	32
4.5.2 Monthly Income from Tourism Business	32
4.5.3 Assets Owned by Responds from Tourism Business	33
4.6 Environmental Change	33
4.7 Socio-Cultural Change Due to Tourism	34
4.8 Difficulties Faced by Respondents in Promoting Business	34
4.9 Language Problems Faced by Respondents	35
4.10 Social Problems Seen Due to Tourism Business	35
<b>CHAPTER 5: SUMMARY, CONCLUSION AND RECOMMENDATION</b>	<b>37-41</b>
5.1. Summary	37
5.1 Conclusion	40
5.2 Recommendation	41
<b>REFERENCES</b>	<b>42-43</b>
<b>Appendix I</b>	<b>I - iv</b>
<b>Appendix II</b>	<b>v</b>
<b>Appendix III</b>	<b>vi</b>
<b>Appendix IV</b>	<b>vii - x</b>

## LIST OF TABLES

Table No	Page
1. Annual Tourist Flow in Nepal	12
2. Household Survey	21
3. Age Group of Respondents	22
4. Sex Group of Respondents	22

5. Religion Group of Respondents	23
6. Ethnicity Group of Respondents	23
7. Educational Status of Respondents	24
8. Marital Status	24
9. Family Structure of Respondents	25
10. Structure of Houses of Respondents	25
11. Land Property	26
12. Agricultural Production	26
13. Main Income Sources	27
14. Monthly Income	27
15. Awareness of Respondent on Tourism Business	28
16. Occupation Before Present of Respondent	29
17. Family support to Respondents for Tourism Business	29
18. Satisfaction Level of Respondent from Tourism Business	30
19. Facilities	30
20. First aid Service for Safety	31
21. Monthly Income from the Tourism Business	32
22. Assests Owned by the Respondents from the Tourism Business	33
23. Difficulties Faced by Respondents in Promoting Business	34
24. Language Problems Faced by Respondents	35
25. Social Problems Seen Due to Tourism Business	36

## **LIST OF FIGURES**

	<b>Page no</b>
Figure 1: Conceptual Framework	15

## **LIST OF ABBREVIATIONS**

ABC	Annapurna Base Camp
ACAP:	Annapurna Conservation Area Project
CBO:	Community Based Organization.
DDC:	District Development Committee
HAN	Hotel Association Nepal
HMC :	Home Stay Management Committee
IASET	International Academy of Science, Engineering and Tecnology
ICIMOD:	International Center for Integrated Mountain Development
INGO:	International Non Governmental Organization.
IRDP:	Integrated Rural Development Program
ITB:	International Tourism Board
KTM	Kathmandu
LDC	Least Developed Countries
PKR	Pokhara
PHDC	Pachabhaiya Home stay Development Committee
NATA	Nepal Association of Travel Agent
NGO:	Non-Governmental Organization
NMA	Nepal Mountaineering Association
NPC:	Nepal Planning Commission
NTB:	Nepal Tourism Board
PATA:	Pacific Asia Travel Association
TAAN	Travel Agent Association of Nepal
TDMC:	Travel Development Management Committee
UNESCO	United Nations Education, Scientific and Cultural Organization
UNDP:	United Nations Development Program
UNWTO:	United Nations World Tourism Organization
VDC:	Village Development Committee
WTO:	World Travel & Tourism Council

# CHAPTER-1

## INTRODUCTION

### 1.1 Background

In ancient time, People used to migrate from one place to another for necessary food, clothes, shelter, water, security & business. They used to walk on foot or travel on animals to move from one place to another. With human development and civilization this ancient migratory tourism has developed into modern tourism. Tourism has been developed with the development of various transport facilities,. Today the meaning of tourism has been shifted from the necessity to the desire of taking marvellous adventures (Bhatiya).

The word tourist or tourism was originated at about 1992 AD. In today's world, its meaning has been broad. The word tourism has been originated from Latin word ' tornos' which means Turners wheel. A person travels to destination place and then retuns to original palace after reaching the destination .This shows the process of travelling under ' round trip' which has resulted into the development of word tourism. (Kheral).

The travel outside the home place for more than 24 hours or less than one year is called tourism. Tourism can also be defined as the activities within origin & destination place. The travellers are reffered as visitors which are categorized into: excursionists and tourists. But generally the term tourist is used. The people involved in tourism are called tourists. According to Oxford Dictionary tourist is a person travelling or visiting the place of interest. In other words, Tourist is the person who travels outside his home place for holidays, health treatment, study or business, family trip and so on. The organization established for the tourist & tourism related facilities are called tourism industry. In tourism economic activities are required or else it can't be listed under tourism. Like a Jogi fulfils all requirements for tourism except economic involvement so this can't be listed under tourism. (Kharel).

Universally accepted definition for tourism is not given till date but various famous philosophers and economist have given their opinion on it. According to Swiss Professor Walter Henniker and Kurt Krapf (1942) "Tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers; provided the stay does not imply the establishment of permanent residence and is not connected with a remunerated

activity.” The tourism society in Britain has clarified the concept as “Tourism is the temporary short term movement of people to destinations outside the places where they normally live and work and their activities during the stay at these destinations it includes movement for all purposes as well as day visits or excursions” (Bhatia).

Famous economist Herman V. Schullard mentioned tourism in his book “The year Book of National Economy and statistics” in 1910. He defines “Tourism as the sum total of operation mainly of one economic nature which directly related to the entry stay and movement of foreigner inside and outside a certain country, city or region”.

Tourism can be carried out for various purposes like leisure (recreation, holiday, health, study, religion and sport), business, family meeting, excursion, etc. Tourism plays a vital role in the process of national development .Tourism is one of the most important sources of earning foreign currency (Ghimire). Tourism is a great source for employment .Three categories of employment generated by tourism are direct, indirect and investment related employment. In today's world heavy industries have depleted natural resources and polluted the cities whereas tourism is a clean way to economic prosperity. In tourism there is important role of time, money, transport facilities, motivational service, infrastructure, hospitality & ecological environment. *Since*, tourism is one of the best and big industry, many people are involved in it (satyal). Today the people with different age and skill are being employed in it. Many big personalities are involved in this industry. This industry is one of the best sources for earning foreign currency.

According to world tourism organization, tourism industry is the world's biggest industry. UNESCO has divided the tourism into two types; internal and external tourism.

### **1. Internal tourism**

The tourism within the country is internal tourism. Here the social, religious and natural places within the country are the tourism spots. The travellers involved in this tourism are called internal tourists.

### **2. External tourism**

The tourism outside the country is called external tourism. The travellers involved in external tourism is called external tourist. It is seen that there has been apparent increment in external tourism in recent years.

Tourism is a subject of considerable interest for many researchers from various disciplines. Many researchers have provided theoretical foundation of tourism and literature on tourism in Nepal. Bhurkat and Medlik,(1974), Cohen,(1974) said tourist as "voluntary, temporary travellers travelling at the expectation of pleasure for the novelty and change experience of t a relatively long and non-recurrent round trip". Also tourism is defined as the some of the phenomena and relationships arising from interactions of tourist business suppliers, host government and host communities in the process attracting and hosting these tourist and other visitors"

## **1.2 Statement of problem**

Modern tourism has all started from the ancient migratory movement. Today this industry has been a big industry for income and employment. It also don't have the bad effects on environment like other industries So far in developing country like Nepal , tourism industry provides the employment opportunities to the citizens directly or indirectly. The unmemployed one ,one working in fields and women working as house wife all are included in this study and there had been a brief study on their income from their tourism related employment.

Certain questionnaire has been prepared for the study: Has the income from this occupation been enough for the living? If not what are the alternative sources or other ways to earn ? What are the problems you have faced in this industry? Has this tourism industry brought some changes in your lifestyle? If yes then what are the changes?

Following statements are studied under research problem

- ) Present tourism situation
- ) Explore the potentialities
- ) Analyze the existing problems for the promotion tourism

## **1.3 Objectives of the study**

Nepal is a country with different castes, culture and religion along with the wonderful natural beauty. There are different beautiful natural spots for tourism in Nepal .People has different lifestyle, rights and rituals, cultures and festivals. Since tourism has great contribution in Nepal's economy, it is needed to conduct more research and study projects on it. The general objective of this study is to know the life standard of the people involved in tourism. Its specific objectives are

- a. To find out the socio-economic condition of people involved in this tourism industry
- b. To evaluate the changes it had brought in the lifestyle of people
- c. To know the problems they are facing

## **1.4 Significance of the study**

Nepal is economically backward country. Tourism can be an important means to raise the living standard of people and bring development in the country. So the people in today's time are attracted towards this industry. In this industry not only males but also females in different post are involved .This study will be able to show the involvement of people in tourism industry to earn their livelihood .It is important to make a detail study on this industry. This type of research had not been conducted in this place before, so this place is chosen for the study. This study can be very helpful and informative for readers and organizations involved in this field to conduct various programmes in future days.

## **1.5 Limitations of the study**

The study has been conducted in specified period of time in particular place with a particular objective. This study is mainly focused tourism industry in this place so its results are also accordingly. The results of this study cannot be implemented on other places so this information cannot be generalized for all places.

## **1.6 Organization of the Study**

This study is categorized into seven chapters.

First chapter contains study background which include introduction, statement of problem, objectives of the study, significance of the study, limitation of the study and conceptual framework.

Second chapter contain the analysis of the theoretical basis and literature review with conceptual framework.

Third chapter contain the research design, nature and sources of data Primary and secondary: structured schedule, interview, observation, interview with key informants, Pre-testing structured Schedule questionnaire, universe and sampling procedure, data collection techniques and tools, reliability and validity of data, data processing and analysis methods.

Forth chapter contains the geographical condition along with geographical and social condition of that place, lifestyle of people involved in tourism as well as situation faced by people involved in tourism industry.

Fifth chapter contains the summary and recommendation of this research.

## **CHAPTER-2**

### **LITERATURE REVIEW**

For any research we must have some knowledge about its past studies as they provide the foundation for the present study. Various literatures, books, published and unpublished reports and information related to the objectives of the study has been taken as a reference to conceptualize the various aspect of tourism. Many studies have been conducted in Nepal to explore greater potentialities and prospects of Tourism in Nepal.

#### **2.1 Introduction of tourisms**

From the ancient time man has been a traveller and explorer. They travelled with main motivation of trade-pilgrimage and conquest. Travel has become the means of exploring European culture in Renaissance period (Bista). As a result of Renaissance, adventure and discovery also developed as a reason for travel. With the emergence of an affluent mercantile class in 18<sup>th</sup> and 19<sup>th</sup>, the Grand tour with which had been established in 17<sup>th</sup> century became more established. Columbus Marcopolo, Vasco de Gama and Sir Francis Drake are some of the famous travellers and explorers.

Tourism means journey from place to place for various purposes. Tourism has been defined by various authors, philosophers and economist in various ways. Webster's new international directory defines tourism as "Travelling for recreation". Some authors have described tourism as a system consisting of four interrelated parts; market, travel, destination and marketing. Based on IASET (1981), "Tourism may be defined in term of particular activities selected by choice and under taken outside the home environment. Tourism may or not involve overnight stay away from home".

Tourism is the temporary short term movement of people to destinations, outside the place where they normally live and work and their activities during the stay at the destination (Tourism Society of England, 1976 A.D) According to the United Nations World Tourism Organization (UNWTO)([link is external](#)),tourism entails the movement of people to countries or outside places their usual environment for personal or business/professional purposes. These people are called visitors. The tourism differs from migration in case of duration of stay in destination place. Migration is to seek permanent residence whereas Tourism is the temporary movement.

## **2.2 Concept of tourist**

The word tourist is derived from the word 'tour'. Which is supposed to be derived from the Hebrew word 'Torah' which means learning studying and search.(Kumar ,1994;47).Tourist is person who travels temporarily from one place to another. According to the tourism statistical report (1965) of Nepal, tourist is defined as 'The citizens of all the foreign countries, except India visiting the kingdom of Nepal for at least 24 hours in the pursuit tourists interests such as recreation, health, study, religion, piligrimage, sports, visit to friends and relatives, meeting and conference, trekking and mountaineering, short delegation and mission, excluding the person on an job and representative of staff or organization permanently located in Nepal".

According to the Oxford Dictionary, tourist is a person travelling or visiting a place for pleasure According to WTO, a tourist is "any person who travel to a country other than that in which he /she has his/her usual residence, but outside his/her usual environment, for a period of at least one night but not more than one year and whose main purpose of visit is other than the exercise of any activity remunerated from within the country visited. Tourist travel for various purposes like;

- ) Spend holidays
- ) Visit their relation
- ) Work for project and volunteered
- ) To know culture and tradition
- ) Hiking and Trekking
- ) Boating
- ) For sight seeing(Of Himalayas, Lake, jungle, etc)
- ) Tour
- ) Research and studies
- ) To study history
- ) To study the various flora and fauna
- ) For buying and exporting pure organic products

## **2.3 Types of tourism**

Tourism is mainly of two types; internal tourism and external tourism. Internal tourism is travel inside the country for various purposes. People who are involved in internal tourism are called Domestic tourist .External or international tourism is travel outside the country for

various purposes like fun, adventure, health treatment, convention, meeting, etc. People involved in external tourism are called external tourist. According to the purpose of travel tourism can be divided into following types;

- ) Mass Tourism
- ) Holiday/Pleasure tourism
- ) Domestic tourism
- ) International tourism
- ) Pilgrimage/Religious tourism
- ) Historical tourism
- ) Rural tourism
- ) Urban tourism
- ) Ecotourism
- ) Adventure tourism
- ) Business/Profession tourism
- ) Health tourism
- ) Sports tourism
- ) Space tourism
- ) Agriculture tourism

## **2.4 Major Components of tourism**

Tourism does not exist in isolation. The main components of tourism are

- ) Accessibility/Transport  
Accessibility means the ability of tourist to get to the destination. It includes transportation, which needs to be regularly scheduled, economical, safe and comfortable. Depending on the destination, this includes cars and buses, boats and ships and airplanes.
- ) Accommodation  
Accommodation means that tourists have a place to stay upon reaching the destination and a way to get food. Much like accessibility, accommodation also needs to be commercial, safe and comfortable .The type of accommodation also varies according to the location. For instance, a stay in the mountains may require a cabin or a place to pitch tents .Other accommodation include hotels and motels.
- ) Attraction or locate

Attraction is the most important component of tourism. This means that the destination need to have some draw that makes tourist want to visit .In same cases the draw is scenic, like mountain and lakes. In other cases the draw might be historical relevance.

In addition to three basic components of tourism there are certain elements or ingredients of tourism;

1. Accessibility and location
2. space
3. Scenery

Land forms like mountains, canyons, coral reefs, cliffs, etc, water resources like rivers, lakes, waterfalls, geysers, glaciers, the sea, etc and vegetation like forests, grasslands, moors, deserts, etc fall under scenery.

4. Climate

Sunshine, clouds, temperature conditions, rain and snow fall under the climate.

5. Animal life

Wildlife like birds, game reservations, zoos, etc fall under animal life, Hunting and fishing are done in the places rich in fauna.

6. Settlement features

Towns, cities and villages are the settlement areas. Historical remains and monuments, archaeological remains, etc fall under settlement features.

7. Culture

Ways of life, traditions, folklore, arts and crafts fall under culture.

## **2.5 Importance of tourism**

Tourism can be considered as the source of economic growth. In 2007 the tourism industry earned more than USD 260 billion in developing countries. Out of 49 LCDs, tourism industry is of the major of foreign exchange in 46 LCDs, which is major export source of poor countries (UNWTO, 2007, Madrid, 2008). The economic benefits of tourism are a major attraction for developing countries.

Tourism is great support to country's economy. Tourism has advantages such as; Create employment especially for the rural youth, Income level will rise. Generate foreign exchange, demand for other goods and services will increase, Improvement in the public services,

Generate revenue for the government, Modernization of agriculture and other rural activities, Local small businessman will be benefited. (Kiran, 2008)

As said by World Bank 1979, 50 – 70 percent of people in developing countries are directly dependent on agriculture, where reliance on the agriculture has resulted in numerous problems. One of the primary problems with agriculture is that countries can be overly dependent upon a few specific crops or products (Mill & Morrison 1999). Over dependent on agriculture makes the country's economy unreliable and inconsistent due to the issues like uncontrollable and unpredictable prices. In such case, tourism can be a source for complementing the income by agriculture. For example, after introducing tourism into the Caribbean island economies, the 6.6 billion Euro tourism sector brought in six times the revenue of all traditional agricultural exports (Simon & Kaufman;1995).

Following are the importance of Tourism

- ) Earn foreign currency
- ) Get employment
- ) Know about different countries culture
- ) Develop skill and knowledge
- ) Creation of new facilities
- ) Advantages other field
- ) Neat and clean environment maintained for tourist
- ) Conserve culture, costumes
- ) Develop science and technology
- ) Develop self existence
- ) Cooperative environment
- ) Establishment of National Parks
- ) Entertainment
- ) Earning capacity increased

## **2.6 Tourism in Nepal**

In context of Nepal, Nepal has been famous as a travelling spot from the ancient period. People from different continent visit this Himalayan kingdom to enjoy its natural beauty as

well as rich culture heritage. Nepal is a beautiful land locked county in the lap of Himalayas and a home place of natural beauty with the traces of artefacts. We can find unity in diversity in terms of caste, ethnicity, language, religion, culture and traits The majority of its people are engaged in agricultural activities. The total area of Nepal is 1, 47,181sq. Km. It is located in between the latitude  $26^{\circ} 22'$  N to  $30^{\circ} 27'$  north and longitude  $80^{\circ} 4'$  east to  $88^{\circ} 12'$  east and elevation ranges from 70m to 8848 meters. The average length being 885 km east to west and average breadth of about 193 km north to south. It is surrounded by two big countries of the world, India in the east, south, west and China in the north.

Nepal has different natural aspects which has made Nepal the centre of tourism. There are high peaks, rivers, lakes and many angelic natural beauties. In Nepal the northern part consist of Himalayan range. The highest peak of the world, the Mount Everest stands here.8 out of 10 highest peaks of world with height above 8000 meter lies in Nepal. Some major peaks are Kanchanjunga, Lotse, Makalu, Choyu, Dhaulagiri, Manaslu and Annapurna. Nepal is rich in water resources with more than 6000 river and rivulets. It is also very rich in flora and fauna with 5000 species of plants,175 species of mammals ,850 species of birds and over 6000 species of butterflies.Due to these all these beauties and diversities 'Nepal Naturally Once Is Not Enough'.

Bill Tilliman started tourism in Nepal by organizing Treks in Kaligandaki and Helambu for the first time in 1949 AD. Likewise Mourice Horzong led French expedition to climb mount Annapurna for the first time in 1950 AD .Tenzing Norgay and Edmund Hillary were the first to reach the top of Mount Everest. With their help, Trek Group and Mountain Travel were established in Nepal. Boris Lisanivitch established Royal Hotel in Nepal in 1955 and helped tourist to visit KTM, Pokhara and different places of Nepal. Boris Lisanivitch is said to be "Father of Tourism". Nepal Tourism Act 2035, Nepal Tourism Board Act 2053, Tourism Policy 2052 had made a great contribution in tourism development in Nepal.

To develop tourism in Nepal, Nepal visit year was celebrated in 1998 with a slogan 'A world of its own". Similarly different visit year were celebrated with different slogan like Destination Nepal in 2002 and 2003,Pokhara tourism in 2007 ,Nepal Tourism year in 2011 and Lumbini visit year in 2012.There had been increase in tourist arrival every year.2012 was the golden year in tourism as 8,0000 above tourist arrived in Nepal till date. It is aimed to reach 20 lakh in 2020. The trend of tourist arrival in Nepal is as follows;

Table-1, Annually arrival trends of tourist

Year in Ad	Arrival of tourist
1962	6179
1999	4,91,000
2009	5,11,965
2012	8,00000+
2013	7,92,616
2014	7,90,118
2015	5,38,970

Nepal is a country of villages so Rural tourism is a potential tourism in Nepal. Rural tourism has a long history in Nepal. The natural, religious and historical places in rural areas are utilized in promoting the business. Home stay program is newly adopted tourism program in Nepal. Home stay provides a environment for tourist to enjoy in local cultural practices and unique traditions in a simple village houses. .) Home stay are such stays where a guest instead of being put up in a lodge or guest house or hotel is accommodated to a local house where he/she gets to partake in the activities of the house' ( Timlasana,2012). Hospitality is the main attraction for tourist.'Athiti Devo Vhawa' (Guest is god) is the belief of typical Nepali society. Nepali welcomes their guests as a god and treat them with warm hospitable manner .Home stays, hotels, restaurants all have been providing the best facilities to tourist with warm hospitality. Nepali tourism industry and hospitality goes together.

Pokhara and Lekhnath are important tourism spots in Kaski district. Tourism in Pokhara established in 1950. Different travelogues by E. Kawaguchi(1899),Maurice Herzog (1950),Tony Hagen (1955),James Roberts (1957),M.S Kohli (1961),etc were mentioned Tourism in Pokhara. Kawaguchi once said "that in all my travels in the Himalayas, I saw a no scenery so enchanting as that which enraptured me in Pokhara. Pokhara is a Paradise on Earth. Pokhara is the most happening incentive travel destination in the world. Unique cultures, adventurous places and remarkable beauty are found in Nepal. People can enjoy lakeside serenity, beautiful view of Annapurna Range and Mount Fishtail, diverse topography and biodiversity, different religious and historical places, caves, gorges, waterfalls etc.

.Lekhnath is very famous from place located from the tourism point of view. It created in 2053 by combining Rakhi, Lekhanath, Sishuwa and Begnas VDCs. It is the medium size municipality named after the famous Nepali poet Lekh Nath Poudal. Lekhnath is located within the pokhara valley of kaski district, Gandaki Zone. It is expanded through 490 meter height from sea level. It is situated around 181 km west from Kathmandu and located at 28' 05' north latitude and 84' 02' east to 84' 08' east longitude. Its total area is 77.45 square

kilometre. The water resources cover the area of 4.49 square kilometre. Lekhnath is famous as the garden city of seven lakes. The seven lakes are Begans, Rupa, Khaste, Depang , Maldi, Neurani and Gude. Begnas and Rupa are the famous ones. Lekhanath is a richest in natural resources and bio-diversities. It possesses many terrains and Mountain View sites. It is also considering a famous destination among trekkers as some of the comfortable and short trekking routes in Pokhara valley, which beings herewith. It is a eastern gateway to Pokhara, View of the Annapurna range, Mt. Machhapuchhre(Fistail), Mt. Annapurna and Mt. Dhaulagiri can be observed from Lekhanth.

Pachabhaiya is one of the tourism spot in Lekhnath. It is famous for its natural and cultural beauty. The beautiful sight of Himalayas, hills, lakes, different flora and faunas can seen in Pachabhaiya. Tourist comes here to escape from their busy life and enjoy in the lap of nature. Tourist visit Pachabhaiya for sightseeing, study, holiday, fishery, trekking/hiking ,fishing, etc. Tourist visit Pachabhaiya to study the different culture and tradition of this place.

Tourism business person of Pokhara and Lekhnath have followed various rules and regulation to promote tourism and make it disciplined. Some of them are as follows;

#### **Acts**

- ) Tourism act,2035
- ) Nepal Tourism Board Act,2053
- ) Immigration Act,2049
- ) Nepal park and Wildlife conservation Act 2029
- ) Labour Act,2048
- ) Industrial Act,2049
- ) Company Act,2063
- ) Investment Board Act,2068 and so on

#### **Rules, Regulation and Activities**

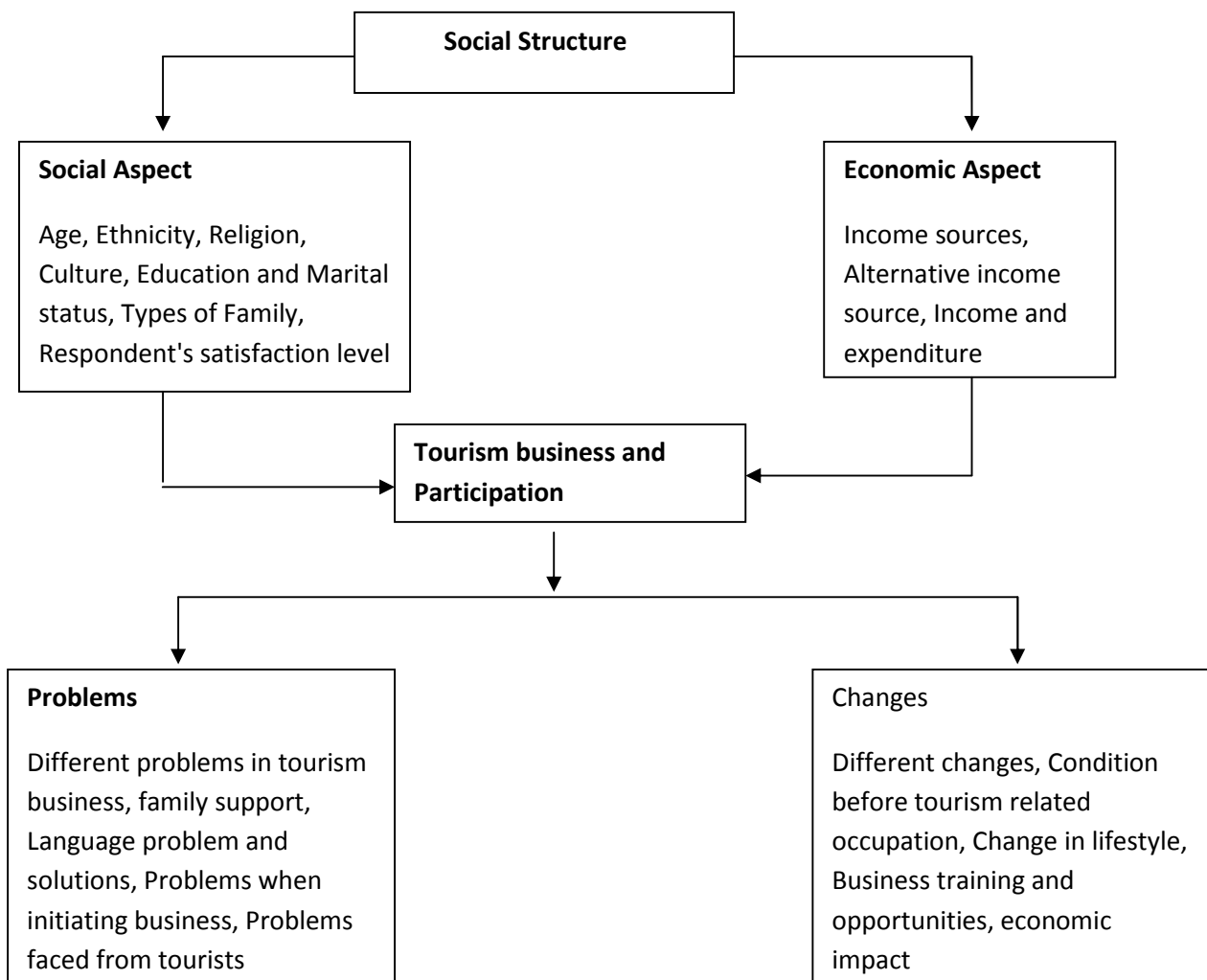
- ) Nepal Tourism Board Regulation,2055
- ) Hotel, Lodge, Restura, Bar and Tour Operator Regulation,2038
- ) Home stay management activities, 2067
- ) Trekking Rules (2002 AD)
- ) Mountaineering Regulation ,2059
- ) Immigration Regulation,2051 and so on

These acts, activities ,rules and regulation are followed by Western Development Hotel Association, TAN, NMA,NATA,REVAN,HAN(Pokhara), ABC, ACAP, Taxi Association, Pokhara Bus Association, Trekking Instrument Distributor Organization, Government and Embroidery Organization and so on. Its aim is to only operate only the registered business, prioritize local production, bring uniformity price of rooms and foods in hotels, advertisement inside and out of country, providing secured, providing safe and fresh foods, etc.

## 2.7 Conceptual Framework

The study is done by categorizing into various topics like social aspect, Economic aspect, Problem and changes. Social Aspect contain Age, Ethnicity, Religion, Culture, Education and Marital status, Types of Family, Respondent's satisfaction level. Economic Aspect contain Income sources, Alternative income source, Income and expenditure. Problems contain different problems in tourism business, family support, Language problem and solution, Problems when initiating business, Problems faced from tourists. Changes contain different changes, Condition before tourism related occupation, Change in lifestyle, Business training and opportunities, economic impact.

Figure: 2.1



# **CHAPTER-3**

## **RESEARCH METHODOLOGY**

### **3.1 Research Design**

This study is carried out on the basis of field observation and various available data that explores the potentiality of tourism spots to attract tourists and the impact of tourism on various aspects like income, environment and society/culture of the local people. The major change that can be seen in the socio-cultural aspects like change in the infrastructure of the house, language spoken, dressings, grooming and chance of adapting western culture all are included under this research. On the other hand it describes the problems faced in this tourism industry. For primary or firsthand data, schedule questionnaires for household survey and local people involved in this tourism industry were prepared. The information obtained through different sources is analysed with suitable statistical tools.

### **3.2 Nature and Sources of Data**

Various types of sources of database have been used for this research work. In this study primary and secondary data has been used whereas the primary data is given priority.

Primary data is first hand data by the involvement of researcher. The primary data is collected through schedule questionnaire, informal interviews (face to face interviews) and direct observation by field visit in the study area.

Data published by Ministry of Tourism, Government of Nepal and Nepal tourism board were the main sources of secondary data. The reports and magazines, newspapers and journal articles, dissertations, booklets, brochures, etc has been reviewed thoroughly for secondary data collection

### **3.3 Universe and sampling procedure**

Pachabhaiya is the area chosen for the field study. Out of 79 people taken for study 21 were home stay owners, 5 were shopkeepers, 20 were coffee owners, 32 were farmers and 1 was eco-farmer which was referred as the universe of the study.

The sampling was conducted from home stay owners, shopkeepers, coffee producers, farmers and eco-farmer in Pachabhaiya, Lekhnath 11. These occupations are interrelated to tourism.

The study has included 5 coffee producers and 8 farmers from a total of 20 coffee producers and 32 farmers in Pachabhaiya. The size comprises of 25% of the total no. of coffee producers and farmers in the area of study. Stratified random sampling has been used to sample coffee producers and farmers whereas the entire home stays owners 21 household, shopkeepers 5 and Eco-farmers were included in the study.

### **3.4 Data Collection Techniques and Tools**

This study is based on the quantitative & qualitative data collection & analysis. In this study, both primary and secondary data are used. The primary data was collected by the researcher through various means. Secondary data were collected from various books, journals, newspapers, Published and unpublished thesis reports, article published by government, INGOs & different experts & consultants of the related field. Furthermore internet was also used.

For primary data collection structured schedule was designed to collect the necessary data for the study. Interviews were conducted with home stay owner and local people. Observation method was adopted to provide more accurate information and data which were not disclosed by the respondents.

#### **3.4.1 Structured schedule**

Structured schedule were prepared for information collection of the study area. Home stay owner, shopkeeper, coffee producer, farmer and eco farmer were requested to fill up the structured schedule.

The structured, unstructured and open-ended questions were used for interview schedule. The Interview was taken with selected personalities.

#### **3.4.2 Observation**

Information about home stay, shops, coffee production, farming and eco-farm along with other activities in study area were obtained from field observation.

#### **3.4.3 Interview with Key Informants**

Main People who were involved in tourism business directly or indirectly for a long time were interview to gain information.

### **3.4.4 Pre-testing of Structured Schedule**

Structured questionnaires help in information collection from selected people of the study area. To get the information, the structured schedule should be easy, clear, simple and suitable for the study for which the pretesting of questionnaire should be done in some place expect study area. For this study, the pretesting of questionnaire was done in Revan home stay committee of Kaski district. Then only after required edition in questionnaire, it was used in the study.

### **3.5 Reliability and Validity of the Data**

Structured schedule was prepared according to the objective of the study .After pre-testing, necessary corrections, alterations and additions of question, final structured schedule were prepared.

Validity of the study was maintained by consultation with the research advisors and subject advisors. For the validity of instrument, literature review was done through the research process.

### **3.6 Data Processing and analysis Methods**

Data was collected from the field survey including the respondents, key informants & field observation of the selected area. The data collected was edited for accuracy and completeness .The collected data from the field survey was tabulated & processed forward by using Database and Microsoft office program. Data and information gathered and adopted from various sources is tabulated, presented and manipulated accordingly. Descriptive analysis was done and the data were calculated for frequency and percentage and presented in tables. Figures and graphs are included as per the requirement.

## **CHAPTER -4**

### **FINDINGS AND INTERPRETATION OF THE DATA**

This chapter illustrates the impacts on the economic, socio-cultural and environmental aspects due to the tourism in Panchabhaiya. The collected data were tabulated as well as analyzed and interpreted on the basis of percentage. The interpretation of the data has been done under following headings according to the objectives;

#### **4.1 Demographic Profile**

Pachabhaiya is located in Kaski district. It lies 15 km south east of pokhara. It is a beautiful hill in between two majestic lakes of lekhnath i.e. Begnas lake on North and Rupa lake on south. It is very rich in natural, historical and cultural beauties. we can have top view of Kaski district from there. The beautiful closer view of mountains like Annapurna, Machapuchre, Lamjung Himal ,etc on north makes it more fascinating. The history of tourism in this place can be found from long time back but the concept of home stay was started in 2068. There is a total of 21 home stay are registered. No restaurants and hotels are available .Only few small shops can be seen here and there. Traditional customs are still followed during births, deaths, marriages and in other rituals. Cultural dances are performed on various occasions accompanied by different musical instruments. The demographic characteristics of Pachabhaiya such as population, education, religious group, and income are presented below;

##### **4.1.1 Climatic Condition**

Pachabhaiya is located approximately 15 km to the southeast of Pokhara. It lies in between begnas and Rupa Lake. Pachabhaiya faces the majestic Himalayan views of Annapurna, Machapuchre, Lamjung Himal ,etc. Temperate climate can be found here. Climate is pleasurable and tour can be made any time round the year.

## 4.2 Household survey

Pachabhaiya is located 15 km south east of Pokhara in Kaski. It lies in between Begnas Lake and Rupa Lake. People of this place are employed in occupations like home stay, guide, Agriculture, Service holder and foreign employment. This is famous tourist destination place and People are involved in tourism business. Under household survey, respondents working in home stay, shop, coffee production, farming and eco-farm are included

**Table: 2. Household Survey**

Occupation	Ward Number	Respondents
Home stay	11	21
Shop	11	5
Coffee production	11	5/20
Farming	11	8/32
Eco-farm	11	1
<b>Total</b>	11	40

**Source: Field Survey, 2073**

Total 40 respondents (21 home stay owners, 5 shopkeepers, 5 coffee producer, 8 farmers and 1 Eco-farmer) were taken for household survey.

### **Home Stay Management Committee of Pachabhaiya**

Arjun Lamsal	Chairman
Nil Kumari Thapa	Treasurer
Saraswati Thapa	Secretary
Ram bhakta thapa	Member
Dinesh Adhikari	Member
Padam Lamichhane	Member
Gobinda Paudal	Member
Tara Adhikari	Member

There is a home stay committee for making the plan and policy for tourism in Pachabhaiya mainly focusing home stay. The chairman of this committee is Arjun Lamsal. There are 5

male and 3 female in the committee. It is mainly focused on improving facilities for tourists and providing them a peaceful and secured environment.

#### 4.2.1 Age group of respondents

Middle adulthoods age group is economically active age and most respondents belong to this age group. But somehow all age group is found to be involved in this tourism business. Age is categorized into four age groups.

**Table: 3, Age group of respondents**

Age group	Number	Percentage
20-35	12	30
35-40	16	40
40-55	8	20
Above 55	4	10

**Source: Field survey, 2073**

The table shows 30% of the population was from the age group of (25-35) ,40% was from the age group of (35-40), 20% was from the age group of (40-55) and 10 % was above 55.

#### 4.2.2 Sex group of respondents

Both male and female are involved in tourism business and it shows the empowerment of women due to tourism industry. Under this survey both sex groups are included.

**Table: 4, Sex group of respondents**

Sex	Number	Percentage
Male	25	62.5
Female	15	37.5

**Source: Field survey, 2073**

62.5% of respondents were male and 37.5% were female.

#### 4.2.3 Religion of respondents

Religion is one of the factors affecting tourism. Tourist is visit in different religious places as pilgrims. People following different regions were found in Pachabhaya whereas Hindu population was found to high.

**Table: 5, Religion of the respondents**

<b>Religion</b>	<b>Number</b>	<b>Percentage</b>
Hindu	30	75
Buddhist	7	17.5
Others	3	7.5

**(Source: Field Survey, 2073)**

The table shows the religion of the respondents where 75% of the respondents were Hindu, 17.5% were Buddhists and 7.5% followed other religion.

#### **4.2.4 Ethnicity of respondents**

Pachabhaiya is homeland of several caste/ethnic groups. People of different castes like Brahmin, Chhetri, Gurung, Magar, Dalit, etc are found. Among the different ethnic groups, Brahmin and chettri is the largest ethnic group in Pachabhaiya.

**Table: 6, Ethnicity of the respondents**

<b>Ethnicity</b>	<b>Number</b>	<b>Percentage</b>
Brahmin	17	42.5
Chettri	12	30
Gurung	4	10
Magar	3	7.5
Dalit	4	10

**(Source: Field Survey, 2073)**

The above table shows that 42.5% of the respondents were Brahmin, 30% were Chhetri, 10% were gurung, 7.5% were magar and 10% were Dalit.

#### **4.2.5 Educational Status of respondents**

Education plays a important role in the development of a community. Therefore educational status of people of Pachabhaiya was studied. Educational status was categorized into two types; illiterate and illiterate. People who cannot read and write are included other illiterate whereas the one capable of reading and writing are included in literate.

**Table: 7, Educational Status of respondents**

<b>Educational Status</b>	<b>Number</b>	<b>Percentage</b>
Literate	28	70
Illiterate	12	30

(Source: Field Survey,2073)

Above table shows that 70% of respondents are literate whereas 30% are illiterate.

#### **4.2.6 Marital status of respondents**

Both married and unmarried are involved in this tourism business. While surveying the marital status of the respondents it was found that mostly married were involved in this business.

**Table: 8, marital status of respondents**

<b>Marital status</b>	<b>Number</b>	<b>Percentage</b>
Married	31	77.5
Unmarried	9	22.5

Source: Field survey, 2072

The table shows that 77.5% of respondent were married and 22.5% were unmarried.

#### **4.2.7 Family structure of respondents**

In earlier time there used to be joint family. In joint family, 2 to 3 generations of family live together under a same room. But now days, people have started preferring nuclear family over the joint family. In nuclear family, father, mother and their children are present.

**Table: 9. Family structure of respondents**

<b>Family structure</b>	<b>Number</b>	<b>Percentage</b>
Nuclear family	28	70
Joint family	12	30

Source: Field Survey, 2073

Above table shows that 70% of respondents have nuclear family,30% have joint family. This shows the preference of nuclear family over joint family.

#### 4.2.8 Structure of house of respondents

In earlier time there used to be mud and stone house .But with the advancement of technology people had started building the modern concrete houses which is more facilitated and safer. Since home stay is a important part of tourism business in Pachabhaiya, construction of house and facilities available also affects the tourism. The structure of house shows the financial condition of the respondents as well as the development in that place.

**Table: 10, Structure of house of respondents**

Types of house	Number	Percentage
Rod concrete(Pakki)	19	47.5
Stone, mud and tin(kachhi)	21	52.5

**Source: Field survey, 2073**

The table shows that 47.5 % of respondents have rod concrete house whereas others have stone and mud house.

#### 4.2.9 Land property of respondents

While surveying it was found that all respondents have some amount of land. All of them had established their tourism business including home stay in their own land. The land was also utilized for agriculture providing the necessary products required for their as well as the fooding of their tourist.

**Table: 11, Land property of respondents**

Land property( in Ropani)	Number	Percentage
2-5	6	15
5-7	9	22.5
7-10	13	32.5
10- 15	7	17.5
Above 15	5	12.5

**Source: Field survey, 2073** 15% of

respondents have 2-5 ropani land , 22.5% have 5-7 ropani land, 32.5% have 7-10 ropani land, 17.5% have 10-15 ropani land and 12.5% have land above 15 ropani.

#### 4.2.10 Agricultural production of respondents

The respondents said that they are involved in agricultural activities along with the tourism business. They revealed that tourists prefer their local meals. On one hand they have agricultural productions for their livelihood and on the other hand it is important for home stay fooding too .Rice, Corn, Millet, Potato, Soya beans and coffee, etc are some agricultural productions of this place. While asking the respondents whether the agricultural production was enough for their live hood along with business or not, following results were obtained.

**Table: 12, Subsistence of respondents through agricultural production**

<b>Agricultural Production</b>	<b>Number</b>	<b>Percentage</b>
Enough for livelihood	24	60
Not Enough for livelihood	16	40

**Source: Field survey, 2073**

60% of respondents revealed that agricultural production was enough for their livelihood whereas others revealed that it was not enough for their live hood due to which they have to buy the products making their facilities of home stay expensive.

#### 4.2.11 Main Income Sources of respondent

People of Pachabhaiya are employed in different occupations for livelihood like home stay, guide, Agriculture, Service holder and foreign employment.

**Table: 13, Main Income sources of respondent**

<b>Income sources</b>	<b>Number</b>	<b>Percentage</b>
Home stay	13	32.5
Agriculture	14	35
Service holder	6	15
Foreign employment	5	12.5
Guide	2	5

**(Source: Field survey, 2073)**

Above table shows that 32.5% of respondents were involved in homestay, 35% were involved in agriculture, 6% were involved in service holder, 5% were involved in foreign employment and 5% were involved in guide.

#### 4.2.12 Monthly Income of respondents

Monthly income of respondents is generated from agriculture, service, remittance, home stay, and so on. Monthly income shows the financial condition of the respondents. **Table: 14,**

**Monthly Income of respondents**

Monthly Income(in NRS)	Number	Percentage
5,000-15,000	15	37.5
15,000-25,000	17	42.5
25,000-35,000	5	12.5
Above 35,000	3	7.5

(Source: Field Survey, 2073)

Above table shows that 37.5% have monthly income in between 5,000-15,000 ,42.5% have monthly income in between 15,000-25,000,12.5% have monthly income in between 25,000-35,000 and 7.5% have monthly income above 35,000.

#### 4.2.13 Awareness of respondents on tourism business

To make a business prosper and flourish good awareness and training on it is required. Same is in the case of tourism business. While surveying it was found that most of the respondents were untrained before starting their tourism business while some were trained too.

**Table: 15, Awareness of respondents on tourism business**

Buisness Awareness	Number	Percentage
Trained	15	37.5
Untrained	25	62.5
Types of issues*	Number	Percentage
<b>(Untrained=25)</b>		
House keeping	21	84
Cooking	18	72
Waiter	14	56
Ways of solution	Number	Percentage
<b>(Untrained=25)</b>		
Need training	25	100

(\*Note: Multiple responses are given)

Source: Field Survey,2073

It was found that 62.5% were untrained before starting their tourism business while others were trained. In case of Untrained respondents, 84% faced house keeping issues, 72% faced cooking issues and 56% faced waiter issues. All untrained respondents said that they need training of house keeping, Cooking and Waiter.

#### 4.2.14 Occupation before present of respondents

Tourism has provided employment facilities to the unemployed whereas it has also attracted many people involved in other occupation towards this sector.

**Table: 16. Occupation before present of respondents**

<b>Employment status in past</b>	<b>Number</b>	<b>Percentage</b>
Unemployed	16	40
Employed	24	60
<b>Occupation before present (Employed = 24)</b>	<b>Number</b>	<b>Percentage</b>
Agriculture	16	66.67
Fishery	5	20.83
boating	3	12.5

(Source: Field Survey, 2013)

The table shows that 60% were already employed before entering into tourism industry whereas others were unemployed. This shows that along with the introduction of homestay program in tourism sector in Pachabhaiya has caused the reduction in unemployment problems of this region. Among the employed 66.67% were involved in agriculture, 20.83% were involved in fishery and 12.5% were involved in boating.

#### 4.2.15 Family support to respondents for tourism business

For the establishment of any business, a person needs an encouragement and support from the family. While surveying it was found that most families were supportive in tourism business or for home stay problem whereas some opposed during the initial phase. As said by the respondents, some reasons for their families being unsupportive were Privacy, cleanliness and cultural problems.

**Table: 17, Family support to respondents for tourism business**

<b>Family support</b>	<b>Number</b>	<b>Percentage</b>
Supportive	31	77.5
Unsupportive	9	22.5

(Source: Field Survey,2073)

77.5% respondents got family support for starting tourism business whereas others didn't get family support.

#### **4.2.16 Satisfaction level of respondents from tourism business**

While surveying, it was found that most people were satisfied with their earning from tourism business while some were unsatisfied due to issues like competition, lack of workers and foods ,etc.

**Table: 18, Satisfaction level of respondents from tourism business**

<b>Satisfaction level</b>	<b>Number</b>	<b>Percentage</b>
Satisfied	28	70
Unsatisfied	12	30
<b>Issues for unsatisfaction</b>	<b>Number</b>	<b>Percentage</b>
<b>(Unsatisfied respondents=12)</b>		
Competition	9	75
Worker	6	50
Required foods	4	33.33

(Note: Multiple responses are given)

Source: Field Survey,2073

70% of respondents were satisfied whereas others were unsatisfied. In case of unsatisfied respondents,75% were unsatisfied due to competition,50% were unsatisfied due to lack of workers and 33.33% were unsatisfied due to lack of required foods.

#### **4.3 Facilities**

Different facilities available in a society show the development and progress of a society. While doing research in Pachabhैया it was found that there is a good facility of Water(hot and cold),Electricity, Mobile Phone, WiFi/Internet(ADSL),Road Transportation, Solar light and Attached Toilet/Bathroom.

**Table 19: Facilities in pachavaiya**

<b>Facilities</b>	<b>Number</b>	<b>Percentage</b>
<b>Water(hot and cold)</b>	40	100
<b>Electricity</b>	40	100
<b>Mobile Phone</b>	40	100
<b>WiFi/Internet(ADSL)</b>	35	87.5
<b>Motorable road</b>	5	12.5
<b>Nonmotorable road</b>	35	87.5
<b>Solar light</b>	35	87.5
<b>Attached Toilet/Bathroom</b>	33	82.5

**Source: Field Survey, 2073**

According to the respondents,100% of respondents have facilities of Water(hot and cold),Electricity and Mobile Phone,87.5% have facilities of WiFi/Internet(ADSL),Non motor able road and Solar Light,82.5% have Attached Toilet/Bathroom,12.5% have Motor able road.

#### **4.4 First aid services for safety**

Accidents can happen anytime .Being careful is one aspect but it is not under human control to prevent accident. Simple injury can sometimes be the reason for the death of a person so first aid facility is very important.

**Table: 20, first aid services for safety**

<b>Experience of first aid</b>	<b>Number</b>	<b>Percentage</b>
Experienced	28	70
Inexperienced	12	30
<b>*Reasons for being inexperienced</b>	<b>Number</b>	<b>Percentage</b>
<b>(Inexperienced respondents=12)</b>		
Lack of training of first aid	9	75
Lack of awareness on first-aid	6	50
Busy life schedule	4	33.33

(\*Note: Multiple responses are given )

**Source: Field Survey,2073**

70% had good knowledge on first aid whereas 30% were unknown about it .Respondents who didn't have good knowledge on first aid said lack of training of first aid(75%),lack of awareness on first aid(50%) and busy life schedule (33.33%).

#### **4.5 Impacts of tourism business on economy**

Monthly income of respondents is generated from agriculture, service, remittance, home stay, selling handicrafts and so on. To see the impact of tourism business on economy, the income from the tourism business is to be known.

##### **4.5.1 Occupation related to Tourism**

Along with main tourism business it has created the platform for various other businesses too. Fishery, service, home stay, vehicle transport, guide, etc are the occupation related to tourism. Since Pachabhaiya lies between two lakes Begnas and Rupa, fishing and boating has also been a occupation for people. Tourist visits these lakes and does fishing. People are employed as tourist guides which is also a good source of earning for them. Since Vehicle transport is a infrastructure for tourism business so the tourism sector has created a good earning in transportation sector.

##### **4.5.2 Monthly income from tourism business**

Due to the good earning from tourism industry, people are seen to be attracted towards this industry. According to respondents, monthly income from tourism business has made their family economically sound.

**Table: 21, Monthly income from the Tourism business**

<b>Monthly income from tourism business</b>	<b>Number</b>	<b>Percentage</b>
10,000-15,000	12	30
15,000-20,000	15	37.5
20,000-25,000	8	20
Above 25,000	5	12.5

**Source: Field Survey, 2073**

The above table shows the income generated by tourism business only. It shows that 30% of people involved in tourism business earn 10,000-15,000,37.5% earn 15,000-20,000,20% earn 20,000-25,000and 12.5% earn above 25,000.With the income generated by tourism business the life standard of people has been increased.

### 4.5.3 Assets owned by respondents from tourism business

With the income from tourism business they have been able to buy various assets for their standard life style and to increase their property. This shows the tourism business has made many families financially stable.

**Table: 22, Assets Owned by the respondents from tourism business**

<b>Assets Owned</b>	<b>Number</b>	<b>Percentage</b>
<b>Home appliances</b>	35	87.5
<b>Bank deposits</b>	30	75
<b>House</b>	4	10
<b>Land</b>	6	15
<b>No assets</b>	5	12.5

(Note: Multiple responses are given)

Source: Field Survey, 2013

A multiple response question about the different assets owned from tourism business was asked to respondents. Respondents have owned home appliances from their income generated by tourism business as the table above shows that 87.5% have bought home appliances. 75% have made bank deposits. Few had owned house (10%) and land (15%). 12.5% have said that they have not owned assets as the income was only enough for their daily expenses.

### 4.6 Environmental Change

The living and non living thing around us is environment. With the establishment of a new business various effects are seen in the environment. Tourism does not cause rapid pollution like heavy industries but also it has brought the pollution due to lack of management of wastes and waste materials. The wastes from tourism industry are thrown into environment causing water pollution, air pollution and land pollution. There is overcrowding due to the excessive flow of tourists. Tourism causes the depletion of natural resources by over consumption or pressure on natural resources. It causes the unnecessary sound in the environment causing sound pollution. Tourism can be one of the causes for soil erosion,

increased pollution, natural habitat loss, increased pressure on endangered species and heightened vulnerability to forest fires.

#### 4.7 Socio-Cultural Change due to tourism

Different impacts can be seen in the socio-cultural aspects like change in the infrastructure of the house, language spoken, dressings, grooming and chance of adapting western culture .It had impacted on fooding and clothing .People had learnt the western clothing style and have cause change in clothing pattern. Since tourist wants home meal so respondents prefer home meal over junk food. According to the respondents tourism has impacted on the infrastructure of house like the furnished rooms and toilets. It has caused the increase in land price of the area. People have learnt different languages due to the tourism industry flourished in Pachabhaiya. People have learnt different languages like English, Russian, German, French and Chinese while communicating with foreign tourist to some extent.Tourism has also impacted on family structure .People have learnt about the advantages of nuclear and had been shifting from joint family structure to nuclear family structure.

#### 4.8 Difficulties faced by respondents in promoting business

As said by respondents, due to lack of proper management of issues like advertisement ,security, manpower ,safe drinking water, sanitation ,etc they have been facing difficulty in promoting tourism business.

**Table: 23, Difficulties faced by respondents in promoting business**

<b>Difficulties in promoting business</b>	<b>Number</b>	<b>Percentage</b>
Lack of business advertisement	36	90
Lack of security	19	47.5
Untrained manpower	28	70
Lack of safe drinking water	18	45
Poor sanitation	14	35
Situational issues	8	20

(Note: Multiple responses are given )

Source: Field Survey,2073

90% of respondents said lack of business advertisement,47.5% said lack of security,70% said untrained manpower,45% said lack of safe dirking water, 35% said poor sanitation and 20% said situational issues as problems faced by respondents in promoting business. It shows that

lack of advertisement is the main problem faced by respondents in promoting tourism business.

#### 4.9 Language problems faced by respondents

Language is a main mode of communication. People of different countries visit this place where these tourists have their own language. English is the international language. A person should have good English speaking abilities to communicate with the tourist. It was found that many have language problem.

**Table: 24, Language problems faced by respondents**

Language problems	Number	Percentage
Absent	16	40
Present	24	60
Mode of communication except language	Number	Percentage
Use of symbol	24	60

**Source: Field Survey, 2073**

60% of respondents said that they have language problems and they used symbol for communication with tourist.

#### 4.10 Social Problems seen due to tourism business

Social Problem are the issues that disturbs the law and order of the society. They are caused by different factors which are beyond individual control. Any new change brought in the environment can be the factors for social problems. Some social problems due to tourism business in Pachabhaiya are Cultural problems, Alcoholism, Fighting, Theft or robbery, Use of vulgar words, Threats and so on.

**Table: 25, Social Problems seen due to tourism business**

Social Problems	Number	Percentage
Cultural problems	20	50
Alcoholism	15	37.5
fighting	8	20
Theft or robbery	6	15
Use of Vulgar words	9	22.5

Threat and others	4	10
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**(Note: Multiple responses are given)**

**Source: Field Survey, 2013**

According to the multiple responses given by the respondents, it was found that cultural problems were created mostly by the tourism business in Pachabhaiya (as told by 50% respondents). 37.5% of respondents have said alcoholism, 20% have said fighting, 15% have said theft or robbery, 22.5% have said use of vulgar words whereas 10% have said threats (and others) as the problems brought by tourism business in Pachabhaiya

## CHAPTER -5

### SUMMARY, CONCLUSION AND RECOMMENDATION

#### 5.1 Summary

Tourism is a sector with increasing academic and practical interest as it is one of the fastest growing industry in today's world . The curious nature of man motivated people to make a journey from, one place to another place. Tourism industry is growing vigorously with the development of communication and transportation facilities. Tourism is an important economic source in developing countries like Nepal.

Nepal is a beautiful country with number of beautiful natural and manmade resources. Southern Terai region to northern Himalayan region is famous for its beautiful flora and fauna and diversified ethnic and caste groups. It is also renowned birthplace of light of Asia Buddha and the country of Mount Everest.

Among the hundreds of home stay in Nepal, home stay in Pachabhaiya is one of them. Pachabhaiya is rich in lakes, forests, organic production, flora and fauna, caste and ethnic group, culture, etc. That also included the famous two lake Begnas and Rupa of Lekhnath Municipality.

It has given employment to the several numbers of local people as number of home stays, tea shops are running around the area for the tourist. This study has been carried out in Pachabhaiya area to know more about the tourism in the Pachabhaiya and it's impact upon the local society,. For primary data home stay owners and local people of Pachabhaiya were interviewed whereas for secondary data book and booklets, journals, manuals, magazines, newspaper, published and unpublished thesis were reviewed. These primary and secondary data were used to accomplish the study.

The collected data were rechecked, processed, classified, analysed and presented by using statistical tools such as tabulation and percentage. Qualitative and quantitative data were presented by using descriptive and exploratory research design.

Total 40 respondents (21 home stay owners and 19 local people) were taken for household survey. 30% of the population was from the age group of (25-35), 40% was from the age

group of (35-40), 20% was from the age group of (40-55) and 10 % was above 55. In case of gender,62.5% respondents were male and 37.5% respondents were female. People of many religions were found in Pachabhaiya where 75% of the respondents were Hindu, 17.5% were Buddhists and 7.5% followed other religion. In case of Ethnicity, 42.5% of the respondents were Brahmin, 30% were Chhetri, 10% were gurung, 7.5% were Magar and 10% were Dalit. In case of educational status,70% of respondents are literate whereas 30% are illiterate. In case of marital status,77.5% of respondent were married and 22.5% were unmarried.

In case of family structure,70% of respondents have nuclear family, 30% have joint family showing the preference of nuclear family over joint family. It was found that 47.5 % of respondents have rod concrete house whereas others have stone and mud house. Respondents revealed that 15% of them have 2-5 ropani land, 22.5% have 5-7 ropani land, 32.5% have 7-10 ropani land, 17.5% have 10-15 ropani land and 12.5% have land above 15 ropani. 60% of respondents revealed that agricultural production was enough for their livelihood whereas others revealed that it was not enough for their live hood due to which they have to buy the products making their facilities of home stay expensive.

It was found that 32.5% of respondents were involved in homestay, 35% of respondents were involved in agriculture,6% of respondents were involved in service holder,5% of respondents were involved in foreign employment and 5% of respondents were involved in guide for livelihood. 37.5% respondents have monthly income in between 5,000-15,000 ,42.5% have monthly income in between 15,000-25,000,12.5% have monthly income in between 25,000-35,000 and 7.5% have monthly income above 35,000. As per the survey,62.5% were untrained before starting their tourism business while others were trained. In case of Untrained respondents,84% faced housekeeping issues,72% faced cooking issues and 56% faced waiter issues. All untrained respondents said that they need training of housekeeping, Cooking and Waiter.

60% were already employed before entering into tourism industry whereas others were unemployed. This shows that along with the introduction of home stay program in tourism sector in Pachabhaiya has caused the reduction in unemployment problems of this region. Among the employed 66.67% were involved in agriculture, 20.83% were involved fishery and 12.5% were involved in boating. 77.5% respondents got family support for starting tourism business whereas others didn't get family support. 70% of respondents were satisfied whereas others were unsatisfied with their tourism business. In case of unsatisfied

respondents, 75% were unsatisfied due to competition, 50% were unsatisfied due to lack of workers and 33.33% were unsatisfied due to lack of required foods.

According to the respondents, 100% of respondents have facilities of Water (hot and cold), Electricity and Mobile Phone, 87.5% have facilities of Wi-Fi/Internet (ADSL), Non motor able road and Solar Light. 82.5% have Attached Toilet/Bathroom and 12.5% of respondents have Motor able road. In case of monthly income earned by respondents through tourism business, 30% of people involved in tourism business earn 10,000-15,000, 37.5% of people involved in tourism business earn 15,000-20,000, 20% of people involved in tourism business earn 20,000-25,000 and 12.5% of people involved in tourism business earn above 25,000. With the income generated by tourism business the life standard of people has been increased. Respondents have owned home appliances from their income generated by tourism business. 87.5% have brought home appliances. 75% have made bank deposits. Few had owned house (10%) and land (15%). 12.5% have said that they have not owned assets as the income was only enough for their daily expenses.

In case of issues in promotion of tourism business, 90% of respondents said lack of tourism business advertisement, 47.5% said lack of security, 70% said untrained manpower, 45% said lack of safe drinking water, 35% said poor sanitation and 20% said situational issues as problems faced by respondents in promoting business. It shows that lack of advertisement is the main problem faced by respondents in promoting tourism business. 60% of respondents said that they have language problems and they used symbol for communication with tourist. According to responses given by the respondents, it was found that cultural problems were created mostly by the tourism business in Pachabhaiya (as told by 50% respondents). 37.5% of respondents have said alcoholism, 20% have said fighting, 15% have said theft or robbery, 22.5% have said use of vulgar words whereas 10% have said threats (and others) as the problems brought by tourism business in Pachabhaiya.

## **5.2 Conclusion**

Nepal is a land of magnificent diversities welcoming tourists of all over the world. Nepal consists of beautiful natural scenarios and diversified cultural inhabitants as well as world culturally important places. Nepal consists of multiple diversity in caste, religion, ethnicity. It is the birthplace of the Lord Buddha, roof of the world and home of brave Ghurkhas. Nepal has high potentiality of tourism throughout the year. There are hundreds of beautiful places in

Nepal all waiting to be discovered and explored as tourism spots. Tourism is rapidly growing in Nepal which can be biggest industry to earn the foreign currency.

Pachabhaiya of Kaski district is one the place in Nepal with great tourism possibilities. It lies in between two beautiful lakes; Rupa and Begnas . The top view of Lekhnath and Pokhara from there, the beautiful scenario of lakes, jungles and mountains like Annapurna, Machhapuchre ,Lamjung Himal, etc are the attractions of this place. The magnetism within the Pachabhaiya lies in her lush, green forests, her abundant flora and fauna. There are many angelic natural beauties. People of Pachabhaiya conduct small tourism business like home stay and tea shops for the tourist. Home stays in Pachabhaiya provide opportunity to tourist for enjoying the natural and cultural diversities of that place. Tourist are welcomed with warm hospitality. If the place is promoted then it can be very efficient in promoting the life standard of people through tourism.

Tourist visit Pachabhaiys for purposes like visiting their relation, work for project and volunteer, knowing culture and tradition, Hiking and Trekking, Boating , sightseeing (Of Himalayas, Lake, jungle, etc), Tour, Research and studies, studying history, studying the various flora and fauna and for buying and exporting pure organic products like Rupakot coffee . In spite of such a beauty in Pachabhaiya, tourism business has not been flourished as much as it needs to be due to issues like lack of tourism business advertisement, lack of security, untrained manpower, lack of safe drinking water, poor sanitation ,etc. If such things are taken into consideration .Pachabhaiya have a great future in tourism.

### **5.3 Recommendation**

There should be the collective efforts of government and Tourism Board in promoting tourism in Pachabhaiya. Research should be carried out time and often to explore the beautiful places of Pachabhaiya and establishing them as tourism spots. The research should focus on finding out the interests and problems of the tourism business owners of that place. The security, sanitation, health and environmental around Pachabhaiya should be well maintained. Feeling of safety and security should be maintained in tourist by controlling theft and robbery. The destruction of natural resources in Pachabhaiya area should be controlled. Home stay is to be well managed. Well skilled manpower should be generated to promote tourism business. Proper advertisement of this place as tourism spot should be done. Traditional fishery, boating, agriculture, coffee production should be encouraged to employ

the people. This prevents brain drain from this area and helps in promoting home stay too. Government should allocate a certain fund for tourism development in this area and give emphasis on preservation; conservation and promotion of natural resources of this area. The government and concerned authorities should make plan and policy for promoting tourism business in this area

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**Appendix I**  
**Tribhuvan University**  
**Central Department of Rural Development**  
**Structured schedule For Respondents involve in tourist business**  
**in Pachabhaiya.**

Question number:

Date:

Community name:

Age:

Sex:

Ward no:

Education status:

Caste/ethnicity:

Religion:

Alternative occupation:

Marital status:

1. What is your family structure?

a. Joint family

b. Nuclear family

2. What is your house structure?

a. Rod concrete

b. mud stone house

e. others, Specify....

3. Do you have land property?

a. Yes

b. No

i) if yes, how much Ropani do you have?

a) 2-5

d)10-15

b) 5-7

e) Above 15

c) 7-10







**Appendix II**  
**Tribhuvan University**  
**Central Department of Rural Development**  
**Structured schedule for key informants for interview**

Question number:

Date:

Community name:

Age:

Sex:

Ward no:

Education status:

Caste/ethnicity:

Religion:

Alternative occupation:

Marital status:

1. How is tourism business seen in society?
2. What are socio-economic impacts of tourism?
3. What are the impacts of tourism on environment?
4. How is the people participation in Tourism business?
5. In Pachabhaiya area what kinds of tourist visit mostly?

These questions were discussed by key informants in my facilitation and provided their views.

**Appendix III**  
**Tribhuvan University**  
**Central Department of Rural Development**

**Name List of Key Informants**

- ) Damoder Bhakta Thapa
- ) Nil Kumari Thapa Mager
- ) Damodar Bhakta Thapa
- ) Laxman Prasad Shrestha
- ) Surya Prasad Lamichhane
- ) Bikash Lamichhane
- ) Dinesh Kanta Adhikari

**Appendix : IV**  
**Tribhuvan University**  
**Central Department of Rural Development**  
**Visual of Field Survey**

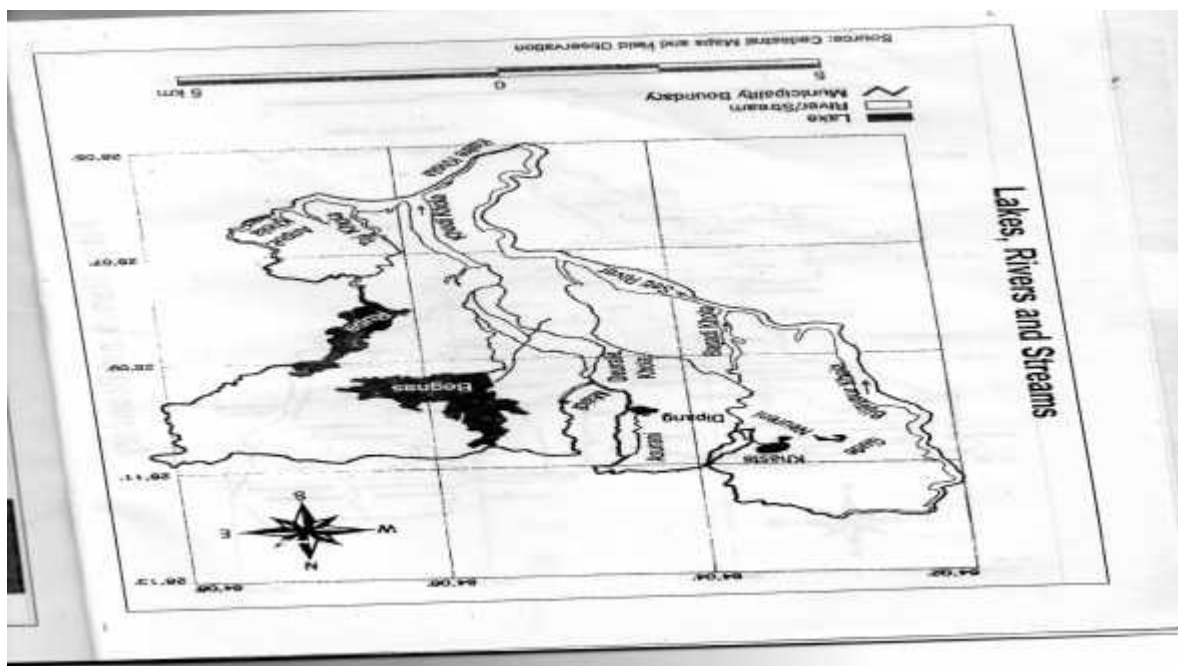


Interview with respondents





Research Area Map (of Pachabhaiya) Lies in Between Rupa and Begnas Lake



Lakes Rivers and Streams of Lekhnath Municipality



Research Households in village



Structured House of Home Stay



Study Areas' Lake