

BENEFIT POTENTIAL OF ECOTOURISM IN NEPAL

A Dissertation

**Submitted to the Faculty of Humanities and Social Sciences of Tribhuvan
University in Fulfilment of the Requirements for the Degree of
DOCTOR OF PHILOSOPHY
in
RURAL DEVELOPMENT**

By

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LETTER OF RECOMMENDATION

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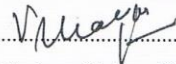
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APPROVAL LETTER

This dissertation entitled "Benefit Potential of Ecotourism in Nepal" was submitted by **Mr. Rajan Binayek Pasa** for final examination to the Research Committee of the Faculty of Humanities and Social Sciences, Tribhuvan University, in fulfillment of the requirements for the **Degree of Doctor of Philosophy in Rural Development**. I hereby, certify that the Research Committee of the Faculty has found this dissertation satisfactory in scope and quality and has therefore been accepted it for the degree.




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DECLARATION

I hereby declare that this dissertation entitled **BENEFIT POTENTIAL OF ECOTOURISM IN NEPAL** submitted to the Office of the Dean, Faculty of Humanities and Social Sciences, Tribhuvan University, is an entirely original work prepared under the guidance of my supervisors. I have made due acknowledgements to all ideas and information borrowed from different sources while writing this dissertation. The results presented in this dissertation have not been presented or submitted anywhere else for the award of any degree or for any other purposes. I shall be solely responsible if any evidence is found against my dissertation.


.....
Rajan Bmayer Pasa

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Rajan Binayek Pasa

ABSTRACT

This study underscores on the area of benefit potential of ecotourism in the context of Nepal. However, professional background, personal interests, and the gaps in literature review had tremendously motivated the researcher to explore the benefit potential of ecotourism. Moreover, this study applies quantitative approach and cross-sectional survey design. The numerical data were collected from 745 community people (tourism entrepreneurs) belonging to three ecological regions: Mountain, Hill, and Tarai. The researcher has brought theoretical insights from alternative tourism development (i.e. ecotourism, cultural tourism and creative tourism), assets based community development approach, sustainable rural livelihood approach and theory of practice, which are then supported by the empirical findings in the study.

Empirically, the study was conducted around Sagarmatha national park (UNESCO Heritage site) located in Pasang Khumbulhamu rural municipality of Solukhumbu district; Annapurna conservation area (Largest conservation area of the country) located in Annapurna rural municipality of Kaski district and Chitwan national park (UNESCO Heritage site) located in Ratnanagar municipality of Chitwan district. The household survey, key informant interview and participant observation techniques were applied from 20 October 2019 to 30 December 2019 for collecting numerical data and generating narrative information.

Statistically, social demographic index seems significant for the analysis of family food sufficiency, personal means of transportation, land ownership types and ecology but insignificant for sex group and caste/ethnicity. Ecotourism index seems significant for entrepreneurial skills, beneficiaries' groups, and ecology and insignificant for types of tourism services. The KAP index seems insignificant for gender, ecology, and caste/ethnicity. Multiple benefits indexes seem significant for number of accommodation room and ecology but insignificant for beneficiaries group, types of tourism services, caste/ethnicity and business investment. Logistic regression model for types of tourism service with respect to social demographic and entrepreneurial characteristics, KAP and economic benefit found significant. Factor analysis model developed two significant explainable factors (government support, marketing, plan; community, culture, and hospitality) from KAP related variables and developed four significantly explainable factors (community building and infrastructure; cultural sentiments and social capital; transformative role of women and hospitality; agro-ecotourism and garbage management) from multiple benefits related variables. Discriminant functions model explained knowledge as stronger predictor than attitude for the educational choice and explained economic benefit and cultural benefit as stronger predictors than social benefit for migration decision. Multiple regressions model for KAP index with respect to social demographic characteristics found significant and the multiple benefit potential index with respect to entrepreneurial characteristics also found significant.

Finally, ecotourism is creating economic, social, cultural, environmental, education and health benefits to the community people significantly. Thus, knowledge generated from this study has greater implication on knowledge level (at conceptual, theoretical and methodological), practice level (to the experts and stakeholders who are working for tourism and rural development) and policy level (to the policy makers and planners working in central and local levels).

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ACRONYMS/ABBREVIATIONS

ABCD	:	Asset Based Community Development
ACA	:	Annapurna Conservation Area
ACAP	:	Annapurna Conservation Area Project
ADB	:	Asian Development Bank
AIDS	:	Acquired Immune Deficiency Syndrome
ANOVA	:	Analysis of Variance
BBA	:	Bird and Biodiversity Area
BHM	:	Bachelor in Hotel Management
BN	:	Billion
BPP	:	Biodiversity Profile Project
CAMC	:	Conservation Area Management Committee
CAS	:	Constitutional Assembly Secretariat
CATS	:	Conservation Assured Tiger Standards
CBS	:	Central Bureau of Statistics
CNP	:	Chitwan National Park
CRT	:	Centre for Responsible Travel
CSA	:	Complex Sample Analysis
DFID	:	Department for International Development and Cooperation
EEB	:	Expected Economic Benefit
EI	:	Ecotourism Index
FAO	:	Food and Agriculture Organization
FIT	:	Fostering Innovative Tourism
FY	:	Fiscal Year
GDP	:	Gross Domestic Product
GWTS	:	Global Wellness Tourism Congress
HDI	:	Human Development Index
HHs	:	Households
HOSAN	:	Homestay Association of Nepal
IBA	:	Important Bird and Biodiversity Area
IDS	:	Institute for Development Studies
IFAD	:	International Fund for Agricultural Development
IUCN	:	International Union for Conservation of Nature
KAP	:	Knowledge Attitude and Practice
KAPI	:	Knowledge Attitude and Practice Index
KASP	:	Knowledge Attitude Skill Practice
KPLRM	:	Khumbu Pasang Lhamu Rural Municipality
LDC	:	Least Developing Country
LUA	:	Tenzing-Hillary Airport
M	:	Meter
MBPI	:	Multiple Benefit Potential Index
MICE	:	Meeting, Incentive, Conference and Exhibition
MN	:	Million
MoCTCA	:	Ministry of Culture Tourism and Civil Aviation

MoF	:	Ministry of Finance
MoFALD	:	Ministry of Federal Affair and Local Development
MoITFE	:	Ministry of Industry, Tourism, Forest and Environment
MSMSE	:	Micro Small and Medium Size Enterprises
NATHAM	:	Nepal Academy of Tourism and Hotel Management
NGOs	:	Non-Government Organizations
NHRC	:	National Health Research Council
NPC	:	National Planning Commission
NTB	:	Nepal Tourism Board
OECD	:	Organization for Economic Cooperation and Development
PhD	:	Doctor of Philosophy
PMAMP	:	Prime Minister Agriculture Modernization Program
PPT	:	Pro Poor Tourism
Prof.	:	Professor
REST	:	Responsible Ecological Social Tour
RNAC	:	Royal Nepal Airlines Corporation
Rs.	:	Nepalese Rupees
SAARC	:	South Asian Association for Regional Cooperation
SDI	:	Social Demographic Index
SEM	:	Structural Equation Modeling
SERVQUAL	:	Service Quality
SNP	:	Sagarmatha National Park
SNV	:	Swiss Development Cooperation
SPSS	:	Statistical Package for Social Science
TBS	:	Tourism Bureau Statistics
TCU	:	Tiger Conservation Unit
TDA	:	Tourism Development Areas
TIE	:	Tourism industrial ecologization
TIES	:	The International Environmentrics Society
TIES	:	The International Ecotourism Society
TN	:	Trillion
TRPAP	:	Tourism for Rural Poverty Alleviation Project
TTDC	:	Thamel Tourism Development Council
UN	:	United Nations
UNDP	:	United Nations Development Program
UNEP	:	United Nations Environment Program
UNESCO	:	United Nations Educational, Scientific and Cultural Organization
UNHDR	:	United Nations Human Development Report
UNIDO	:	United Nations Industrial Development Organization
UNWTO	:	United Nations World Tourism Organization
USAID	:	United State Agency for International Development
VDCs	:	Village Development Committees
VITOF	:	Village Tourism Promotion Forum
WB	:	World Bank
WTO	:	World Tourism Organization
WTTC	:	World Travel and Tourism Council
WWF	:	Worldwide Fund for Nature

CHAPTER I

INTRODUCTION

This chapter deals with introductory related information of the study. In doing so required data and information are presented in eight sections. First, second and third sections present background, research problem and rationale of the study. Accordingly, fourth, fifth and sixth sections highlight research objectives, statistical hypotheses, and significance of the study respectively. Finally, seventh and eighth sections highlight construct limitations, delimitations and structure of the dissertation.

1.2 Background of the Study

*Aatithi Devo Bhavaa*¹ [English transliteration: You become the one who considers that Guests are equivalent to God]. The conventional Hindu-Buddhist philosophy of tourism determines that hospitality is part of eastern culture. In Sanskrit language, the term '*paryatan*' (e. g. 'tourism') comes from the root *atan*, which denotes temporarily leaving one's home to travel. There were three *atans*; *paryatna* (leaving own habitat for getting pleasure and acquiring knowledge), *desatna* (leaving village and country primarily for economic opportunities) and *tirthatan* (leaving village and country for religious purpose) in Hindu literature (Upadhyay, 2003). Here by, the term 'tourism' refers to a short-duration excursion undertaken by a tourist for the purpose of pleasure. Developing new attitude towards travel is the main social cause of tourism development. The invention of modern air crafts and air bus having 800 people carrying capacity and package tours were technological causes of tourism development (Bhatia, 2009).

During the past few decades, tourism has been becoming one of the rapidly emergent economic sectors in the world. It has generated US\$ 8.9 TN or 10.3 percent of the world GDP, and 330 million employments which was 10.4 percent of total employment in FY 2019 (UNWTO, 2020). Despite, tremendous economic impact of tourism, concept of alternative tourism was evolved between 1970s and early 1980s for addressing environmental impact of conventional or mass tourism. During that time, the environmental movement served as the 'womb' in which the concept of ecotourism

¹ This mantra is from the Taittiriya Upanishad, Shikshavalli I.11.2 (Michel, 2007, p. 7).

emerged. Growing ecological concerns and a mounting displeasure with mass tourism have raised the demand of environment friendly tourism experiences. By the mid-1980s, developing nations had recognized ecotourism as a strategy for attaining development and conservation objectives.

The word 'ecotourism' was first used by Hetzer in 1965 to express the intricate relationship that exists between travelers, ecosystems and cultures as they come into contact with. Hetzer also outlined following four fundamental principles for responsible tourism: Maximum economic benefits for the grassroots of the host country, least amount of environmental degradation, low cultural impact and high respect for the host culture, and maximum amenities related facilities for participating tourists. In addition, Miller's (1978) work on Latin American national park planning for ecodevelopment and documentation made by Environment Canada in reference to a number of road-based 'ecotours' as they emerged from the middle of the 1970s to the beginning of the 1980s were noticeable sources of information on ecotourism. In 1987, Ceballos Lascurain was largely credited for providing the first formal definition of ecotourism which has inserted below:

That segment of tourism that involves travelling to relatively undisturbed or uncontaminated natural areas with the specific object of admiring, studying and enjoying the scenery and its wild plants and animals as well as any existing cultural features (past and present) found in these area (p. 25).

This justification of Lascurain proposes that certain ecotourism activities depend on natural regions. According to the ecotourism society's definition from 1991, education and conservation-related ethics have been added. Weaver (2008) has made a pure peculiarity between hard and soft ecotourism. Soft ecotourists take short segments of multi-purpose trips that are thought to be mentally and physically unchallenging ecotourism experiences whereas hard ecotourists embark on generally long-drawn-out expeditions into largely unexplored regions where they could experience physical and mental challenges (Weaver, 2008, p. 194). Fennell (2001) examined the definition of ecotourism from scholarly and commercial view points. He categorized 85 meanings of the terms and 20 factors in an effort to comprehend the better idea of ecotourism. Moreover, he mentions the following five factors: mention of the locations where ecotourism takes place, such as natural regions; conservation; culture; advantages for locals; and education. The practices

of ecotourism, the years between 1991 and 1996, were the most fruitful for the creation of meaning of ecotourism. Similarly, the years from 1994 to 1996 seemed the most thorough development of such ecotourism.

In fact, some of the variables such as environmental education, impact as well as cost and benefit were highly covered while appraising ecotourism in the beginning. However, since 1990, important challenges with ecotourism have included management, ethics, sustainability, local benefits, culture, and development (Fennell, 2001). Owing to that social impact (Maikhuri et al., 2000); economic impact (Obua, 1997; Kelkit et al., 2005) and environmental impact (Silva & McDill, 2004; Nath & Alauddin, 2006) of ecotourism became key issues particularly in the protected areas.

The International Union for Conservation of Nature (IUCN) says that protected areas should have well defined geographic borders, be acknowledged, designated, and administered using suitable legal or other measures in order to achieve long-term conservation of nature and its related ecosystem services and cultural values (Dudley, 2008). Without including Antarctica, 202,467 protected areas, or 14.7 percent of the planet's land, are estimated to exist by experts from the IUCN and UN Environment's Global Conservation Monitoring Centre. In regard to the Aichi Biodiversity target, the Convention on Biological Diversity set a 17 percent target for 2020 (IUCN, 2016).

Globally, the majority of land, or about 5 million km², is protected by nations in Latin America and the Caribbean. At 2.47 million km², Brazil has the largest protected land area system in the world, accounting for around half of that. The Middle East has the lowest percentage of land protected, at about 3 percent, or about 119,000 km². Less than 20 percent of the major biodiversity hotspots on earth are fully protected at this time. There are more than 10,900 protected areas in Asia, which account for 1.8 percent of the ocean and coastal areas and 13.9 percent of the continent's terrestrial ecosystem. Whereas 14 other Asian nations have less than 17 percent of their land protected, countries like Bhutan and Brunei Darussalam have almost 40 percent of their territory under protection.

In the case of China, ecotourism has become a significant component of tourism sector since the 1990s. The major strategies for developing ecotourism were creation of a comprehensive system with public services, resource conservation, environmental education, policies, eco-certification, marketing promotion, community engagement,

technology, and skill (Linsheng & Limin, 2017). This was accomplished by creating ecotourism cooperation zones, tourist hotspots, ecotour routes, and environment friendly scenic roadways. At this background, Hu and Linsheng (2017) assert that regional ecotourism cooperation provides an institutional guarantee, which coordinates the development of China's ecological resources. Thus, they recommend the designing a spatial framework and a framework for regional ecotourism cooperation in line with China's national conditions. China significantly contributes to the region's protected area coverage. There are four enormous protected areas in North West China, totaling over 766,000 km². The total territorial coverage in Asia would decrease from 13.9 to 10.2 percent if these areas were removed (Rahooof, 2019). The growing demand for exotic and wildlife products including rhino horn, pangolin fur, bear bile, reptile, turtle, orchid, coral, and shark products in South East Asia has led to an increase in "biological resource usage." The UN Office on Drugs and Crime estimates that illegal wildlife trade from Asia is worth more than US\$ 23 BN annually (Rahooof, 2019).

Regionally, New Caledonia, Slovenia, Venezuela, Germany, Turks and Caicos Islands, Brunei, Namibia, Liechtenstein, Seychelles, and Hong Kong are considered as countries with most protected land (total 1,037,586.95 km²) in the world (see Table 2.9). Furthermore, Golden gate national recreation area, Lake district national park, Peak district national park, Lake mead national recreation area, North york moors national park, Delaware water gap national recreation area, Dartmoor national park, New forest national park, Grand canyon national park and Cape cod national seashore are top 10 most visited protected areas in the world with annual visits around 71.9 million (see Table 2.10).

Ecotourism, often known as nature-based tourism, is now the tourism industry's fastest-growing segment, expanding three times as quickly as the overall market. Nature-based tourism includes a variety of activities, some of which are dependent on nature, some of which are enhanced by it, and others of which only use the natural environment as a backdrop. Ecotourism focuses on traveling to places where flora, fauna, or cultural heritage are the main draws and involves participating in the natural environment. Ross and Wall (1999) developed pentagon purposes of ecotourism such as protection of natural areas, the promotion of learning, high-quality travel, financial benefit, and participation of the local community people. Therefore, ecotourism is most viable from an economic and

commercial standpoint. Moreover, ecotourism promotes environmental protection, local community wellbeing, and interpretive and educational activities (TIES, 2019).

UNEP identified ecotourism as one of the sustainable green economy sector as it helps to preserve natural as well as cultural heritages of the host country. It also helps to construct resources while enhancing the quality of life alongwith the visitors' enhancement. Owing to that ecotouristic destinations are offering health/wellness tourism, family tourism and natural tourism activities. More specifically, the term "health tourism" refers to two types of visitors (i.e. medical & wellness), based on two different fundamental needs (Vetitnev & Dimanche, 2015). The term "wellness tourism" refers to travel that has its major objective achieving, encouraging, and sustaining the highest level of health and wellbeing. Indeed, a sector worth close to US\$ 500 BN exists for health tourism, which accounts for 14 percent of the US\$ 3.2 TN in total worldwide tourism receipts (GWTC, 2013). It is anticipated that over the next five years, this would expand on average 9.9 percent annually, almost twice as fast as worldwide tourism, and by 2017, it will account for 16 percent of all tourism-related income, or US\$ 678.5 BN. In recent days, most of the hotels/resorts are offering Ayurveda, yoga, meditation, and spa services to the guests.

Family tourism represents tourism activities done by either single family members or in multiple family members in a group. Guardian of any household plan and conduct family tour during public holiday and school holiday periods with long staying days. Family tourism is operated by the growing significance put on encouraging family unity, maintaining family ties, and making memories with family (Schanzel & Yeoman, 2015). That is why promotion of domestic tourism of any particular country is possible with family tourism development activities.

Likewise, natural tourism is centered on conserving natural values, which satisfies the requirement of cognitive function (particularly in protected areas) and it can be regarded as a type of cultural tourism. As a result, nature-based tourism includes a variety of activities, including those which are done in supposedly different and purer natural settings such as swimming, diving, hiking, camping, picnicking, taking pictures, learning, hanging out with friends, or spending time with families (Metin, 2019). Nature-based tourism accounts for 20 percent of all types of tourism worldwide and it is steadily growing (CRT, 2018). Esfahani and Albrecht (2016) emphasized the three roles that natural tourism

plays: Providing nature as a key component of a tourist attraction; protecting a natural setting with deep cultural significance for the community; and encouraging culturally and abiotically aware conduct among visitors. Globally, natural tourism activities (service, conservation, and guest host relationship) have been practiced in ecotourism destinations.

Beginning in 1990s, ecotourism has been growing 20 percent to 34 percent per year globally (WTO, 2020). Kenya, Zimbabwe, Tanzania, Costa Rica, and Nepal are some of the prominent examples of countries and their protected area tourism makes up a sizeable portion of all international travel (Nepal, 1997). In the case of Nepal, ecotourism activities are becoming popular equally in domestic and international tourism market. There are numbers of trekking routes and destinations available for ecotourists to experience Nepal's magnificence views from the Khaptad and Shuklaphanta national park in the west to Kanchenjunga conservation area and Illam in the east (KC et al., 2015).

No doubt, tourism in Nepal is an ancient phenomenon. Religious and trade-base tourism in Nepal was historically evident (e.g. Banaras, Pataliputra/Patana and Tibet). After the fall of Rana regime and establishment of democracy in 1950s, tourism has taken its full-fledged shape. Because of its scenic beauty as well as ridiculous natural and cultural diversity, Nepal is a well-known tourist destination worldwide. Nepal's mysterious landscape and distinctive culture are its main tourism drawcards (Joshi, 2008). The beautiful Himalayas scenic beauty, Vista Landscape, cultural heritages, ethnic diversity, natural social setting, and hospitality are the prominent attraction to the tourist in Nepal (Gurung, 1984). Due to its distinctive topography, varied temperature, and rich cultural legacy, Nepal is a country of unparalleled natural beauty.

Nepal offers a wide variety of comparative benefits and is a popular tourist destination. The world's most breathtaking mountains, people from many racial, religious, and cultural backgrounds, an abundance of flora and fauna, and a range of climates are the main draws for tourists (Joshi, 2008). Due to this, Nepal received over 1.2 million international tourists in 2019, the largest number to date. This is a 2 percent increase from the number of visitors in 2018, when Nepal received 1,173,072 tourists (MoCTCA, 2020). Tourism created 6.7 percent of total economy (Rs. 231.0 BN or US\$ 2,051.4 MN) and visitors' expenditure is Rs. 93.9 BN (US\$ 833.8 MN) that is 30.8 percent of total exports and generated 1,034,000 employments in Nepal that is 6.9 percent of total employment

(MoF, 2020). Out of total visited, 429,764(36.63%) tourists visited 20 protected areas such as 12 national parks, six conservation areas, one wildlife reserve and one hunting reserve which have covered an area of 34,420 km² (23.4% of total land 147,516 km²) (MoF, 2020). The fact shows that ecotourism is the fastest increasing sectors in the tourism business (Das & Chatterjee, 2015) even in Nepalese context. Besides, the entry fee and other income generated from protected areas was enlarged through 4.8 percent to Rs.739.9 MN in FY 2018/19 compared to that of the FY 2017/18 (MoF, 2020). The revenue is investing to implement bufferzone management program that is improving the livelihoods of 142,599 people residing nearby protected areas (MoF, 2020).

The tourism entrepreneurs including local community people are benefitted from ecotourism and bufferzone management programs in Nepal. More so, benefits of ecotourism are not only improving the livelihood of community people but also contributing to the rural development process in Nepal. Rural development is a plan for the general development of rural areas that includes the growth of agriculture and allied activities, village industries and crafts, as well as rural socio-economic infrastructures (Singh, 1999). The primary goal of rural development is to increase the standard of living for rural residents by providing them with more equitable access to natural resources, physical resources, human resources, financial resources, and social resources (Atchoarena, 2003). In order to mitigate the negative effects of one-time development, rural development processes aim to change the socio-economic and cultural life of the community people in a sustainable way through the active involvement of local development stakeholders, including state actors and beneficiaries.

In the case of Nepal, Tourism for Rural Poverty Alleviation Program (TRPAP), a project of the 10th Plan (2002–2007), makes use of the outstanding natural beauty, distinctive culture, and legacy of Nepal. The sustainable tourism development concept was implemented in rural Nepal by groups that were pro-environment, pro-rural communities, and pro-women (TRPAP, 2005a, 2006b). With the financial and technical support from UNDP/Nepal, (DFID)/Nepal, and SNV/Nepal, this program was inaugurated in September 2001 under the Ministry of Culture, Tourism, and Civil Aviation. This program was piloted in Taplejung, Solukhumbu, Rasuwa, Chitwan, Lumbini and Dolpa districts. Also, it had benefited 160,732 locals and encompassed 28,337 homes across 48 VDCs. The TRPAP

enhanced the lives of rurally poor and disadvantaged individuals while empowering the program's 50 percent female members. Moreover, TRPAP contributed to the creation of a 15-years tourist marketing strategic plan (2005–2020) for national tourism marketing (NPC, 2002). Recently, the Nepal Tourism Board and UNDP established a new project called "Sustainable Tourism for Livelihood Recovery" to aid in the restoration of Nepal's tourism industry, which was negatively impacted by the coronavirus pandemic. The US\$ 2 MN co-funded project intends to provide temporary employment for the impacted populations, especially for women and members of underprivileged groups whose livelihood is based on tourism (NTB, 2020).

Governments of developing countries, international development agencies, and Non-Government Organizations are thus seeing tourism promotion as an opportunity to initiate development processes (OECD, 2016). As a result, the tourism industry has grown to be a crucial component of Nepal's economic development, job creation, and reduction of poverty and upgrading human development index. Furthermore, Nepal's national HDI score was 0.602 in 2021, placing it in the group of countries with medium levels of human development (UNDP, 2022). With a significant urban-rural disparity, its score in urban regions (0.647) is higher than that in rural areas (0.561). Moreover, the HDI value differs between provinces. As expected, Bagmati Province receives the highest rating (0.66), followed by Lumbini Province (0.58), Gandaki Province (0.62), and Province 1. (0.56). The lowest-scoring province is Province 2, followed by Karnali (0.53) and Sudurpachhim (0.51). (0.54). This demonstrates how differently the country's regions have fared in terms of development. Nepal has met two of the three requirements for LDC graduation, particularly those related to economic vulnerability and human resources. Despite the fact that it qualifies for graduation, it has chosen to delay graduation until 2024 due to a number of serious dangers (UNDP, 2022; NPC & UNDP, 2020).

In this background, this study tries to raise seven² pertinents of ecotourism, which are related to tourism development in general and benefit potential of ecotourism in particular. First, the visiting trend of international tourists is not yet increased significantly in popular ecotourism destinations. Second, most of the ecotourism destinations have poor

² There are seven continents in the world and seven days in a week. Philosophically, the number seven is regarded as lucky number in Western and Eastern countries (Hustedde, 2009).

tourism infrastructure to attract both inter/national visitors. Third, despite tourism entrepreneurs paying huge amount of business tax and business renew fee to the government, public expenditure in ecotourism sector is not sufficient. Fourth, with 34,420 km² protected land (23.4% of total area 147,516 km²) (MoF, 2020), Nepal can be a popular ecotourism destination but till date ecotourism activities are limited in the popular protected areas. Fifth, most of the ecotourism entrepreneurs are operating their services without professional entrepreneurial skills, degrees and diploma related to tourism/hospitality related subjects. Furthermore, entrepreneurs' knowledge, attitude and practices (KAP) on tourism need to discover the following pertinent issue: How do they understand, believe, and act with ecotourism (USAID, 2011) and how their knowledge and attitudes can influence their behavior (Xu et al., 2021)?

Sixth, the country is rich in cultural diversity and there is a huge potentiality of cultural and food tourism but only a few ethnic groups are involved in ecotourism business. Seventh, ecotourism is becoming priority sector of local government but benefits of community based tourism (multiplier effects) are not yet analyzed from rural development perspective. Lastly, for the constructions of new knowledge based on seven pertinents of ecotourism highlighted above issues, this study has tried to raise sole research issue benefit potential of ecotourism particularly in UNESCO Heritage site Sagarmatha national park located in Khumbu Pasanglahmu rural municipality of Solukhumbu district (Mountain region); Nepal's biggest conservation area, Annapurna Conservation Area located in Annapurna rural municipality of Kaski district (Hill region) and UNESCO Heritage site, Chitwan national park located in Ratnanagar municipality of Chitwan district (Tarai region). In doing so, focus was given to explain economic, social, cultural, environmental, educational, and health benefits potential of ecotourism from the perspectives of tourism entrepreneurs (REST, 2003, p. 22).

1.2 Statement of the Problem

The seven pertinants of ecotourism highlighted in background information are surmounting research problem of this study. First, the visiting trend of international tourists has not yet increased significantly. The figure was less than 0.1 million for the two decades (1954-1974), slowly increased one million to 0.45 million in next three three decades (1976 to 1998) and increased 0.52 million to 1.2 million from 2007 to 20-19 (MoCTCA, 2020).

The latest figure 1.2 million is approximately 0.1 percent of the global tourists and 5.7 percent of the Asian tourists (WTO, 2015). Among the visitors, more than 65 percent visited for the drive of holiday festivity and desire followed by 16.52 percent for adventure including trekking and mountaineering and 14 percent for religious purpose (MoCTCA, 2020). The percent of religious tourists can be increased significantly as Nepal is popular destination for both Hindu/Buddhist people living worldwide particularly China and India. Tourism sector created 6.7 percent of total economy (US\$ 2,051.4 MN) in Nepal (MoF, 2020) whereas USA had the world's largest travel surplus with US\$ 62 BN, resultant from travel incomes of US\$ 214 BN and spending of US\$ 152 BN (WTO, 2020).

Second, most of the tourism destinations throughout the country still need to assist brand products for enticing inter/national tourists. Tourism has generated Rs. 231.0 BN in 2019 in which domestic spending was 55 percent and international spending was 45 percent (MoF, 2020). As a matter of fact, government of Nepal declared 2016 as a domestic tourism year and 2018 as an international tourism year (NPC, 2016). Since then, tourism entrepreneurs are receiving domestic tourists with good hospitality, serving to them local organic products and locally made wine and also performing cultural programs. In order to control domestic tourism, the idea of traveler philanthropy has been used. It entails incorporating the fundamental principles of responsible travel to include tourist businesses supporting local communities and visitors (Valdez & Magio, 2016). This is possible with constant guest-hosts relationships, attractive seasonal and off seasonal tourism packages.

Third, despite tourism entrepreneurs paying huge amount of business tax and business renew fee to the government, public expenditure in tourism sector is not sufficient. Owing to that aviation and road networking facilities are still critical even in popular tourism destination like; Everest region and ACAP region. For the aviation services, out of 49 airports in Nepal, 32 airports are in operations. Seven domestic airports are under construction and 17 are non-functional. In 2019, thirty international airlines carried 4,138,764 passengers out of which 2,245,338 were outbound and 1,893,426 in-bound by 32,425 flights. The number of countries having civil aviation contract reached to 40. There are 19 airline companies for domestic movement.

Nepal ranked 161 in terms of minimal (0.3%) investment in tourism sectors (WTTC, 2017). In tourism sector government allocated Rs. 5,203.4 million in FY 2018/19

to the Ministry of Culture, Tourism and Civil Aviation (MoF, 2019). Size of budget jumped into Rs. 22.68 BN in FY 2019/20. The government has also placed a strong emphasis on boosting Meeting, Incentive, Conference and Exhibition (MICE) tourism in order to attract high spending to the nation. Building roads and meeting spaces to boost MICE tourism were prioritized in the budget (MoF, 2020). However, Nepalese hotel industry has been providing quality service to the travelers. At present there are 1,289 star/tourist standard hotels with bed capacity of 43,999 beds per day; 3,680 travel agencies with 4,200 tour guides; 2,764 trekking agencies with 17,625 trekking guides; 81 rafting agencies with 266 river guides and 82 tourist transportation services (NTB, 2020).

Tourism has generated total 1,034,000 employment opportunities in Nepal that is 6.9 percent of the overall employments (MoF, 2020). GDP contribution of tourism sector in 2019 was 7.6 percent that is four fold less than remittance (28%). Government is creating employment through remittance-based economy. The government has opened 172 countries for individual initiative and 110 countries on an institutional basis for foreign employment. Government mechanism also has provided different capacity and skill development trainings related to foreign employment (see Appendix L). By mid-March of FY 2019/20, a total of 190,000 workers including 172,000 male and 18,000 female had left home country for foreign employment. Furthermore, in FY 2018/19, various programs were implemented under Prime Minister Employment Program at 646 local levels and around 188,000 unemployed youths (male and female) were engaged for an average of 12.43 days (see Appendix K) (MoF, 2020).

Fourth, Nepal can be a popular ecotourism destination but till date ecotourism development activities are limited in the selected protected areas of the country. For example, total 429,764 international tourists visited 20 protected area of Nepal in 2019. Out of total, 382,262 tourists visited Sagarmatha National Park, ACAP and Chitwan national park that account 88.95 percent (DNPWC, 2020; MoF, 2020). The local representatives are developing tourism master plan but this need strong commitment for the implementation. Comparing the FY 2018/19 to the FY 2017/18, protected area revenue have been increased by 4.8 percent, to Rs. 739.9 MN (MoF, 2020). Principally, the revenue is allocated for administrative cost (10%), conservation related awarness raising training programs (10%), IGAs (20%), community development (30%), physical infrastructure

development (30%) and administrative cost (10%) (Pradhan & Gradon, 2008). Hence, local development stakeholders belonging to 20 protected areas, bufferzones of 13 protected areas, 10 Ramsar spots (Wetlands of International Importance) and protected forests need to mobilize local people for conserving wildlife, natural resources, biodiversity, and forests with development purposes (BZMR, 1996).

Fifth, most of the tourism entrepreneurs are operating their services without professional entrepreneurial skills, degrees and diploma related to tourism/hospitality related subjects. In order to gain from jobs and business, tourism development requires an adequately skilled national workforce. It also requires fantastic service, professionalism and innovative opportunities to the visitors. Even though, the academics, government mechanism, industry and NGOs functioning outside of societies are providing essential guidelines of sustainable tourism development but local stakeholders are neglecting such issues in tourism destinations (Teye, Sonmez & Sirakaya, 2002). Therefore, these issues may be resolved in the community context with the help of transparent consideration of the interface between internal and external stakeholders, and possibly projects where this occurs have a chance at success (Ellis & Sheridan, 2014). It might be reason Ehrlich primary school efforts program was applied in Tiberias, Israel in mid-1990s. By the teaching of fundamental skills in community tourism contexts, this effort program aims to inspire students to improve their community and education. (Gartner, 2002). The University of Queensland also has been educating students on "moralization of tourism," which tries to dispel many of the unfavorable stereotypes about the industry and advance numerous socioeconomic opportunities (Ruhanen, 2016). MODUL University Vienna has also adopted five value sets of sustainable tourism education such as ethics, stewardship, knowledge, professionalism and mutuality of Tourism Education Future Initiative (Sheldon et al., 2008) in order to foster collaboration and dialogues among all the stakeholders (Lund-Durlacher, 2016).

In Nepal, school level students are also acquiring tourism entrepreneurship related knowledge through local curricula developed by local governments. Even the term sustainability of rural/tourism have been mentioned in the curriculum developed by University, College and Technical and Vocational Education Centers. Again the problem is poor involvement of local youth having Degrees and Diplomas in hospitality

management and culinary art subjects in tourism entrepreneurship development. In 2010/11 government produced 2,173 skilled manpower that jumped to 2,959 in 2019/20. The most of them have studied Bachelor in Hotel Management, and participated in trekking guide, homestay management, hospitality management, porter guide related skill development trainings (NATHAM, 2020). However, most of the skilled human-powers are either working abroad or in urban centers and majorities of the host communities are still facing a crucial lack of good service and professionalism. As a result, many emerging nations' tourism industries have been hampered by a shortage of professional and skilled humanpower (Kaplan, 2004). In Nepal, income-based tourism activities were lately thought out through saints, intellectuals and interested travelers who used to visit in potential destinations for learning/entertainment. However, the educated people of today are not interested in connecting their knowledge with the actual practices which have been happening in the society (Koirala, 2015, pp. 41-43). Another irony is that our exam system too is producing numbers of graduates but their knowledge/skills are not applying for national interests (Koirala, 2007, pp. 223-226).

Pasa (2021a) also found religious norms/values serve as a guidance for culture-specific social structures. It might be reason behind why education has been playing "functional transformative role" on homestay tourism development in Sirubari, Syangja. The aged Dalits are improving their livelihood and socio-economic status in the society because of tourism. They are also getting social/financial supports from Gurung people. Young Dalits who are educated and skilled are joining the military, police, teaching, and public administrative fields as well as migrating for foreign employment. Formal education is supporting to build bridging and linking socio-cultural capital and playing planning and networking role for tourism development. Empirically, for accessing tourism and educational related issues some of the foreign researchers (i.e. Said, 2022; Shen et al., 2022; Matapuri et al., 2021; Wang et al., 2020; Rahman et al., 2020) have conducted KAP survey but not yet conducted in Nepal especially from tourism development perspective.

Sixth, cultural tourism has 70 percent share in global tourism market (WTO, 2004) and becoming significant phenomenon in tourism industry and crucial component of the tourism market (Ritzer, 1999; Urry, 2001 as cited in Liu, 2014). Despite diversified ehncicity and culture (125 caste/ethnic & 129 lingual groups [see Appendix D]) (Language

Commission, 2019), few ethnic groups are involving in tourism business. Cosmologies of Nepalese ethnic groups are developed based on Hindu Philosophy *Varna* system that has categorized into four groups; *Brahmans* (priests), *Chhetri* (rulers), *Vaishyas* (traders) and *Sudras* (servants) (Subedi, 2009). Again, Vedic cosmology had developed three fundamental characteristic of the nature. The Brahmin people having *Satwoguni* nature used to have vegetable, fruits and dairy products. The Chhetri people having *Rajoguni* nature also used to have vegetable, fruits and dairy products, but they also prefer some spicy food stuffs. The Vaishya people having *Satwo and Rajoguni* used to have both vegetarian and non-vegetarian food items. The Shudras having *Tamoguni* nature used to have non-vegetarian food and alcoholic items.

Owing to that ethnic group belonging to *Satwoguni* and *Rajoguni* nature do not accept to sale of non-vegetarian dishes and hard drinks to the guests especially in rural setting. Form them, the guests can get enjoyments after having such kind of fooding and drinking times (Pasa, 2021b). Even any ethnic and religious groups develop their cultural structures, norms and values based on *Varnaic* ways of strategic actions that establish social identity. This makes clear that *Varna* system is one of the foremost influencing factors for developing and promoting rural tourism in Nepal where Brahmin and Chhetri people are hardly involving in tourism business comparing to other ethnic groups.

Seventh, tourism is becoming priority sector of local government but multiple benefits (multiplier effects) of community-based tourism are not yet analyzed from rural development perspective. Hence, the focus must be given to economic, social, cultural, environmental, educational, political and health benefits of ecotourism (REST, 2003, p. 22) in Nepalese context. Pasa (2019) also found mutual influences between homestay tourism and rural development in Sirubari, Syangja. Adhikari (2014) asserts that it wouldn't be overstating the case to claim that Nepal's tourism potential would prove itself like the hen that used to lay golden eggs in fairy tales if it were used properly and with some seriousness on the part of the plans and policy makers. Contrary to this most of the research studies seem to be focused on economic impact, environmental impact and livelihood impact. Even such studies failed to cover impact analysis of tourism with respect to Mountain, Hill and Tarai ecological regions. There are total 26,494,504 population

belonging to 125 caste/ethnic and 129 lingual groups where Mountain, Hill and Tarai constitute 1,781,792; 11,394,007 and 13,318,705 population respectively (CBS, 2011).

Finally, from rural development perspective, may be because of Eurocentric development modalities, more than four BN people in the world are living outside the reach of the law and justice and equality (UN, 2015). In addition, there are many people living in poverty, especially in rural areas, as a result of gender-based inequality and the unequal allocation of national resources (UNDP, 2009). For resolving such problems, developing countries have been implementing various rural development policies and practices in local level. However, meaningful participation of the people in policy formulation and program implementation process seem still questionable (UNIDO, 2013).

In Asian region, 475 million people live and work in rural areas with few economic possibilities (ADB, 2011) whereas more than half of the four billion residents of developing Asia residing in urban areas in 2019 (Susantono, et. al., 2020). Urban populations in the region increased at an average of 3.4 percent per annum from 1970 to 2017 (UNDESA, 2018). In Nepal approximately 10,014,922 people are living in rural areas that are 37.8 percent of 26,494,504 total population. With a significant urban-rural disparity, the HDI of urban regions (0.647) is higher than that of rural areas (0.561). This might create uneven distribution of development outcomes across different parts of the country. The majority of rural households have little to no access to essential services including clean water to drink, sanitary conditions, primary healthcare, and education (IFAD, 2015). However, after the reinstitutions to the democracy in 1990, ethnic identity politics became major force in Nepalese politics (Hagen, 2007) may be because of social exclusion, centralization as well as rising inequality (Lawoti, 2007). In this context, tourism can be an effective strategy for ensuring social justice especially in rural areas. This could contribute to the development of abilities and skills for maximizing income opportunities, strengthening rural livelihood, and raising quality of life (Coker & Bassey, 2012). Finally, based on above mentioned research problem, the study has developed following research questions:

- I. What is the status of tourist flow, physical infrastructure and vocational skills of the tourism entrepreneurs in the study area?
- II. Why knowledge, attitude, and practices regarding tourism of the tourism entrepreneurs influence ecotourism development activities in the study area.

- III. How economic, social, cultural, environmental, educational, and health benefits potential of ecotourism promote rural development activities in the ecotourism destinations.
- IV. What is the causal relationships between characteristics of the tourism entrepreneurs with respect to socio demographic, ecotourism, KAP and multiple benefits potential indices?

1.3 Rationale of the Study

By recognizing, safeguarding, promoting, and publicizing the nations' historical, cultural, religious, archeological, and natural heritage sites and giving locals priority in the distribution of its benefits, tourism can boost the economy of the nation (CAS, 2015). In the reference of above-mentioned texts inserted from constitution of Federal Republic of Nepal 2015, government has anticipated tourism as an import sector for upgrading national economy. The national government also created the National Tourism Strategy Plan (NTSP) (2016–25) based on the constitutional framework, with the target of receiving 2,522,000 tourists in 2025. And this will contribute 9.29 percent of the GDP (US\$ 3401 MN revenue) and create 6, 32,000 jobs (MoCTCA, 2017). The federal government has developed Province wise structural tourism development plans and also selected 100 new potential tourism destinations³ throughout the country and Province wise structural (MoCTCA, 2018). More so, the federal government has devolved power/jurisdictions connected to tourist development through market management, biodiversity conservation, preservation of language, culture, and fine arts, as well as the collecting of tourism fees in local level (CAS, 2015). For example, Khumbu Pasang Lhamu rural municipality of Solukhumbu district collected US\$ 44.61 MN from 22,330 tourists in three months (October to December) in FY 2017/18 (KPRM, 2018).

GDP contribution of tourism was 2.9 percent in 2012 and 7.9 percent in 2019 (MoCTCA, 2016; MoF, 2020). This figure shows that tourism is becoming an emerging sector to contribute significantly on rural/national economy that is why federal democratic republican government has identified tourism as prime sector for upgrading national and

³17 destinations from Province 1, 9 destinations from Province 2, 17 destinations from Province 3, 19 destinations from Province 4, 16 destinations from Province 5, 11 destinations from Province 6 and 11 destinations from Province 7

rural economy. In order to develop and promote tourism industry of our country, federation had allocated Rs. 22.68 BN in FY 2019/20 for implementing the physical infrastructure development projects in 100 new tourism destinations (MoCTCA, 2018; MoF, 2019). The trend of domestic tourism during holiday season also has been increasing annually. For example, in FY 2017/18, 200,000 tourists were visited Chitwan national park in which 60 percent of them were domestic tourists (the figure was 30% in the previous year). During Dashain holiday almost hotels having 5,500 beds were packed by Nepalese family tour package for two weeks (Kantipur National Daily, 2018).

Education VS. Ecotourism: First, education can become more effective in ecotourism as it motivate tourists to become actively involved in environmental learning process for retention of information to occur (Kimmel, 1999). Gilbert points out three types of environmental education such as informal education, formal education and improving education which play important role in ecotourism (Gilbert 2003, 76). Second, education is frequently focused on the deliberate process of learning new things and improving one's capacity (competencies) to apply them. Whatever the means of acquiring information, it must deal with the fundamental problems of knowledge creation and control (Deneulin & Townsend, 2007). The Incheon Declaration (Education Framework 2030), acknowledged education as the primary driver of development. The proclamation also advised educators to perform an empirical studies to bring significant change in day-to-day activities of the rural people (UNESCO, 2016). Being an academician (University Lecturer), the researcher also tried to conduct transformative research which is directly and indirectly connected with daily life/livelihoods of the community people residing in Mountain, Hill, and Tarai regions of Nepal.

Ecotourism and GNI: Second, in 2019, the tourist industry generated 330 million employments (10.4% of total employment) and contributed 10.3 percent of the world's GDP (US\$ 8.9 TN) (UNWTO, 2020). In the case of Nepal, 1.2 million international tourists were visited in 2019 that created US\$ 2051.4 MN (6.7% of total economy) and generated 1,034,000 employments (MoF, 2020). With the long-term goal of upgrading Nepal into fascinating, attractive, and safe tourism destination by protecting and promoting Nepal's natural, cultural, biological, and man-made heritage, government targeted to receive >2.5 million tourists and generate 898,000 employments by 2025. The year 2020 was also

designated as the Nepal Tourism Year with a goal of receiving 2 million visitors which can not be implemented due to the outbreak of the Coronavirus. Here is why, this is so important to appraisal trend of international tourist flow and GDP contributions of tourism sector in Nepalese economy.

Ecotourism to promote value of protected areas: Third, out of total 1.2 million international tourists' arrival in Nepal, 429,764 (36.63%) tourists visited the protected areas. The protected land has covered 23.4 percent of total land 147,516 km² (MoF, 2020). Besides, ecotourism activities can be implemented in bufferzones of 13 protected areas, 10 Ramsar sites (Wetlands of international importance) and protection forests also can be tourism destinations. Beyond doubt, protected area of Nepal can be popular ecotourism destinations in national and international tourism market. Ecotourism and biodiversity preservation are still controversial and in flux, particularly in emerging economies (Aseres & Sira, 2021). However, the protected areas have potentiality to offer integrated tourism development activities such as ecotourism, natural tourism, rural tourism, cultural tourism, family tourism and wellness tourism. Hence, it is inevitable to assess contributions of ecotourism in national economy and local level family economy in Nepalese context.

Ecotourism to Promote Cultural Diversity of Country: Fourth, the country is rich in cultural diversity with 125 caste/ethnic and 129 lingual groups living in Mountain, Hill and Tarai regions (CBS, 2019). But up to this moment, selected ethnic groups like; Sherpa, Tamang, Gurung, Magar, Newar, Thakali and Tharu are offering homestay services. Very recently, Dalits in Northern Pyuthan and Brahmin in Telkot, Bhaktapur are offering homestay. Most of ecotourism activities in Annapurna region, Langtang region and Khumbu region have been operating by migrated entrepreneurs (P. Sharma⁴, informal communication, October 4, 2016). Hence, this is very important to explain cultural benefit potential of ecotourism equally in Mountain, Hill, and Tarai regions.

Promote Planning for Ecotourism: Fifth, the planner, the operator and the direct beneficiaries and the indirect beneficiaries of ecotourism or community managed tourism must be local people. However, majority of the tourism entrepreneurs in Bhaktapur, Nagarkot and Sauraha are not belonging to local community people (Banskota, 2012). In

⁴ Prof. Sharma is a key advisor in HOSAN and VITOF- Nepal and he also has been serving as a visiting Professor in Central Department of Rural Development, Kirtipur.

this line, OECD (1994) found that around 80 percent of tourism entrepreneurships in small cities and communities are owned, operated and managed by the outsiders or migrant entrepreneurs. Thereby, it is important to appraise social demographic and entrepreneurial characteristics of the respondents operating tourism business in the respected regions.

Local Entrepreneurship Development for Ecotourism: Sixth, most of the entrepreneurs operating tourism services in rural areas have poor entrepreneurial skills and knowledge on tourism development stakeholders. In many developing nations, the tourism industry has been hampered by a lack of a sufficiently skilled local labor force (Kaplan, 2004). Tourism development requires fantastic service and professionalism, as well as innovative opportunities to the visitors. In this regard, it is also important to appraise entrepreneurial characteristics of the tourism entrepreneurs and their knowledge, attitude and practices on tourism based on study variables (see Appendix B).

Postulate New Methodology for Research on Ecotourism: Seventh, most of the research conducted in tourism sector are designed under survey method. And during data analysis, most of the studies apply simple tools of descriptive (frequency table and central tendency) and inferential statistics (relationships & significant difference test). Thus, it is important to apply Complex Samples Analysis (CSA) plan for comparing the data between and among the strata and clusters and calculating standard error as well as lower and higher value at 95 percent confidence interval for population projection (Dowd & Duggan, 2001; Siller & Tompkins, 2002). And also inevitable to apply composite index (Sava, 2016); computing likert scales (Chakrabartty, 2014); mean differences through t-test, one way ANOVA and power analysis (Field, 2009). It is equally important to apply principle component analysis method or multivariate tools like; logistic/multiple regressions, factor analysis (Field, 2009) and discriminant analysis with canonical correlation (George & Mallery, 2011).

1.4 Research Objectives

The general objective of this study is to explain multiple benefits potential of ecotourism in Nepal. In this stance, below are the specific research objectives (ROs) that are expanded general objective:

I: To assess the tourist flow and priority areas of ecotourism (i.e. physical infrastructure, capacity and skill development trainings) implemented by government agencies to promote ecotourism.

II: To examine ecotourism related potential knowledge, attitude, and practices (KAP) of the community people from the study areas of three ecological regions.

III: To explore the multiple benefits potentialities (i.e. economic, social, cultural, environmental, educational, and health) of ecotourism.

IV: To analyze the causal relationship between socio-demographic and entrepreneurial characteristics of the community people with respect to socio demographic index, ecotourism index, KAP index and multiple benefits indexes.

1.5 Statistical Hypotheses

Under the inferential statistics, this study tested following hypotheses. For instance, the alternative hypotheses are listed here as the research hypotheses.

1. The mean value of socio demographic index of the community people differs due to gender, food sufficiency, personal transportation facilities, ecology, caste/ethnicity and land ownership type.
2. The mean value of tourism index differs due to capacity/skill development training, beneficiary type, ecology, and ecotourism business type.
3. Mean value of ecotourism related KAP index differs due to gender, business opening year, ecology, and caste/ethnicity.
4. Mean value of multiple benefits potential index of the community people differs due to beneficiary type, ecotourism business type, and availability of lodging room, ecology, caste/ethnicity and business investment amount.

1.6 Significance of the Study

The best research you can do is talk to people - Terry Pratchett (Fisher, 2021). Reflecting upon this statement, this study makes some remarkable contributions to the community people residing in the study area including knowledge society. The empirical knowledge, which assists at local and regional players in development to plan successfully, carries out extensive change programs that aims at providing notable results and improvements on ecotourism development in the potential areas/regions (Fennell (2001).

At this background, tourism has emerged as a common economic development strategy used by developing nations in the twenty-first century. Similarly, Stronza et al. (2019) reviewed 30 years of ecotourism research and argued that impact studies of ecotourism frequently concentrate on either ecological or social impacts. Therefore, this study portrays difference from previous studies as it has explained multiple benefits potential of ecotourism such as economic, social, cultural, environmental, educational and health. It has also attempts to explore characteristics of the entrepreneurs and their level of knowledge, attitude and practices on ecotourism though KAP related studies have been widely applied in the field of medicine (Chen et al., 2021).

Further more, this study has applied prominent statistical analysis tools such as complex sample analysis, likert scale analysis, composite index, relationships test, significant difference test, power analysis, factor analysis model, discriminant function model, logistic and multiple regression model have been used. Moreover, this study has tried to encompass three ecological belts such as Mountain, Hill and Tarai (strata) of the country. For this thing, selected three types of tourism entrepreneurs such as hotel/resort owners, guest hosue/homestay owners and restaurant/cofeeshop owners (cluster) and assessed tourism development budget allocated by federation, provincial and local government including national park, conservation area and bufferzone management projects has been selected .

This also study insists on the multidisciplinary applications of the sociological idea of community people and ethnicity with research on "special interest tourism" and "niche tourism" in order to apply a collectivist vantage point on the consumption of such travel (Pforr et al., 2021). Thus, the special interest tourism, conceptions of tourism segments are not linked by a shared tourism motivation, and even in consumer tribes (i.e., as symbolic groups), individuals are rooted and inadequately bound together (Pforr et al., 2021).

Hence, findings of this study may provide evidence based information to the concerned authorities especially Department of national park and wildlife conservation, Department of Tourism, Nepal Tourism Board, Sagarmatha national park and Khumbu Pasanglahmu rural municipality, Annapurna conservation area and Annapurna rural municipality, Chitwan national park and Ratnanagar municipality. Besides, the findings of the study also may benefit the representatives of other local government and local development stakeholders including non-government mechanism to promote ecotourism in other national parks, conservation areas and other protected areas throughout the

country. Finally, this study can be a reference document and methodological guidance to other novice researchers as well.

1.7 Construct Limitations and Delimitations

The following are the construct limitations of this study:

- A. The study is based on cross sectional survey design under quantitative approach.
- B. For economic analysis; economic, social, cultural, environmental, and educational and health benefits of ecotourism have been analyzed.
- C. For financial analysis, initial business cost, recurring cost, family earning, expenditure and income have been assessed.
- D. This study tested the significance difference⁵ between tested variables.

The construct delimitations associated with this study are as follows:

- A. This study is purposively conducted in the catchment areas of Sagarmatha national park, Annapurna conservation area and Chitwan national park visited by 381,521 international tourists. This figure accounts 88.77 percent of total 429764 international tourists visited 20 protected area of Nepal in 2019.
- B. The required data are collected from 745 (190+243+312) tourism entrepreneurs (respondents) residing in Mountain, Hill and Tarai regions (see Table 3.1).
- C. Of the total 190 entrepreneurs from Mountain region; 47 are selected from clusters A (hotel and resort), 63 are selected from cluster B (guest house, lodge, paying guest and Bhatti⁶) and 80 are selected from cluster C (restaurant, fast food, bakery, coffee house, tea stall).
- D. Of the total 243 entrepreneurs from Hill region; 99 entrepreneurs are selected from clusters A, 133 entrepreneurs are selected from cluster B and 63 entrepreneurs are selected from cluster C.
- E. Of the total 312 entrepreneurs from Tarai region; 44 entrepreneurs are selected from clusters A, 47 entrepreneurs are selected from cluster B and 169 entrepreneurs are selected from cluster C.
- F. The field work was conducted from 20 October 2019 to 30 December 2019 (see Appendix A) hence this study is unable to cover coronavirus pandemic and its economic impact on tourism enterprises operating in the study area.

⁵ Decisions have been given based on alpha value is 0.05

⁶ Typical shop operating by local people for serving food and beverage (including local alcohol) as well as dormitory accommodation facilities to the porters, neighboring people and visitors.

- G. This study dealt with social demographic and entrepreneurial characteristics of the respondents and their knowledge, attitude and practices (KAP) on tourism.
- H. This study gave more focuses on economic, social, cultural, environmental, educational and health benefits of ecotourism
- I. The research issues related to benefits of ecotourism have been analyzed and interpreted through the alternative tourism, asset based community development approach, sustainable rural livelihood approach and theory of practice.

1.8 Structure of Dissertation

This dissertation has been divided into seven chapters. First chapter deals with introduction that includes background, problem statement, rationale of the study, objectives of the study, statistical hypotheses, and significance of the study as well as construct limitation and delimitation.

The second chapter focuses on literature review by highlighting thematic review, theoretical orientations, policy practices, empirical review or review of previous researches and conceptual framework of the study.

The third chapter provides an account of the whole methodological processes. More specifically, sub chapters like; research paradigms, research design, selection of the study areas and rationale, sampling and population, data collection techniques, reliability and validity, methods of data analysis and ethical consideration are highlighted.

The fourth chapter analyzes components of tourism, flow of international tourists and tourism infrastructure development projects implemented by federation, provincial and local governments.

The fifth chapter examines social demographic characteristics of the respondents, characteristics of tourism and other information related to KAP on tourism.

The sixth chapter is associated with analysis of multiple benefits of ecotourism. The focuses are given to economic, social, cultural, environmental, and educational and health benefits of ecotourism in this regard.

Finally, seventh chapter presents summary of finding, discussions of finding, theoretical interfaces, theoretical generalization, conclusion, implication of the study and further area for the study as well.

CHAPTER II

LITERATURE REVIEW

This chapter deals with reviewed literature to show the research gap in the study. Moreover, required data and information are presented in six sections. The first section presents conceptual issues related to tourism and development. The second section highlights tourism, community and livelihood related theories while the third section covers the tourism related policies implemented by Nepalese government. Similarly, the fourth section encompasses the pros and cons of tourism/ecotourism where as the fifth section highlights empirical review conducted in global to national context and, finally, the sixth section presents conceptual framework of the study.

2.1 Conceptual Review

2.1.1 Tourism and Development

Interconnection between development and tourism reveals the crucial understanding of tourism sector. It is a substantial sector of the global economy and also a key contributor to economic development in touristic destinations. More importantly, the majority of destinations are confronted with a problem known as a "development conundrum". The advantages of tourism like generating income, foreign cash, and tax revenue for governments as well as the creation of jobs and of economic ties as the improvement of the environment are acknowledged in the sector of tourism, but these components have particular drawbacks for its progression.

Tourism-led growth theory, that underlines increment of tourism, stimulates economic progress, which can be used to explain how tourism affects economic development (Gwenhure & Odhiambo, 2017). This assertion was supported by a number of theoretical frameworks. Dornbusch et al. (2014) highlighted the technical investment and skill-development aspects of tourism that encourage economic progress in a country. This model follows endogenous growth theory. Moreover, tourism creates jobs for low-skilled, jobless workers, which promotes economic growth (van der Schyff et al., 2019). Using data obtained from 34 OECD countries between 1997 and 2017, Govdeli and Direkci (2017) found that the expansion of tourism activities stimulates the economies of these

nations. The second set of academics, however, contends two way contributions of economic growth and the expansion of the tourism sector.

2.1.1 Tourism and Environment

Tourism is a rapidly expanding business to promote the economic sector of the particular community and the nation. Tourism sector contributed around 10 percent of the world GDP in 2017. In addition, it assumes the 10th position of all occupations and accounts for 7 percent of world trade (UNTWO, 2018). Notwithstanding, the aspects of socio-political unrest and the economic crises, the tourism business has experienced enormous expansion globally in recent decades (Paramati et al., 2017). However, the ecosystem has gradually damaged by tourism since it increasing environmental waste and carbon emissions. Despite such challenges, the tourism is promoting the economy thrive and creating employments in inter/national labour markets (Shi et al., 2019). Increasing level of carbon emissions is the primary cause of the ongoing environmental degradation which has brought tremendous pressure on decision-making for the stakeholders. Furthermore, carbon emissions, increased by 300 percent between 1968 and 2014, were measured by the global carbon emissions development indicator. The concept of low-carbon market has likely arisen in comeback to these serious challenges since stakeholders have aimed to minimize the level of emissions, which are seriously harming the ecological system (Peeters & Dubois, 2010). Furthermore, significant factor contributing to the increase in carbon emissions has brought the advancement of the travel industry, which increases energy use and environmental degradation (Zhu et al., 2021).

2.1.3 Sustainable Development and Sustainable Tourism

Carson's famous book *Silent Spring* (1962) describes how America's uncontrolled use of pesticides has an adverse effect on the environment (Carson, 2002). Carson started working on environmental preservation in the late 1950s, particularly since she thought synthetic pesticides, which were to blame for certain environmental issues. Her research led to the publication of *Silent Spring*, which raised environmental issues among the American publicity (Paull, 2013; Josie, 2007). Similarly, Meadows book named *The Limits to Growth* (1972) also covers the prospect of exponential population and economic growth with a limited supply of resources (Meadows et al., 1972). The outcomes of the study,

which was commissioned by the Club of Rome, were initially presented at international conferences in Moscow and Rio de Janeiro in the summer of 1971. Furthermore, according to Hardin (1968), the population problem cannot be solved technologically since it calls for a fundamental expansion of morals.

Concept of sustainable development was first appeared in 1987 with the publication of the *Brundtland Report*, which tried to address problems brought by industrialization and population growth. Moreover, such concept also tried to encompass the forewarned of the undesirable environmental reverberations of economic progress and globalization. Many of the problems facing human beings and all creatures, including climate change, water scarcity, inequity, and starvation, can only be solved on a global scale by promoting sustainable development, which is committed to social transformation, environmental balance, and economic prosperity.

The World Commission on Environment and Development (WCED) also referred to as the Brundtland Commission which was chaired by Gro Harlem Brundtland published its report named *Our Common Future* in 1987 had coined the term sustainable development at first and defined the concept as meeting the needs of the present generations with out compromising the ability of future generations to meet their own needs. To achieve short-term economic growth, the panel was entrusted with suggesting ways to progress the economy and society without sacrificing long-term economic stability and environmental stability.

Similarly, the term "sustainable tourism," developed in response to the movement for sustainable development as a way to ostensibly address some of these problems, has drawn criticism as an inadequate answer and occasionally deceptive marketing-based strategy to spur more sector growth (Hunter, 1997). Socio-cultural effects of tourism and environmental sustainability, are issues which are relevant to sustainable tourism (UNWTO, 2011; Weaver, 2005b) as a result of which people and communities can undergo tremendous change. Therefore, people's rights, the obligations of huge organizations, codes of ethics, corporate social responsibility (CSR), poverty reduction, community wellbeing, and social advertising are pertinent issue related to sustainable tourism (UNWTO, 2011). At this juncture, Holden (2003) asserts that sustainable tourism is more environmentally friendly than traditional mass tourism. Deforestation damaged the environment by

removing vegetation, animal habitations, and agricultural land to make room for new infrastructure (Holden 2003 as cited in Wearing & Grabowski, 2011).

UNWTO (2005) unpacks that principles of sustainable tourism are becoming relevant to all types of travel, including mass tourism and numerous individual travel segments. To ensure the long-term sustainability of the tourism industry, there must be well balance between environmental, economic, and sociocultural components. Sustainability principles refer to these three areas of tourism development (UNEP & UNWTO, 2005). There have been numerous policies, tools, techniques for ensuring quality, and other procedures to ensure that ecotourism and sustainable tourism are enhanced during the past 10 to 15 years (WTO, 2002). Ecotourism also establishes balance between the aspects of tourism development that include economic, environmental, and sociocultural in any protected area of any particular country (WWF, 2017). Ecotourism involves numerous parties, all of whom have different goals and interests and frequently desire different outcomes. Competitiveness and economic and environmental sustainability are two essential components that the ecotourism industry must have in order to survive over the long run (Toplis, 2000 as cited in Black & Crabtree, 2007a). The distinctive natural and cultural environments that are essential to the industry should be preserved and improved upon first while the industry needs to become more professional, the second.

The sustainable tourism development agenda is widely criticised for being designated to serve constant economic growth, dynamic environmental degradation and social inequalities. It might be reason, regenerative tourism emerged from Western science and indigenous perspectives, knowledge systems and performs. Thus, regenerative tourism contrasts with sustainable development paradigm by framing tourism operations as intermediations that increase the capacity of local people, communities, and visitors to function in coordination with interrelated social-ecological systems (Bellato et al., 2022).

2.1.4 Rural Tourism and Local Community Development

Mass tourism is often regarded as foreign/outside control of business, which results large amount of capital flight rather than capital accumulation in the destination. Therefore, an idea of "New Tourism" was proposed by American tourism entrepreneurs for upgrading economy of host community based on their distinctive qualities. The concept of "new tourism" has established the following eight guiding principles: Evolving special quality

of attractions; effort to develop local attractions; economic opportunity and cultural enrichment; distinctive heritage and environment local services; marketing communication; adjust assets to local carrying capacity; and preventing waste of energy (Rosenow & Pulsipher, 1979). Abovementioned principles are prominent factors to ensure community development through rural tourism.

Rural tourism refers to such a tourism where the visitors spend a day or an overnight stay in the rural areas to explore various cultural attractions or to unwind in the area's stunning natural surroundings. It is regarded as a crucial sector revitalizing rural economy, upgrading socio-cultural development, and fostering community sentiments (Dashper, 2014). Nevertheless, successful tourism planning and implementation does not require significant capital investments, but rather local efforts to organize, control, and reduce adverse socio-cultural effects (Kunwar, 1997). Globally, rural tourism has increased significantly over the past 25 years as more people seek to escape the perceived stresses and limitations of urban centric life and experiencing rurality and frequently, controlled danger and thrill activities (Costa & Chalip, 2005).

Currently, the pro-poor tourism (PPT) concept is being used to distribute the benefits of tourism to the community's marginalized individuals (Hall, 2007) through community participation to cope with socio-economic, environmental, and cultural issues (Richards, 2009). PPT has been promoted as a strategy for combating poverty particularly in the least/developing countries. Even though consultants working in tourism projects have a pessimistic attitude about local community involvement initiatives and talked about tokenism, ineffective frameworks and engagement tactics, and a lack of political will to engage local communities in PPT projects (Saito et al., 2017). Zurnac (2012) proposed nine models for promoting rural tourism: Local restaurant management, paintball, sport fishing, hobby gardens, horseback riding, rafting (rubber boat and canoe management), hostels and guest house, ecological farms, and licensed, regulated hunting zones.

2.2 Theoretical Review

Theoretical perspectives help researcher to explore evidence based knowledge that shape the connotations between state actors, local stakeholders, beneficiaries and the researcher myself (Long & Long, 1992). Therefore, in this study the researcher has brought

theoretical insights from alternative tourism development, asset-based community development approach, sustainable rural livelihood approach and theory of practice as well.

2.2.1 Alternative Tourism Development

Alternative tourism was evolved between 1970s and early 1980s for addressing environmental impact of conventional or mass tourism. Mass tourism is more in keeping with the environmental degradation which damage environment and land resources, removed vegetation, animal habitats, and agricultural land to make possibility for new infrastructure (Holden, 1984). However, the concept of sustainability is strongly knotted to various forms of alternative tourism. It is an alternative of mass tourism related to the utilization and preservation of natural and cultural resources by the community people of any particular destination. There are fundamental differences between alternative tourism and mass tourism which are briefly explained below (see Table 2.1).

Table 2.1: Difference between Mass Tourism and Alternative Tourism

Categories	Mass Tourism	Alternative Tourism
Forms	Sun, sand, sea, sex	Ecotourism, cultural tourism and creative tourism
Mode of organization	Large group of tourists	Small group of tourists
Tourist behavior	High consumptions	Responsible consumptions
Tourism activities	Non sustainable	Eco friendly and eco efficiency
Accommodation	Run by private sectors	Run by the communities

Source: Triarchi & Karamanis, 2019

All in all, the ecotourism, cultural tourism and creative tourism that are highlighted to explain alternative tourism development model in Nepalese context (Triarchi & Karamanis, 2019).

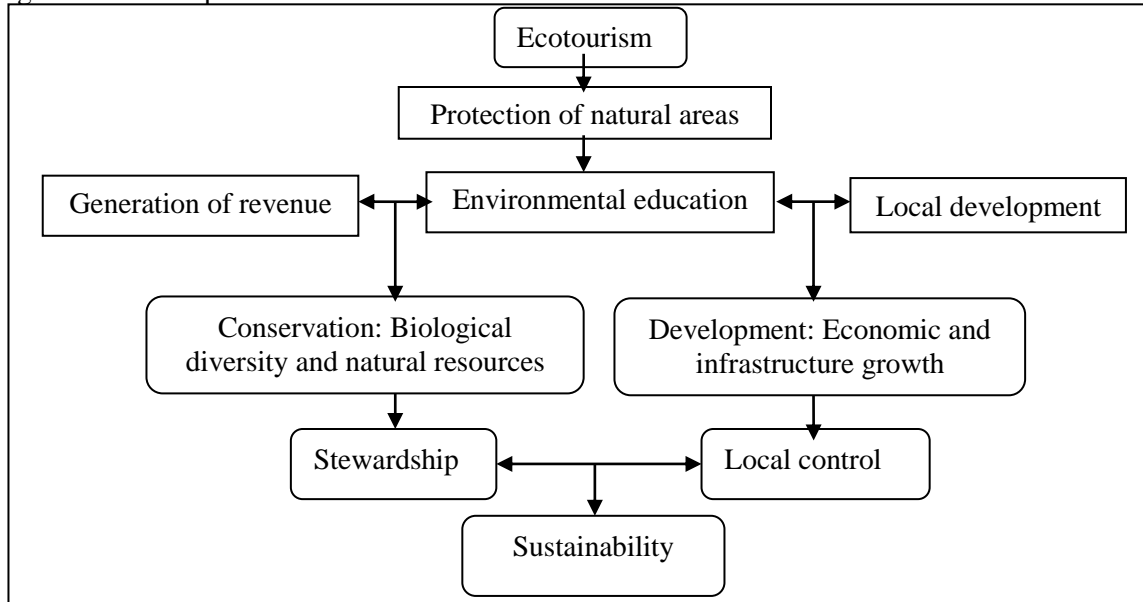
2.2.1.1 Ecotourism

Ecotourism is simply the term for tourism that focuses on using ecoefficiency to promote sociocultural, economic, and environmental development. It is ethical and eco-citizenship to practice ecotourism, which strives to lessen anthropogenic impact on the atmosphere while promoting its growth (Villepontoux, 2013).

The word 'ecotourism' was initially used in the 1980s by biologists who were worried about the environmental damage that growing tourism activities were causing. WTO launched the first ecotourism communication initiatives in the 2000s as an alternate model for sustainable tourism. Since this time, the prefix 'eco' has been used to play on the dual logic of "ecology and economy" to demonstrate that it is possible to create "good

tourism" while balancing the double demands related to the environment and the economy. Conceptually, ecotourism simply means preservation of natural areas as well as conservation of biodiversity through environmental education and sustainable tourism activities. In doing so, the community people can improve their livelihood in general and upgrade their socio-economic infrastructures in particular (Figure 2.1). That is why protected areas are the designated sites for sustainable management of natural resources.

Figure 2.1: Concepts on Ecotourism



Source: Wall, 1999 as cited in Chiea, 2013

International Ecotourism Society (TIES) defines ecotourism as ethical travelling through natural regions which protects the environment, promotes the welfare of the communities and integrates interpretation and education (TIES, 2019). UNWTO defines sustainable tourism as a system of social, cultural, economic, and environmental considerations. Sustainability principle belong to social, cultural and economic characteristics of tourist development. An adequate balance between triple aspects (social, cultural and economic) must be maintained in order to guarantee its long-term viability (WWF, 2018). UNEP has recognized ecotourism as a green economic sector which preserve socio-cultural/natural resources and improve quality of life of the communities.

In general, ecotourism focuses on traveling to places where flora, wildlife, or cultural legacy are the main draws, while also allowing visitors to live in synchronization with the environment. Policy guidance is essential for making the travel business

sustainable because ecotourism is viewed as the most environmentally responsible type of contemporary tourism (WTO & UNDP, 2017). In this stance, TIES (2015) developed principle of ecotourism that is bonding preservation, local people, and responsible travel. There is a provision to utilize park revenue for community development project, physical infrastructure development project, income generate activities and environmental awareness raising programs so that the involved of the local people in conserving biodiversity and forest resources can be sustained in long run.

The ecotourism entrepreneurship has been moving fast through its infancy and becoming more developed. A number of trends is pointing towards maturity and sophistications grown with the ecotourism industry. The first is growing consensus on the industry's fundamental principles; the second is development of the best practices which are being established; the third one is sincere attempts to establish pertinent and appropriate standards; and the fourth is evidence that the ecotourism sector is becoming more professional and has developed a range of specialized skills (Issaverdis, 1998 as cited in Black & Crabtree, 2007b). Thus, Black and Crabtree (2007b) have suggested for providing awards of excellence, implementing code of conducts, providing certification and accreditation and implementing monitoring and evaluation projects in the destination areas.

2.2.1.2 Cultural Tourism

Cultural tourism is one of the largest and fastest growing sectors of the global tourism industry (WTO, 2004). It has developed into a significant phenomenon in the travel and tourism industry and becoming an essential element of the tourism infrastructure (Ritzer, 1999; Urry, 2001 as cited in Liu, 2014). More so, culture and tourism have a symbiotic relationship that increases the allure and dynamism of the nations and areas. In a competitive global market, culture is becoming a more significant component of the tourism industry. At the same time, tourism offers a crucial way to advance culture and generate money that may support and promote cultural output, heritage, and creativity (OECD, 2009). The OECD outlines five categories of cultural tourists: Highly motivated cultural tourist, sightseeing tourist (who visits popular touristic destination), casual cultural tourist (who express deep interest in culture), incidental cultural tourist (whose express incidental interest in culture), and the accidental cultural tourist (whose impression of culture is influenced by contact or experience with it).

Furthermore, these five types of cultural tourists are classified into two key groups: First group includes those whose motivation is culture and whereas for second group culture is only a complement experience (Jovicic, 2014). Munsters in 1996, also presents two approaches (i.e Attractions [Monuments, Museums, Routes and Theme parks] and Events [Cultural-historic events, Art events as well as Events and attractions]) while categoring cultural tourism particularly in Netherland and Belgium (Richards, 2003). More specifically, the events approach is more visibly process-based since it makes an effort to explain the causes of and meanings associated with cultural tourist activities. According to this approach, cultural tourists get knowledge about the origins, evolution, and practices of the locals' cultures.

2.2.1.3 Creative Tourism

UNESCO (2006) defines creative tourism is a third generation of tourism which is following first generation beach tourism and second generation cultural tourism. considered to be a new generation of tourism practiced after first generational beach tourism and second generational cultural tourism. This third generation requires management to adapt as well, recognizing their city's creativity as a source and offering fresh options to match the changing interests of tourists. More engagement occurs during creative tourism, allowing the tourist to engage in educational, emotional, social, and participatory interactions with the environment, the local culture, and the inhabitants. Besides, compared to cultural tourism, which is primarily administered or sponsored by the governmental sector of each country, creative tourism has a higher level of profitmaking activities (see Figure 2.2).

Figure 2.2: Elements of Creative Tourism

Visibility	Permeability	Flexibility
<ul style="list-style-type: none"> • Product of small-scale manufacturers must be displayed • Key actors of creative tourism need to grow their financial resources by developing new cross-sectoral operational skills and investing their creative capital to new ventures 	<ul style="list-style-type: none"> • It is typically found in smaller places where it is simpler to identify and approach the creative class. The easier it is to locate a creative atmosphere, the more tempting the city is to 'creative' tourists 	<ul style="list-style-type: none"> • Because creative tourism involves contact between visitors and locals, it's important for both parties to have a flexible attitude toward one another and the notion of creativity

Source: Richards, 2012 as cited in Triarchi & Karamanis, 2017

The OECD highlights important role of creative industries (CIs) in financial progression and also recommends regional policymakers to connect CIs with creative tourism. By offering imaginative tourist experiences, encouraging cutting-edge methods of

tourism development, marketing, and reshaping the perception of places, CIs can promote tourism growth (OECD, 2014). In practice, agro-food products have been promoting creative tourism in Spain and Portugal (Lopes et al., 2022). More specifically, four agro-food items: Cereja do Fundo (cherries from Fundo) and Queijo Serra da Estrela (cheese from Serra da Estrela) from the Portuguese Central Region, and Cereza Del Jerte (cherries from Jerte) and Torta Del Casar (cheese from Torta Del Casar) from Spanish Extremadura are major forces behind a number of innovative tourism ventures (Lopes, 2022, p. 145).

2.2.2 Asset Based Community Development Approach through Ecotourism

Asset based community development (ABCD) approach outlined fundamental structures for promoting sustainable community development practices to the community people. The community's existing assets are built upon through ABCD, which also encourages people, groups, and organizations to collaborate and expand on their resources. Local development players are actively advocating sustainable community development initiatives even in ecotourism hotspots (Ellis & Sheridan, 2014). By applying these ideas, the researcher tried to analyze key assets and functions of ABCD approach practised by tourism entrepreneurs or community people in the study areas of three ecological regions in Nepal (see Table 2.2).

Table 2.2: Key Assets of ABCD Approach

Key Assets	Basic Functions
Individual	Means and end of ABCD is local people having knowledge/skills Those knowledge and skill need to be recognized and identified
Associations	By community mobilization, informal group of people working on ABCD share a shared interest
Institutions	Structurally organized group of people They include government, non-government agencies and private sectors Institutions help to mobilize resources and establish civic responsibility
Connection of physical assets	Land, building infrastructure, space, funds and other assets Exchanging and sharing assets by community people Local connectors establish such connections This is done through mutual relationships between/among the individuals

Source: Phillips & Pittman, 2009

2.2.3 Sustainable Rural Livelihood

Sustainable is a synonym for long-lasting or resilient. Moreover, 'livelihood' refers to a person's abilities, resources, and activities that they engage in to support their daily needs as well as their aspirations and goals (comprising material, ecological, financial,

human, and social resources) (Chambers & Conway, 1992). The idea of sustainable livelihood (SL) gives a person long-lasting security and relieves strain. The following are the categories of assets: natural/biological (land, water, flora, fauna and common-property resources); social (family, community and social networks); political (people participation, women empowerment and inclusive development); human (education, health, food and nutrition); physical (road networking, school, colleges, health centers and market centers); and economic (i.e. employment as well as saving and credit). Moreover, SL turn into a function of how individuals make meaningful application of their asset while being able to adapt to and recover from shocks and pressures through coping mechanisms.

When people are able to manage shockwaves and catastrophes (seasonal, ecological, and financial ones) and come out on the other side, while not depleting the natural resource base, they are able to preserve their way of life. As a result, SL framework had developed based on past research on livelihood systems, agrarian change, and community wellbeing. This research dates back to the work of Amartya Sen, Karl Marx, Karl Polanyi, William Cobbett and other micro economists. In the 1980s and 1990s, Debbie Bryceson, Frank Ellis, Gordon Conway, Henry Bernstein, Norman Long, Robert Chambers, Susanna Davies and Tony Bebbington focused on methodologies of livelihood. They made various arguments for why enhanced rural development and the eradication of poverty should start with the viability of rural livelihoods. More so, Ivan Scoones was another influential scholar at the Institute for Development Studies (IDS) in the UK who had also presented analytical framework for understanding livelihoods. The prime goal of this framewok was stand up to the scrutiny of prominent development economists who aimed to combat poverty through maximization utilization of the resources (Scoones 1998). He also created an iconic diagram illustrating how a variety of environments and institutional processes influence how capital, assets, and resources result in particular lifestyle strategies and outcomes (see Appendix O, Figure1).

2.2.4 Theory of Practice

The physical and social spaces are two structures the relations of which generate social practices. Bourdieu (1999) introduced four theoretical concepts: Field, habitus, practice and capital which provide grounds for productive and reproductive practices of any cultural groups (Maton, 2008). It leads researcher to know that the habitus is the

manifestation of past experiences of the actors (Thieme, 2006) that helps to form their one's current and upcoming practices (Maton, 2008). For Bourdieu, habitus is a vital source of generating beliefs, perceptions, and feelings. Therefore, the researcher conceptualized that cultural practices and livelihood strategies of local people is the product and part of habitus (Thieme, 2006) that takes place in social field of ever changing contexts.

Similarly, a social field is composed of the availability of multiple forms of capitals which possess different individuals (Ball, 2004; Thieme, 2006). The researcher appraised the homogenous cultural context and changing lives of caste/ethnic groups as the social field of selected community people. Further, in the field, the agents struggle to take place and they choose applicable strategies to improve their situations grounded on the capital they have (Jenkins, 2002). In this situation, the study reflected the strategies that the community people adopted in new socio-cultural and economic field of changing context to adjust them based on the capitals they possess.

Bourdieu again sees four different capitals: Social (religion, culture, family, affiliation, network), cultural (knowledge, taste, aesthetic, customs), economic (money, personal property, commodity) and symbolic (credentials) (Thomson, 2008). The combinations or access of these capitals of individuals leads to the practices of livelihood activities in the field or any particular settlement.

For the researcher, the livelihood practices of any particular ethnic groups are the culture which is influence by socio-cultural, economic and symbolic capitals. More specifically, social capital consists of resources based on group affiliation whereas symbolic capital form the various types of capital once they are viewed and accepted as legitimate (Calhoun, 1999, pp. 69-70). Hence, the study aimed to explore how the community people are acquiring social capital through persistent actions and how they are renovating social capital into conventional economic improvements (Bourdieu, 1986; 1990).

2.3 Pros and Cons of Tourism/Ecotourism

2.3.1 The Global Scenario of Tourism Economy

During the last few decades, tourism has been becoming fastest-growing economic sectors in the world. WTO (2020) reveals that tourism sector accounted for 10.3 percent of global GDP (US\$ 8.9 TN) and 330 million jobs, or 10.4 percent of total employment in 2019. This empirical findings was absed on data collected from 185 countries located in

25 regions. Travel and tourism accounted for one in four of all net new jobs produced globally over the previous five years. Besides, large portion of global tourism expenditure has been generated from domestic tourism which accounts 71.3 percent of total global spending comparing to 28.7 percent expenditure of international tourism (WTO, 2020).

In 2019, total 1,460 million international tourists' arrivals that generated US\$ 1481 BN international tourism receipts (see Appendix O, Table 1). Total exports from international tourism reached US\$ 1.7 TN (US\$ 1.5 TN receipts in destinations + US\$ 255 BN passenger transports) that is US\$ 5 BN a day in exports. Regionally, 219 million tourists visited USA and generated US\$ 342 BN, 744 million tourists visited Europe and generated US\$ 576 BN, 362 million tourists visited Asia pacific and generated US\$ 443 BN, 70 million tourists visited Africa and generated US\$ 38 BN and 65 million tourists visited Middle East and generated US\$ 81 BN tourism receipts. The USA had the world's prominent travel surplus with US\$ 62 BN, resulting from tourism receipts of US\$ 214 BN and expenditure of US\$ 152 BN. Spain recorded the world's second largest travel surplus with US\$ 52 BN (WTO, 2020).

Developing new attitude towards travel or democratization of leisure is the main social cause of tourism development in global tourism market. Worldwide 800 million wage-earners are entitled to pay holidays in 2008. The invention of modern air crafts and air bus having 800 people carrying capacity and package tours are technological causes of tourism development (Bhatia, 2009). Over the long term, tourism is thought to be the sector with the highest growth in developed countries (WTO, 1998). For instance, tourism has grown by an average of 9 percent year since 1980, reaching 940 million people in 2010 and is projected to reach over 1.4 billion people by the year 2020 (WTO, 2015). Of the total 1.4 billion international tourists, 713 million tourists have visited Europe in 2018 in which four-fifth tourists stayed inside their own region (Blackall, 2019). The contributions of travel and tourism in Gross domestic products found largest in Macao (China) where tourism accounts for 48 percent of GDP that is followed by Jordan (12%), Spain (12%), Croatia (11%), Mauritius (10%) and Jamaica (9%) respectively. In France, tourism sector represents seven percent of GDP (see Appendix O, Table 2). The data indicates that tourism thus becoming major source of global economy and representing major part of gross domestic product for many economies around the world. The UNWTO report (2020) says

that most tourism enterprises (>80%) are micro, small and medium sized enterprises (MSMEs) which are creating in/direct employment opportunities to the women and young people. Women employment accounts 54 percent of the tourism workforce (as compared to 39% in the overall economy).

USA had the world's largest travel surplus with US\$ 62 BN resulting from tourism receipts of US\$ 214 BN and expenditure of US\$ 152 BN. Spain accounts world's second largest tourism surplus with US\$ 52 BN. Among emerging economies, Thailand and Macao (China) account biggest travel surpluses, while Mexico, Croatia, Malaysia, India, the Dominican Republic and Morocco recorded a surplus of US\$ 6 BN to US\$ 15 BN. Macao (China) has the maximum tourism trade surplus per capita in the world, followed by small islands Aruba, Bahamas and Maldives (see Appendix O, Table 3). The aforementioned facts show that when receipts exceed expenditures or when there is a deficit in a nation's travel balance, global tourism can generate a tourism trade surplus.

Similarly, China remains the world's largest spender, with one fifth of international tourism spending, followed by the USA and Germany. Among the top 10 such countries (see Appendix O, Table 4), Italy is the lowest spender (US\$ 30 BN) which was followed by Republic of Korea (US\$ 32 BN) and Canada (US\$ 35 BN) respectively.

2.3.2 The Nepalese Scenario of Tourism Economy

Around 1.2 million international tourists visited Nepal in 2019 which is two percent rise on the numbers in 2018, when 1,173,072 tourists visited Nepal (MoCTCA, 2020). This figure is approximately 0.1 percent of the global tourists and 5.7 percent of the Asian tourists (WTO, 2015). The GDP contribution of tourism sector in Nepal was US\$ 2.4 BN in FY 2018/19. Such contribution was increased from US\$ 0.6 BN in 2,000 to US\$ 2.4 BN in 2019 growing at an average annual rate of 8.80 percent (UNWTO, 2020). More so, tourism sector has generated 6.7 percent of total economy (Rs 231.0 BN or US\$ 2,051.4 MN) and visitors spending is Rs 93.9 BN (US\$ 833.8 MN) that is 30.8 percent of total exports. The amount for domestic spending is 55 percent and international spending is 45 percent whereas leisure spending seems 86 percent and business spending seems 14 percent. Tourism has created total 103,4000 employments in Nepal which is 6.9 percent of total employment (MoF, 2020).

The numbers of international tourists' arrival were <0.1 million for around two decades 1954-1974 (see Appendix O, Table 5). However, between 3 decades period (1976 to 1998) the number of visitors jumped from 1 million to 4.5 million as visit Nepal year 1998 was also celebrated during that period with target of receiving 10 million tourists. The figure upgraded from 5.2 million to 11.9 million during the period of 2007 to 20-19. The average staying date seems 10 to 13 for now to then. Of the total visitors, majority 68 to 88 percent travelled by air and remaining by land. For the aviation services, out of 49 airports in Nepal, 32 airports are in operations. Seven domestic airports are under construction and 17 are as non-functional. In 2019, 30 international airlines carried 4,138,764 passengers in which 2,245,338 were outbound and 18,93,426 in-bound by 32,425 flights. There are already 40 countries with civil aviation contracts and 19 airline companies for domestic movement. Of the total visitors in 2019, > 65 percent tourist visited Nepal with purpose of holiday celebration and pleasure which was followed by 16.52 percent tourist fond of trekking and mountaineering (MoCTCA, 2020).

Around 171,542 tourists were involved in trekking in which 129,699 tourists belonged to Non-SAARC and 41,843 belonged to SAARC (NTB, 2020). The visitors of the five countries accounts almost 53 percent. More precisely, proportion of the visitors belonging to five countries is; India (21.2%), China (14.2%), USA (7.8%), UK (5.1%) and Srilanka (4.7%) respectively (see Appendix O, Table 6). In FY 2000/2002 tourism earned least Rs. 8,654.3 MN amounts with 14.9 percent of total value merchandise exports and 4.8 percent of foreign exchange earnings. However, the figure upgraded positively in FY 2018/19 when tourism earned least Rs. 75,808.6 MN amount with 4.8 percent of foreign exchange earnings (see Appendix O, Table 8).

GDP contributions of tourism sector ranging from 10.1 percent in FY 2009 to 7.5 percent in FY 2013 (see Appendix O, Table 9). The management of Nepal's tourism industry involves a partnership between the government, the private sector, individuals, businesses, and NGOs. Thus, GDP contributions of tourism sector have been increasing due to the collective effort of such stakeholders. In macro level, tourism industries play crucial role in tourist service management whereas in micro level, tourism sector provided employment for 371,140 people, representing 11.5 percent of total employment in Nepal (The Kathmandu Post, 2021). Bagmati Province accounts for the largest number of tourism

personnel in the country, 161,674 persons (43.6%) that are followed by Koshi and Gandaki Provinces offering employments to 56,782 and 47,447 individuals respectively.

2.3.3 Ecotourism and Countries with Most Visited Ecotourism Destinations

The idea of ecotourism was created in the 1980s along with the beginning of sustainable development, as a way to allocate tourism revenue toward development and conservation. Despite the 'win-win' concept, experts and professionals disagree on the definition and benefits of ecotourism. Ecotourism involves ecologically responsible activities through community involvement (Dowling, 2000). By utilizing sustainable practices, it is possible to maintain biodiversity, alleviate poverty, and increase economic benefit (Hawkins, 2004).

According to Fennell (2015), ecotourism includes the following five components: (1) its connection to nature; (2) its conservation-focused sustainability dimension; (3) its human component, which includes local participation and benefits; (4) its emphasis on learning and education; and (5) its ethical necessity. Ecotourism may provide incentives for conservation, especially if it leads to positive economic growth. Nevertheless, it brings about a lot of social and economic changes, both good and bad, in communities. Hence, quality ecotourism is inevitable for combining the key elements of a natural area focus, environmental sustainability, and education. In doing so, ecotourism boosts local economies, preserves cultural sensitivity, and minimizes the detrimental effects of tourism while enhancing its beneficial ones. Categorically, the diversity of the ecotourism product is dividing it into 'soft' and 'hard' ecotourism (Laarman & Durst, 1987). Hard ecotourists typically take part in lengthy, focused ecotours, whereas soft ecotourists typically partake in a brief encounter as part of a more multifaceted and all-encompassing travel experience. Although the hard-soft dichotomy is a useful tool for differentiating products and market niches, it falls short in explaining variations in actual sustainability outcomes. According to the degree of sustainable outcomes, two "ideal forms" of ecotourism are suggested by a recent review of the fundamental ecotourism criteria by Weaver (2005a). The goal of 'comprehensive' ecotourism, in contrast, is to promote sustainability while focusing on the environment and deep learning.

UNWTO (2002c) has highlighted 10 aims for improving product marketing for ecotourism. First, create institutional and regulatory structures that support conservation

and ensure that ecotourism benefits the communities. Second, create planning/management structures for the administration and oversight of ecotourism initiatives and destinations. Third, provide financial incentives and technical assistance to local stakeholders interested in the development of ecotourism as well as conservation organizations in charge of managing natural regions. Fourth, encourage community participation in ecotourism initiatives. Fifth, provide programs for improving capacity among local decision-makers. Sixth, establish advisory and extension services. Seventh, create tools that improve collaboration among the stakeholders. Eighth, conduct educational programs on environmental issues for the public/tourists. Ninth, introduce appropriate method and tools for natural resource management. The 10th, create marketing and promotion campaigns to increase the projects' economic viability (e.g. cooperation with regional as well as inter/national governments and tour operators).

IUCN report (2019) states that protected areas covered 15 percent of land towards the 17 percent global target and 7.63 percent of the ocean towards the 10 percent global target in 2019. IUCN continued to support national governments' efforts to report comprehensively on protected areas. In this regard, for the proper management of protected area, IUCN-WCPA (2019) developed three approaches for the effective management of protected areas. The first approach is primary conservation which assess requirements of the IUCN definition of a protected area. The second approach is secondary conservation, which is accomplished by actively managing a space with biodiversity outcomes. For instance, long-term watershed preservation policies and management could result in successful biodiversity protection in watersheds, even though the regions may be largely maintained for purposes other than conservation. And the third approach is called ancillary conservation related to in-situ conservation results. Important biodiversity has been auxiliary conserved as a result of this protection. These three approaches can be guidelines for the countries managing protected areas. And also can be effective for the countries having huge percentage of protected land and those countries whose protected areas are visited by millions of tourists annually (see Appendix O, Tables 10 and 11).

In the case of Nepal, total 429,764 international tourists visited 20 protected areas of Nepal in 2019 (see Appendix O, Table 12). Ecologically, highest 57,289 tourists visited in Sagarmatha national park located in Mountain region. Highest 181,746 tourists visited

in ACAP region located in Hill region. The highest 187,109 (foreign: 142,486) tourists visited in Chitwan national park located in Tarai region, followed by Bardia national park with 24,558 visitors (foreign: 8,260). Besides, the 2019 report from the National Trust for Nature Conservation (NTNC) emphasizes the importance of nature-based tourism as part of the organization's efforts to support local economies.

Trekking is very popular in Nepal's mountainous regions, as evidenced by the 191,929 foreign visitors to the three conservation areas (181,746 in ACA; 7,655 in MCA and 2,528 in GCA) in FY 2018/19 which accounts 44 percent of the international visitors. For the past 10 years, visiting trends of domestic and international tourists in protected areas have been increased gradually. A total of 510,278 tourists were visited the protected sites in the first eight months of the FY 2019/20, compared to 7,06,111 tourists who visited the sites in FY 2018/19 (MoF, 2020). In relation to the overall number of tourists entering the nation, 48.48 percent were discovered to be visiting Nepal's protected regions. Moreover, the income from protected areas increased from US\$ 623,000 in 2002 to US\$ 2,643,000 in 2012 (see Appendix F).

2.3.4 Negative Impact of Tourism and Ecotourism

Although conventional mass tourism is linked to a number of detrimental effects, such as environmental degradation and the destruction of cultural heritage, it is nevertheless frequently viewed as a welcome source of economic growth (Lansing & Vries, 2007). Hence, mass tourism results in cultural commercialization, raises the cost of living for locals, drives out longtime residents, upends local traditions and life styles, increases crime, worsens pollution, and puts demand on services and facilities (Joshi, 2008).

On the flip side, prostitution became global issue due to massive increase in tourism. Since 1960 sex tourism has bred almost insatiable demands for leisure entertainment to the tourists. Government of South Korea first started national pimp pushing for the sex tourism in the name of Kisaeng (Kisaeng in Korean professional female entertainer) tourism. South Korean Ministry of Education reads the sincerity of girls who have contributed (with their cunts) to their fatherland's economic development is indeed praiseworthy (Matsui, 1983 as cited in Shrestha, 2009). Afterwards, Geisha tourism in Japan and hospitality girls in Philippines also became global hubs of sex tourism. With liberal market economy since early 1980s, Chinese government started skin trade business

by mobilizing Chinese girls (silky china dolls). But sex tourism and prostitutions are not yet culturally accepted in Nepal. In Hindu tradition, a wife no matter how young or old should remain chaste and faithful to her husband even after his death. The higher rank in the caste hierarchy the more exacting the demand for chastity. High caste and class thus imposed restriction on their female members' outward mobility for controlling their sexuality in Hindu faith-based Nepalese society (Shrestha, 2009).

Nepal doesn't adopt sex tourism, and there are no official red-light areas in Nepal. Purchasing activities related to sex is punishable in Nepal and can take you up to 8-10 years in jail. This does not mean that Nepalese girls and women are not yet involving in sex business and prostitutions. Sex business is doing illegally in Thamel, Sundhara, Gongabu Bus Park, Baglung Bus Park, Pokhara and Chitwan (Up to Himalaya, 2020). Prostitution is illegal in Nepal and punishable by imprisonment. There are about 5000 sex workers around Kathmandu Valley (New ERA, n.d.) and 300 sex workers in Chitwan in which majority of them are housewives (The Himalaya, 2021).

Accordingly, though the information is old, some ethnic groups from Sindhupalchok and Nuwakot districts located nearby Kathmandu Valley are still pushing their daughters into prostitution for earning (Larmer & Roberts, 1994 as cited in Shrestha, 2009). Similarly, Badi caste groups in Dang, Surkhet and Banke also involve in prostitution (Ibid). As a continuation of this, there were 5,000 prostitutes in Kathmandu, 25,000 roadside Bhatti houses throughout Nepal and numerous drinking establishments where the matron often supplements her income with prostitution (Ibid). Around 200,000 Nepalese girls are involving in Indian sex business, and almost 50 percent of Nepalese female sex workers have previously worked in Mumbai and Delhi (Joshi, 2010). In 2012/13, 29,000 persons were either trafficked or attempted to be trafficked, and every year, 18,000 to 20,000 Nepalese girls are sent to India for sex trafficking (NHRC, 2014; Diyali, 2017).

This might be reason, in recent year, some of the Ministers have been raising their voice about promoting and legalizing sex tourism in Nepal. Gandaki Province Chief Minister Prithvi Subba Gurung had said that identity cards should be issued to the sex workers in order to manage sex industry (Kathmandu Post, 2018). No doubt, legalizing and managing sex industry in Nepal may attract tourists in the country even in off season periods. Overall, negative effects of tourism have been highlighted below (see Table 2.3).

Table 2.3: Negative Impacts of Tourism

Category	Functions
Social Impacts	• Prostitutions: Kisaeng tourism (Korea); Hospitality girls (Philippines/Bangkok)
	• Health Problems: Venereal diseases; AIDS, Syphilis and gonorrhea
	• Gambling: Casino, Los Vegas as global gambling zone
	• Drug Abuse: Local youths are learning smoking and drug habits
	• Change religion: Christians are visiting with religious purpose
	• Changing traditional life style: Hosts are preferring modern dress up
Cultural Impacts	• Cultural commodification: Performing cultural program for tourists
	• Passive customs and values: Traditional customs are decreasing
	• Westernization: Cocacolization or following western life styles
Ecological Impacts	• Loss of biodiversity: Decreasing numbers of flora and fauna
	• Hunting Tourism: Poaching for souvenirs
	• Deforestation: Use lugs for fuel wood and furniture
Environmental Impacts	• Soil: Soil erosion, landslide in road track
	• Air: Carbon emission from transportation and fuel energy
	• Noise: Sound pollution for Jet aviation, Train and Bus
	• Water: Drainage, loss in costal climate, Fuel energy lick age from ship

Source: Kunwar, 1997; UNWTO, 2016

Besides, EplerWood (2002) developed seven indicators for analyzing negative impact: Extinction of local customs, commodification of local products, destruction of self-esteem, conflict maong the family members, less interest in agriculture, conflict between those who profit and those who do not, crime and robbery, and the adoption of illegal or black money. Such resources in protected areas are negatively impacted by ineffective tourism management (Eagles, 2002). Ecotourism, thus, offers a different methods of resource consumption that might have a negative effect on environment.

2.3.5 Benefits of Community based Tourism

Despite adverse effect, tourism in developing countries is a noteworthy theme like; pass port of development and pro-poor strategy for promoting community development that does not lead to drastic environmental and social change (Binns & Nel, 2002). Most of the developing countries are thus realizing benefit potential of tourism and upgrading socio-cultural and economic infrastructures. Some of them are calling WB and UNDP to provide technical/financial supports for tourism development. Even the close societies like China are now receiving large amount tourism receipts and building comfortable hotels, resorts and airports in different tourist sites (Bhatia, 2009).

The promotion of tourism is seen by governments and I/NGOs as a chance to start development processes in outlying areas with no other resources or potential (OECD,

2010). Hence, tourism has considered a magic formula for reducing poverty (Telfer & Sharpley, 2008) and for addressing regional development imbalances (Bhatia, 2009).

In micro level, tourism has created a wide range of earning opportunities to the communities including women and transforming their livelihoods. The tourism sector has helped women to break their poverty trap through in/formal employment, entrepreneurship, training and community prosperity (UNWOMEN, 2014). In macro level, tourism sector is becoming priority sector of national economy. Natural, cultural and religious heritages of the country have attracted number of inter/national tourists which generate employment opportunities to the people residing around the touristic destinations.

ASEAN (2016) developed eight criteria for evaluating community-based tourism: Community ownership and supervision; improving social wellbeing; protection of environment; ensuring meaningful interaction among community people; maintaining quality services; serving quality food and beverages; assurance of quality accommodations; and assurance of the performance of inbound tour operators. Likewise, EplerWood (2008, pp. 207-223) also has created 11 useful questions for evaluating such tourism: 1) What is the role of ecotourism in managing protected area costs? 2) How do visitors to natural areas affect their biophysical makeup? How are the effects of ecotourism on the surrounding areas managed? 4) What effects does ecotourism have on biological diversity? 5) How have government policies been impacted by ecotourism? 6) Does ecotourism raise locals' knowledge of the environment and society? 7) To what extent has local commerce benefited from ecotourism? 8) Are new population being reached by commercial opportunities? 9) How shared benefits⁷ to the community people can be enhanced? 10) How does ecotourism affect socio-cultural dynamics? 11) Has ecotourism encouraged increased social interaction?

Maldonado (2001) highlighted four themes for evaluating positive impact of tourism: Offering instruction and training for delivering tourism goods; complete adherence to and defense of the cultural expressions, ideals, and signs of cultural identity; enhancing institutional capacity for organizing to ensure representation at the local, state,

⁷ Ashley et al. (2001) created 10 indicators for assessing shared benefits: Physical capital; financial capital; social capital and community organizations; access to information; policy context; market opportunities; livelihood options; cultural values; optimism; education; health; risk exposure.

and federal levels; creation of a means of communication across communities that will help them forge a close bond with societies and civilizations. Hence, the benefits of community based tourism are listed below (see Table 2.4).

Table 2.4: Benefits of Community Based Tourism

Benefit Area	Potential areas
Economic	Independently creates revenue for community development, supports the creation of tourism-related jobs, and raises average household income
Social	Enhances quality of life, fosters neighborhood superiority, gender equality, and increases the capability of neighborhood groups
Cultural	Promotes cultural interactions, fosters tolerance for diverse cultures, and integrates development into local culture
Environment	Encourages environmental responsibility, makes tourists and villages aware of the importance of conservation, and encourages waste management
Educational	Fosters vocational and trade skills, emergence of new jobs in the communities, the application of new information, the exchange of ideas with people from different cultural backgrounds, and respect for one another.
Political	Enables local participation, strengthens the community, and protects rights in local natural resource management
Health	Boosts and diversifies food production for tourists, encourages good hygiene, and enhances nutritional condition.

Source: Responsible Ecological Social Tour (REST), 2003, p. 22

As a matter of fact, government of Nepal declared 2016 as a domestic tourism year and 2018 as an international tourism year (NPC, 2016). From the perspective of rural development, 1,172,073 foreign visitors arrived in 2017, contributing 7.5 percent to the GDP (Rs. 2.876 BN) and providing 427,000 people with jobs (NTB, 2019). Similar to this, from the perspective of rural economy, Khumbu Pasanglhamu rural municipality earned US\$ 44.61 MN from 22,330 tourists in three months (October to December) of 2017 (KPLRM, 2018). By analyzing the economic benefits of tourism, federal government has targeted to receive 200,000 international tourists till 2020. For that purpose, government allocated Rs. 5 arab 20 crore 34 lakh to the Ministry of Culture, Tourism and Civil Aviation (Nagrik News Daily, Wednesday, 30th May, 2018).

Besides, 50 subject related experts (think tank) have been appointed in the Department of Tourism within the Ministry. The federal government is planning to establish Tourism University in Kathmandu valley. And also planning to develop at least one touristic site in all 753 local government units for bring prosperity through community based tourism. For that purpose Taragaun Bikash Samittee, VITO and HOSAN can also play advocacy and institutional agentic role for developing and promoting rural tourism in Nepal (Thapa, 2018).

2.3.6 Pandemic Impact on Tourism

Global pandemic impact has resulted some positive environmental impacts such as remarkable decrease in satellite-detectable greenhouse gas and air pollution (BBC, 2020; Gardiner, 2020). However, it has also led to risks to human health life areas (perceived level of safety, cases, cleanliness, possibility of new outbreaks, and social isolation), experience (restrictions, reassurance, and information), and economics (affordability) (Aebli et al., 2021). Shen and Yang (2022) also found that locals' use of social media, familiarity with COVID-19, and opinions on tourists and travel are all favorably connected with their KAP and support for tourism.

This could be the reason why tourism has been the most hit of all the major economic sectors, according to a report by UNWTO (2020) and the travel industry. Also, tourism forecasts a 20 to 30 percent reduction in international arrivals in 2020, translating to a loss of US\$ 300 to 450 BN in tourism receipts (UNWTO, 2020b). International visitor arrivals generally decreased by 74 percent in 2020 compared to 2019 due to continuous limitations on international mobility, which resulted in a loss of US\$ 4.5 TN in economic output and 75 million jobs in the tourism industry (UNWTO, 2021) (WTTC, 2021; WEF, 2020). The global GDP contribution of tourism sector was eight percent in 2019 which was dramatically decrease into 4.7 percent in 2020 (The Free Press Journal, 2021). The pandemic impact has thus inspired unprecedented research explosion in the academia. More than 400 publications have been published in health and tourist journals in the first 14 months after the epidemic began in December of 2019 (Sigala, 2020 as cited in Zopiatis et al., 2021). In particular, GDP and employment contributions of tourism industry have been decreased in each region (see Appendix O, Table 7).

Even in Australia, the presence of foreign visitors and an increase in coronavirus infections during the worldwide pandemic period reduce domestic tourists' booking intentions (Volgger et al., 2021). Accordingly, China and India generated US\$ 1,665.6 BN and US\$ 191.3 BN respectively in 2019 that was declined into US\$ 667.2 BN and US\$ 91.2 BN respectively in 2020 (WTTC, 2021). Furthermore, India positioned 10th out of 185 countries in terms of GDP contribution by tourism which accounts 6.8 percent of total economic output in 2019 (US\$ 194.30 BN) (IBEF, 2021). International visitors are anticipated to total 30.5 BN by 2028, bringing in more than US\$ 59 BN in revenue. Yet,

the pandemic's impact has caused the Indian hotel business to lose more than US\$ 17.81 BN in income (IBEF, 2021). Even in Nepal global coronavirus pandemic has highly affected the tourism sector.

According to WB report (2020), in the first quarter of 2020, there was a 35 percent drop in tourists visiting Asia and the Pacific. Reasoning that Nepalese economy was increased by only 0.6 percent in 2021, up from an expected 0.2 percent in 2020 (WB, 2020). Before pandemic, every year, tourism brought US\$ 700 MN to the economy in Nepal (Borgen Magazine, 2021). In 2018, tourism sector generated Rs. 240.7 BN, or 7.9 percent of GDP (Prasain, 2019). In Nepal, the pandemic has a major impact on around 200,000 individuals who directly work in the hotel, restaurant, trekking, climbing, airline, and other tourism-related subsectors (ADB, 2019). Around 10,000 such subsectors, including 270 tour and travels, eateries, curio stores, and hotels are having trouble surviving (Ojha, 2020). According to Xinhua, 2020, the global pandemic cost the hospitality industry US\$ 332 MN between July 21 and July 20, 2020, and it also caused the Nepalese economy to contract by 14.37 percent (Shrestha, 2020).

In 2020 the number of total tourist arrivals was limited to 230,000 and expected to be highly decreased even in year 2021 (MoF, 2021). The number of tourists arriving has declined by 2 percent from 81,273 in January 2019 to 79,686 in January 2020, and since March 2020, arrivals have all but ceased (NTB, 2020). The NTB conducted a survey, the preliminary findings of which showed that the Nepalese tourist industry has already lost roughly Rs. 25 BN (US\$ 29 MN) in earnings and that about 272,000 individuals employed in this sector have lost their employment (Kantipur Daily, 2020). Additionally, the pandemic crisis has caused in the closure of 2,600 trekking companies, the necessity for 20,000 trekking guides to stay in their houses, the requirement for 73 rafting companies to put their boats in standby, and the grounding of 58 airliner planes and 33 helicopters (Kantipur Daily, 2020). Due to this, the revenue from the tourism industry also fell by approximately 73 percent in comparison to the prior fiscal year, and the first-half foreign exchange revenue from tourism in 2020/21 is contracted at US\$ 3870.5 (MoCTCA, 2021). In this context, Nepal Tourism Board recommended to the Ministry for the survival of Tourism Industry (see Table 2.3). At the same time Government of Nepal (Council of

Ministers) issued protocol on 18th March 2021 for managing the arrival of incoming tourist to Nepal (see Appendix N).

Table 2.5: Recommendation to the Ministry for Survival of Tourism Industry in Nepal

Category	Proposed Activities	Remarks
Job retention (20 Billion)	<ul style="list-style-type: none"> • People with job proof will get the support 	<ul style="list-style-type: none"> • Four proof of employment • Last three months salary deposit in bank, pan register certificate, TDS payment proof and SSF confirmation
Policy intervention	<ul style="list-style-type: none"> • Leave travel concession (Assume 1.7million peoples movement and business of Rs. 53 billion) 	<ul style="list-style-type: none"> • Situation for tourism leave travel ○ Contributions of tourism promotion and infrastructure development should be considered as CSR expenses (include industrial enterprises ACT and NRB circular) ○ Differerent of tax payment for 6 months
Financial supports to institutions	<ul style="list-style-type: none"> • Reduce interest rate (base rate or base rate +1%) • Loan repayment differ for 3 years • One year facility for interest capitalization • Additional loan against collateral (25 lakh each firm) • Rebate on electricity payment and waiver on demand charges 	<ul style="list-style-type: none"> • Nepal Rastra Bank said to reduce 2% but tourism required more preference

Source: NTB, 2021

Besides, Tourism and Aviation in Nepal budget (2020/21) has come up with positive articles in it for promotion of tourism sector during post pandemic period. The budget has four key supportive provisions: 5 percent interest-bearing loans of Rs. 50 BN through Nepal Rastra Bank for the tourism industry's operating costs and salary payments; 25 percent wages as a relief to the workforce that would otherwise go unpaid; 5 percent interest-bearing loans of Rs. 100 BN for tourism and other industries hit by the coronavirus pandemic; and social welfare fund contribution to be made by the government for the lockdown period. In this line one of the participants from Lukla happily shared that:

During lock down period Khumbu Pasanglhamu rural municipality ward number 2 paid lodging and fooding bills of 150 international guests, 75 trekking guides and porters (N. Sherpa, personal communication, September 18th, 2021).

2.4 Policy Practices

2.4.1 Tourism Development in Different Plan Period in Nepal

Beyond doubt, although tourism boosts a country's economy, it poses a threat to society if it is pursued further without the proper plans and strategies (Stynes, 1997; Ranasinghe, 2014). Therefore, this section appraises tourism development activities implemented in different plan period after the establishment of national planning system

in 1956. Because of enormous potential for growth in the tourist industry, it has been a top priority in Nepal's economic planning from the very beginning. Since the first plan, the tourism industry has received top focus during each plan period.

First Plan (1956-1961) gave adequate emphasis to build infrastructures like road, water, electricity, and construction of airports that is essential for tourism development. During the plan period, Nepal acquired membership of different tourism related organizations. Tourist Development Board was established in 1957 under the Ministry of industry. Royal Nepal Airlines Corporation was established in 1959 as the national flag carrier. Some of the first plan's accomplishments included the construction of standard hotels, the formation of tour and travel companies, the expansion of Tribhuvan International Airport, and offering training to the tour guides (NPC, 1956). The Tourism Act of 1964 was a significant development for tourism under the Second Plan (1962–1955). For the purpose of further planning and policy formulation in the nation's tourist sector, tourism statistics were started during the plan era. Tourism-related activities in particular, such as sightseeing, training for trekking/tour operators, and marketing in international markets, received top priority (NPC, 1962).

Third Plan (1965-1970) announced to prepare a Master Plan for Lumbini development. By the establishment of star hotels in Kathmandu, Pokhara, and Birtnagar, this strategy pursued to increase numbers of foreign visitors and the revenues. Meanwhile, all the Nepalese attractions of tourism and tourists iterative were intended to produce/distribute for foreing tourists. Nepalese temple and historical places also added attraction to the foreign visitors thus necessary steps were taken to preserve/maintain such architectures (NPC, 1965). Fourth Plan (1970-1975) prepared Nepal Tourism Master Plan 1972 with the collaboration of the Government of Federal Republic of Germany. The objectives were to promote international tourism, which could bring long-term economic benefits, to stimulate travel-related economic activities, which could advance the development of agricultural industry, infrastructure, and foreign exchange earnings, as well as to preserve its historical and socio-cultural importance. Thus, fourth plan had expected tourism as the principal source of foreign exchange or revenue (NPC, 1970).

Fifth Plan (1975-1980) established Ministry of Tourism in 1977. Major objectives of the plan were to increase foreign exchange remunerations, to achieve balanced regional

development by establishing tour operators throughout the country, as well as to create employment opportunities in the tourism sector (NPC, 1975). Sixth Plan (1980-1985) approved an integrated approaches for developing tourism sector. The focused objectives were to earn foreign revenue, to increase the number of visitors and length of staying, to replace foreign products by local products and to provide employments opportunities through tourism service sector (NPC, 1980).

Seventh Plan (1985-1990) provided favorable environment to attract public and private investors in tourism sector. However, emphasis had given to develop mountaineering and trekking tourism. The objectives of the plan were to uplift foreign exchange revenues by luring quality tourists, to generate new employment opportunities by fully using the tourism industry, and to lengthen staying days by extending tourism-related activities where tourism infrastructure is present (NPC, 1985). Eighth Plan (1992-1997) acknowledged tourism as a lead sector for upgrading national economy. In FY 1990-1991 and 1991-1992, government started opening of the previously off-limits Manang and Mustang to trekking. At that time government also adopted liberal economic policy and encouraged private companies to entice overseas private investment (NPC, 1992).

Ninth Plan (1997-2002) realized the importance of village tourism for generating rural economy. Therefore this plan placed a strong emphasis on the value of local and community involvement in sustainable tourism development, updating current tourism infrastructure, and creating new tourist destinations in rural areas (NPC, 1992). This plan also recognized the relative benefit of growing the tourism industry for eradicating regional inequalities and promoted regional travel among SAARC nations. For the promotion of tourism activities and services, diplomatic missions, friendship associations, airline offices, and Nepalese organizations were made to take active participation. Hi-tech media like internet, homepage, e-mail, international television channel were used for marketing and advertisement. The government also Launched "Visit Nepal Year 1998" as a national campaign. The 10th Plan (2002-2007) gave more focus on an integrated tourism to speed up market linkage in the tourism economy. The main strategies were to provide effective marketing, employment possibilities, and an increase in foreign revenue from the tourism sector. And the objectives were to grow a high-quality tourism industry and promote it to the appropriate markets, preserve historical, cultural, religious, and archaeological

heritage, and improve how effectively these resources can be used to generate income, as well as to make accessible air transportation services, safe, and standard (NPC, 2002).

Three Years Interim Plan (2008-2010) again envisioned increasing contribution of tourism in domestic economy. Priority was given to the construction of physical infrastructures and inter/national air services. By the creation and promotion of tourist hotspots in cities and small towns, both domestic and foreign tourists received more attention. The private sector was given additional consideration since it may play a practical role in the creation, building, growth, and operation of infrastructure and the provision of services (NPC, 2008). Tourism policy, 2008 was developed in this plan period. The emphasis was given to create self-employment for the general public, which laid a prior preference to combine ecotourism and village tourism with the strategy of poverty alleviation (MoCTCA, 2009). Interim Plan (2011-13) gave a prioritization on the role of tourism for upgrading country from least developed to developing country. It has also been predicted that tourism business will significantly subsidize to the country's economic development and help it become self-sufficient (NPC, 2011).

Homestay Guideline and Action Plan, 2011 was implemented in same plan period. The provision was further maintained a clear set of the criteria to provide individual and collective homestay services, their registration and formation of village tourism development committees at the local areas (MoCTA, 2011). Besides, tourism vision 2020 was also developed with aim to receive 2 million international tourists by 2020 and increase 1 million employments in tourism sector by 2020. Following this, expected objectives were set as to improve rural livelihoods by the creation of integrated tourism infrastructure, an increase in tourism-related activities and goods, the creation of rural jobs, the promotion of women's inclusion and the inclusion of other underserved communities, and the dissemination of tourism benefits to the communities (MoCTA, 2012). To the end, strategically 18 districts from three ecological belts of five development regions were selected for developing as tourism epicenters (Hubs).

Fourteenth Plan (2016-18) establish the goal of economic growth through tourism. To the end National Tourism Strategic Plan (2016-2025) was developed and implemented in this plan period. The focus was prearranged to develop tourism services in the countryside and generate employment to the 25,000 people in 2017 and to the 40,000

people in 2018 (NPC, 2016). For the first time, 13 different types of tourism services (i.e. commercial, mountaineering, trekking, rafting, adventure, religious, cultural, sports, movie, casino, health, education, and farming) were categorized for marketing purpose. Tourism infrastructures were built, developed, expanded, and operated with the participation of the private sector. Government had developed and implemented 152 policy activities and 16 main programs related to development and promotion of rural tourism services throughout the country. Finally, fifteenth Plan (2018-21) thoughtfully continued National Tourism Strategic Plan. In this plan period Ministry of Culture, Tourism and Civil Aviation declared 100 new tourism destinations. Since the FY 2018/19 government started allocating annual budget in these destinations for implementing tourism infrastructure development program and projects.

2. 4. 2 Homestay Regulation Guideline 2010

During interim plan, Homestay Regulation Guideline, 2067 (2010) was prepared for supporting Visit Nepal Year 2011. The prime aim of the regulation was to encourage communities to involve in tourism so that they could create self/employment opportunities from tourism services such as welcome programs, cultural programs, cultural museum and handicraft centers, agriculture farming and small index industries, and farewell programs. This regulation guideline provisioned to fulfill basic requirement (Schedule 1 and article 4) related to condition of room (2 beds in each room with 6.5 feet length and 3 feet width, tea table, mirror, with chair and dustbin), kitchen room, dining room, bathroom and toilet, health, sanitation and security while offering homestay service. This guideline also provisioned role and responsibility of president of homestay management committee.

The guideline also developed following code of conduct for the homestay visitors (Schedule 4 and Article 7[3]):

- A. Do not put pressure on the owner to provide food, beverages, or other amenities that are not available at the homestay
- B. Don't bother anyone inside or outside the house
- C. Do not offer anything to the people beyond one's capacity
- D. Avoid engaging in any behavior that is against the local sociocultural values, such as sexual activity.

- E. Respect to the rites/rituals of the local people and wear such clothes that are permissible to the community
- F. Avoid using the owner, others, or yourself to get away with immoral or illegal behavior. Respect the household routine for entrance and exit
- G. Supply and use of psychotropic drugs at home or outside is strictly prohibited.
- H. Respect the bio-diversity and ecology of the environment

2.4.3 National Tourism Strategy Plan (2016-25)

Government of Nepal has also developed National Tourism Strategic Plan (2016-25). First stage implementation modality of the plan (2016-20), focused on diversification of tourism destinations and quality control through Nepal Tourism board. The second stage (2021-2025) focused on five years action plan. This action plan set 13 strategic goals, 65 strategies and 280 activities with expected cost Rs. 64.5 million. This strategic plan targeted to receive 2,522,000 tourists in 2025 that will contribute 9.29 percent GDP, will generate US\$ 3401 MN revenue and will create the employment opportunities for 632,000 persons. This plan provided guideline to develop provincial structural tourism development plan for selecting new potential tourism destinations.

The National Tourism Strategic Plan has further developed 11 strategic goals related to planning, branding, marketing, tourism economy, investment and improvement in commercial environment, human resource development, quality improvement, institutional structure, management and policy related, natural environment conservation and sustainable development. The beauty of this plan is to develop community tourism website, organize domestic tourism promotion campaign and measure satisfaction level of the tourists based on transportation, lodging, fooding attractions, and environment and guest-host relationships. The list of the policies related to tourism in the summarized form has been presented in Appendix O, Table 13.

2.4.4 Tourism in Constitution of Federal Republic of Nepal

New constitution set policy to increase national economy through tourism by identifying, protecting, promoting, and publicizing the historical, cultural, religious, archeological and natural heritage sites of the country and prioritizing local people in the distribution of its benefits (CAS, 2015). New Constitution of Nepal (2015) has assured

right of property and it has also equipped every citizen with right to gain returns from the tourism entrepreneurship. Additionally, this might definitely help for growing tourism industry. More so, Local Governance Act (2017) has given local governments the authority to collect money from tourists and local tourism entrepreneurs. Such fund could help expand tourism infrastructure in a sustainable way. By creating local level policies, legislation, and plans, the local governments have been given the responsibility for preserving and advancing language, culture, and the fine arts. From the above review, the researcher understood that tourism policies are qualitatively linking with rural development.

During Interim Plan (2010-13), government aimed to upgrade Nepal from least developed country to developing country through tourism hoping that it will help to get social and economic transformation and poverty alleviation simultaneously. Most of the development plans (i.e. after seventh plan to onward) and tourism policies have given focus on the functional role of private sectors on tourism infrastructures development and diversification of tourism activities. Since ninth plan (1997- 2002), all the tourism related policies have been spreading tourism activities in rural areas for sharing tourism benefits to the local people. Even in practice, after the implementation of Domestic Tourism Policy, 2008 and Home Staying Guideline and Action Plan, 2011, tourism entrepreneurs and local development stakeholders have been applying tourism as alternative sources of earning.

But very interestingly, most of the tourism policies (except Tourism Strategic Plan, 2016) neither are connected with formal education nor tried to mobilize educated and skilled human resources in tourism development activities. Tourism Strategic Plan (2016-25) has intended to establish Tourism University in Kathmandu. Some of the development plans (i.e. fifth and ninth), tried to offer non- formal trainings related to hospitality management to the tourism entrepreneurs and workers. However, host community members are learning various life skills as well as communicative skills informally from the national and international guests. The summary of tourism development policies are briefly presented in Appendix O, Table 14.

2.4.5 Ecotourism in 2030 SDG Framework

Tourism and the Sustainable Development Goals - Road to 2030 provides guidance on how the tourism industry can support recognize the 17 SDGs. This roadmap anticipates

to motivate governments, policymakers, and tourism entrepreneurs to include pertinent SDGs elements in frameworks for funding and policy, as well as in company operations and investments. The publication's suggestions are based on a review of 64 countries' Voluntary National Reviews (VNRs) on the SDGs, which were submitted to the UN High-Level Political Forum on Sustainable Development in 2016 and 2017. It also looked at eight countries' roadmaps for Mainstreaming, Accelerating, and Policy Support (MAPS), as well as the CSR initiatives of 60 international travel companies.

UNDP (2015) analyzed relationships between work sustainability and human development index. The idea of sustainability was derived from sustainable development approach (ensuring that progress is important for all people worldwide, both now and in the future) (WCED, 1987). Later, UN (2015) addressed five areas; people, prosperity, planet, peace and partnership for the sustainability human development index (see Appendix M and Appendix O, Table 15). While linking work sustainability with human development index, this report analyzed work from broader perspectives. Out of total 7.3 billion global people, 3.2 billion are engaging in different types of work like; job/employments (wage employment, self-employment), unpaid care work (tending to sick, cooking, water/fuel collection, cleaning, cooking, caring for children), voluntary work (informal and organizational) and creative expressions (writing, painting, animation, dance, design, drama, music, photography, poetry and sculpture) (UNDP, 2015). Thereby, this report developed a sustainability matrix for the various types of works that led to increase sustainability, human development and vice versa (see Appendix O, Table 16).

Nepal Sustainable Development Goals: Status and Roadmap Report (2018) envisioned for building a prosperous Nepal by 2030 (NPC, 2018). All 169 targets and the 17 SDGs are respectable development goals when seen from a global perspective of sustainable development. Before 2030, Nepal will have graduated from the list of Least Developed Countries as defined by the United Nations by upgrading the following development target and indicators (see Appendix O, Table 17). This road map will play an important role for making Nepal's development, environment friendly, socially just and economically sustained. That is why the multiple benefits of ecotourism are directly and indirectly interconnected to SDGs (see Appendix O, Table 18).

2.5 Empirical Review

This section presents seven ecotourism pertinent empirical studies such as education and tourism; tourism and economy; conservation and development; culture and tourism; community based tourism; entrepreneurial skills and resiliency as well as method and statistical tool. In doing so, the gist of studies have been presented based on international and national contexts.

Education and Tourism: Miyakawa and Oguchi (2021) examined association between family tourism and benefit experienced by 217 families (parents and elementary school children). The authors discovered improved levels of parental wellbeing and kids' general skills before and after the family travel experience. In this line some other researchers (i.e. Park, Pan & Ahn, 2020; Yang & Lau, 2019) also found educational benefits of family tourism for children and positive benefits on the basic skills for students and adults (Scarinci & Pearce, 2012). Gabriel-Campos, et al., (2021) underlines the need for local populations who rely on tourism to improve their resilience to pandemic and climate change related hazards. They identified cohesive social structure; cultural identity and social humor are the key factors for increasing community resiliency. However, the capacity of local organizations to effectively prevent and address climate change is significantly weak. Mondino and Beery (2019) envisioned that ecotourism might be used as a teaching tool and a catalyst for sustainable development with changes made to the language and instructional techniques employed in the educational system and a change in higher education's course.

Snyman (2014) analyzed the effect of ecotourism employment in family income and social wellbeing in six southern African nations: Botswana, Malawi, Namibia, South Africa, Zambia and Zimbabwe. In doing so; 1,785 interviews were accompanied in high-end ecotourism operation staffs (385) and 1,400 non staffs associated in 30 rural communities belonging to ecotourism camps. The results show that ecotourism is generating employment and earning opportunities to the rural households. The findings further emphasized the significance of formal education and workshops/trainings on sustainable resource usage for maximizing benefits. Remote sensing, GIS, and the utilization of electronic educational tools for interpretation are used to efficiently monitor tourism in Asian natural regions. Therefore, the effects of climate change, inadequate

protected area security, and the expanding role of the landscape matrix have all received attention (Newsome et al., 2013).

Niranjan et al., (2020) conducted study to foster sustainability of tourism and hospitality entrepreneurs in Pokhara. The authors collected 249 data from the perspective of tourists, 395 data from identifying provincial government duties, and 395 data from tourism entrepreneurs. The study suggested tourism entrepreneurs to recognize, preserve, uphold and sustain local socio-cultural performs for the sustainable tourism business. Pasa (2021a) appraised linkage between education and tourism in Panchmul area located in Aandhikhola rural municipality of Syangja. The study found that education is playing purposeful but inadequate transformative role on tourism development. The informal education helps to preserve traditional knowledge/skills which is supporting for cultural tourism. Non-formal education is contributing for management of tourism services and playing leadership role in the community. And formal education plays a leadership, consulting, and networking role in tourism and tourism infrastructure development.

The tourism employment survey was conducted in 2014 to estimate number and types of employment in tourism industries. The required data were collected from 192 tourism industries located in 10 districts (i.e. Banke, Bhaktaur, Chitwan, Jhapa, Kailali, Kaski, Kathmandu, Kavre, Lalitpur and Rupandehi). The study found that about 13814 individuals were involved in the tourism sector. About one-third (32%) of the workers had taken on supplementary occupations, 20 percent were seasonal, and 80 percent were men. Additionally, roughly two-thirds (68%) of employees were between the ages of 20 and 40, half had completed at least intermediate level education, and 19 percent were high-skilled workers (MoCTA, 2014).

Tourism and Economy: Wang and Ell (2022) investigated the following pertinent issue: How is the healing environment now a larger priority for general tourism than it was in the past in the spa and medication tourism? This study concentrated on healing gardens from the mental, physical, social, and spiritual dimensions. The inception of healing gardens in China and North America, are included in the materials. In order to handle tourism which is more beneficial for long-term, they recommended recognizing COVID-19's positive effects.

Shen and Yang's (2022) analyzed of the problem from the viewpoint of tourists neglected to take into account how locals' perceptions of risk affected their attitudes and subsequent conduct. So the authors developed KAP framework to better understand how locals in tourist destinations support the industry. According to the findings, a resident's support for tourism is positively correlated with their use of social media, awareness of COVID-19, and views about tourists and travel. Furthermore, views toward tourism, attitudes toward tourists, and support for tourism are all negatively correlated with citizens' perceptions of risk

Rasool et al., (2021) surveyed the relationship between inbound tourism, financial development, and economic growth in Brazil, China, India, Russia and South Africa (BRICS nations) by using the panel data over the period 1995–2015. The panel ARDL cointegration test result found that tourism, financial development, and economic growth are cointegrated over the long term. Additionally, the Granger causality study shows that there is a two-way causal relationship between inbound tourism and economic growth, supporting the "feedback-hypothesis" in BRICS nations. These results replicate the findings of Bandy and Ismail (2017) in the context of BRICS and Iran (Yazdi et al., 2017).

Khan et al. (2020) analyzed the relationships between Pakistan's tourism industry and poverty, energy and agricultural development, and economic progress. According to the research, one percent increase in tourism increases GPD by 0.05 percent, foreign direct investment by 2.64 percent energy development by 0.13 percent, agriculture development by 0.26 percent, and poverty reduction by 0.51 percent over the long term. As a result, the authors recommended governments to develop unified, integrated plans for effective, enlarging and sustaining of the tourism benefits.

WTTC report (2019) disclosed that tourism business in India accounted for eight percent of the total employment in 2017 by generating 41.6 million jobs. The number is predicted to ascent by two percent annum to 52.3 million jobs by 2028. Currently, India ranks eighth out of 184 countries in terms of tourism share in GDP with INR 247 BN. India is fifth among the 20 nations whose GDP growth in tourism has surpassed the world growth rate of 3.9 as well. These five countries are Turkey, Philippines, Hong Kong, China, and India which growth rate is as follows: 15, 8.9, 7.5, 7.3 and 6.7 respectively (Godara et al., 2020. p. 1995). India is thus becoming hub for both international and domestic tourists.

The data show that 17.42 million international tourists and 1854.93 million domestic tourists visited India during the year 2018 (MoT, 2020, p. 95).

Brida et al., (2016) revealed influence of inbound tourism to the economic growth in the long run. The authors claimed that inbound tourism enhances competitiveness, encourages investments in tourism infrastructure, upgrade economic structures, increases foreign earning, encourages entrepreneurship development, and generates employment opportunities. Additionally, inbound tourism produces advantageous externalities, and ultimately, an increase in GDP may encourage more foreign travel.

Bogan and Radulescu (2014) explored the effects of tourism in European rural economies. A questionnaire discloses the understanding of the hotel owners, tourists and communities regarding economic benefits of tourism in the Rucr-Bran Corridor. These locations were among the first towns in Romania where rural tourism started to take off. The study highlighted favorable/unfavorable perceptions of rural tourism on the lives of community people and also developed strategic plan for rural tourism development. Read (2013) outlined the conception of a prototype tool for vacation products in UK which found reliable cost-benefit analysis tool from the perspectives of socio-economic and environmental management. This tool demonstrates that many of the current flight-based vacation products may have a net negative impact. However, there is room for improvement by selecting shorter-haul or flight-free holidays, housing with less local economic leakage and non-recycled garbage, and enjoying fewer but longer vacations with more daily discretionary spending.

Steinicke and Neuburger (2012) conducted study in NaroMoru of Mt Kenya region to answer how alpine holiday business affects the regional economy. The authors collected information from 27 HHs; conducted interviews and FGDs with guides and porters provided deeper insights into another 48 HHs. The study concluded that while alpine tourism promoted empowerment and helped to reduce poverty, it also had a direct impact on the internal participatory and democratic structures of the organizations concerned. Brown & Hall (2008) also revealed that pro poor tourism (PPT) brings positive impact of tourism on development, concerns with company control, the implications of climate change, and the relationship between tourism and systemic power imbalances, particularly in the global south.

Ashley and Ro (2002) conducted six case studies of PPT in Southern Africa and highlighted four constructive claims. First, despite commercial limitations, more can be done to increase tourism's role to eradicating poverty. Second, all participants in tourism industry at the local or policy level, may and should embrace PPT methods. Third, it is important to acknowledge and improve a widespread range of affects on the poor that go far beyond employments. Fourth, political change and the chance to influence global discussions on "sustainable tourism" at the World Summit on Sustainable Development in Johannesburg in 2002.

Palikhe (2018) revealed trend of women involvement in tourism entrepreneurship of Pokhara. In doing so, 52 sample respondents (i.e. employee and employer) were taken from different tourism industries such as hotel, lodge, travel, and trekking. The study found that majority of women hold lower-level jobs and are content with the work they do. Over 71 percent of all women who worked for themselves in the different tourism industries while 81.25 percent of industries had more male employees than female workers. However, women can work in many potential areas, such as agro framing, planting, travel and hiking, rural tourism, hospitality, homestay, medication and spa tourism.

Banskota (2012) conducted a survey of 7,332 and 16 accommodation establishments in Sauraha, Nagarkot and Bhaktapur. The study found that tourism has been upgrading the local economy by creating in/direct jobs opportunities to the communities. Additionally, the tourism has created income and job opportunities to the indirect beneficiaries involving in public transportation, animal safaris, elephant rides, tour guides, restaurants, furnishings, and retail outlets. Similarly, local community people act in cultural displays and uphold and promote their customs in many different locations.

Sharma (2011) examined the association between tourism sectoral investment and employment generation in Pokhara. This study found total Rs.15,079.12 MN investment and total Rs. 2,699.75 MN annual income generated from this sector. Out of total investing, categorically, fooding and lodging; travel and tour; retail trade and tourist product related business invested 86.44 percent; 1.86 percent; 8.72 percent and 2.89 percent amount respectively. Total direct employment generation by this sector is 12,343 with \bar{x} 5.33, Min 1 and Max 150 as well.

Conservation and Development: Morrow (2021) conducted survey among tourism employees in Mount Aso, Kyushu, Japan. Findings of the study showed that majority of the employees are aware with ecological issues. And then they are involving in different conservation efforts such as recycling, saving electricity, saving water, using environmentally friendly soaps and detergents, saving water, and using bicycles or public buses. Musila and Kihima (2021) used descriptive survey in Mwaluganje Elephant Sanctuary of Kwale County, Kenya. The findings disclosed that the foremost barriers to involvement were poor cooperation among the stakeholders, insufficient financial resources, and an unfavorable environment for the extension of tourism entrepreneurship.

UNEP report (2020) assessed findings of the SWITCH Africa Green project (tourism sector) which was implemented in six countries: Burkina Faso, Ghana, Kenya, Mauritius, South Africa and Uganda. The survey exposed 17 enterprises or 52 percent of the beneficiary enterprises which were generated 267 new green jobs during the project periods. About one-half of the enterprises noted that the project contributed to improving community inclusiveness. Wondirad (2019) assessed 470 research articles published in nine top-tier tourism journals between 1993-2018 through content analysis method. The study also found that most of such studies are conducted in least developing nations.

Kannaujiya and Arora (2019) analyzed contributions of government and private sectors in ecotourism development in Koti-Kanasar, Uttarpradesh. The study established that ecotourism has not only enhanced family income of the host community but also helped to conserve/preserve the environment. However, the study further suggested stakeholders for diminishing the adverse effect and maximizing the positive effect for the sustainability of ecotourism. Treephan et al., (2019) developed administration model for conserving mangrove forest resource in Indonesia. The model contains four thematic areas: Conserving natural/cultural heritages; managing community-based tourism services; evaluating stakeholders' feedback; and updating internal/external support mechanisms such as community cohesiveness, policies for supporting community-based ecotourism, and developing ethical/ responsible tourism activities including such tourist trends.

Yin et al., (2018) examined collaborations among the subsystems of tourism or tourism industrial ecologization⁸ (TIE). The findings confirmed that the TIE is composed of the social order, physical setting, and tourism industrialized subsystems, each of which contributed to the creation of pressure (response to the environment). Even though, the level of TIE found somewhere between barely coordinated and principal coordination which indicates not high enough of TIE level as well.

Nakabasami (2019) conducted study in Camini, a small community in the southern Italian area of Calabria. The effect theory and the balance theory of social network analysis were used to discuss the Eurocoop, volunteers, host residents, and immigrants. The study revealed that achievement of solidarity tourism had depended heavily on the collaboration of all participants. Haq and Medhekar (2019) assessed obstacles to preserving, conserving, developing, and promoting constructed heritage tourism of India and Pakistan. The study suggested to apply innovative strategies to create, revive, and convert in/tangible heritage tourism for improving community wellbeing of the people residing nearby historic sites.

Bragagnolo et al., (2016) followed idea of IUCN- “delicate balancing act between conservation and development needs” (Marton-Lefevre 2014, p. 525) and conducted study entitled Modelling Local Attitudes to Protected Areas. For that purpose, they selected 3000 published articles related to attitude of the communities of developing countries who were highly depending on natural resources (Cardozo, 2011). The findings displayed that majority of the studies were published in biology and environment conservation journals (43.9%), human ecology and sustainable development journals (20%) and environmental management journals (17%) as well. Most of the articles used a single protected area as a case study (78%) with National parks the most frequent designation (53.7% of the studies).

Nsukwini and Bob (2016) analyzed the socio-economic effects of ecotourism around Hluhluwe-iMfolozi Park areas of South African. The study found that local residents have access to resources including meat, thatching grass, fuelwood, and water. They got a chance to sale crafts and profile cultural activities and interact with the

⁸Ecologization can be defined as an approach, or a way of understanding and taking environmental impacts and preservation into account (Pankina et al., 2015).

Park staff including employment opportunities, better working relations and mutual problem solving. Kasalak et al., (2016) coined nine features of ecotourism: Providing information about surroundings/culture; recommending visitors about dress up/behavior; debriefing information on geographical, social, political, and environmental factors; conducting trip with counseling services and trained local guides; conducting interaction among guest and hosts; presenting a chance to gain information about local customs and life style; supporting to social organization including NGOs; providing accommodation facilities to the visitors and paying the entire entrance fee to parks and archaeological sites. Donohoe and Needham (2006) introduced six major themes (i.e. nature-based, focused on preservation/conservation, education, sustainability, benefit distribution as well as morality and responsibility) for developing and promoting ecotourism.

Yusof et al., (2014) conducted study in Malaysia, a popular ecotouristic destination where >10 percent of the foreign visitors are found as ecotourists. The study developed five original model elements and one extra sustainability component to expand the service quality (SERVQUAL) model, which is appropriate for the ecotourism destinations located in developing countries. In doing so, seven criteria (sustainability that is concrete, sustainable methods, dependability, responsiveness, assurance, and empathy) have been investigated from a total of 27 items based on a survey of 127 tourists in Tasik Kenyir. Stronza and Gordillo (2008) examined three Amazon ecotourism operations. The local leaders described improvements brought by economic advantages in their communities. Other effects included improved self-esteem and more cohesive communities. Such changes should be taken into account in terms of conservation since they have an impact on the viability of regional institutions and the potential for long-term cooperation for managing the resources.

UNWTO (2002c) highlighted interface among ecotourism, environmental preservation, and community wellbeing. This study also addressed in the UNWTO's subsequent (2003a) review of Sustainable Development of Ecotourism: A Compilation of Good Practices in SMEs. The review examined 65 case studies and exposed that 25 of them were funded by private investors, 29 by donor agencies, and 11 by joint venture investors.

Aryal et al., (2018) reviewed nine action plans related to ecotourism development. The study discovered that the laws pertaining to ecotourism were overly generic. Majority

of the stakeholders are recognizing ecotourism as a source of income for conservation but failing to establish species-specific policies. The protected area management plan, which leaves out Banke and Chitwan national parks, exhibits a similar pattern. It is urgently necessary to conduct additional research on the implementation situation and develop new policies to meet the multifaceted problems of ecotourism. Many tourism and other sectoral policies make an effort to address the difficulties related to ecotourism, but no single ecotourism policy has yet been drafted.

Chitwan national park has developed tourism plan for preserving biodiversity and cultural heritages in the park and bufferzone areas (CNP, 2017). The primary conservation approach of the park has been accredited as an ecotourism. The plan calls for improving ecotourism's beneficial effects and controlling its unfavorable ones. It has also acknowledged the significance of an ecotourism concept based on collaboration between tourism business owners, community forests, buffer zones, and national parks (CNP, 2017). Pobocik and Butalla (1998) revealed that community people are benefitted from tourism activities performing under Annapurna conservation area project. The community people are getting earning opportunities from trekking trade such as accommodation, food or porter wages services.

Aryal (1997) outlined planning strategies for the growth of tourism with regard to Nepal. The study discovered that the goal of tourism development initiatives has been to attract more visitors. It is recommended that it would lead to greater earnings. Yet, since each location has its own attractions, the planning model must use the natural tendency method. KC (2017) highlighted importance of sustainability principles on ecotourism. Small- and medium-sized enterprise development makes it feasible to uphold the values of biodiversity preservation, poverty reduction, and support for rural entrepreneurship. But, in order to enhance the caliber and feasibility of ecotourism, strategic planning, financial analysis, technical help, and a professional strategy are also required (Hawkins, 2004).

Culture and Tourism: Stastna et al., (2020) applied geographical and sociological methods to analyze the linkage between cultural tourism and rural development in South-Moravian region, Znojmo, Breclav, and Hodonin located in the rural borderland with Austria and Slovakia. The study found that cultural tourism hardly becoming crucial carter of rural development because of declining trend of agriculture production and mounting

diversified economic activities of the region. Quynh (2019) accomplished a study to examine how heritage tourism affects the communities, how locals are aware of and weigh positive and bad effects, and how government policymakers and ordinary citizens differ in their perspectives on how tour and travel business affects community wellbeing. The required information was collected through a quantitative survey of 245 local residents in select Japanese heritage sites and a qualitative survey of Japanese government officials and academics. The study identified some discrepancies between the viewpoints of the public authority and the local communities regarding formulation of future tourism plan/policies for preserving Japan's cultural heritage.

Problem identification skills (Li & Liu, 2018), branding capacity (Xia, Vu, Law, & Li, 2019), green initiatives (Singjai et al., 2018), and the customisation of services (Shoval & Birenboim, 2019) are identified as key factors for contributing any tourism destination. However, Fernandez et al., (2020) suggested that an advantage in the marketplace could be created by having a deeper awareness of national cultures. Government officials and policymakers could create more culturally appropriate policies to draw in foreign tourists if they had a superior considerate of the traditional life style. Vimal et al., (2018) applied socioethnographic approach over seven national parks in Africa and Asia. The two main approaches involving data collection for the entire area of the parks are wildlife surveys and law enforcement patrols. The study identified 50 monitoring programs including seven projects. The study also recognized three foremost categories of monitoring programs which were related to "natural resource" oriented programs (58%), 'community' oriented programs (16%) and "law enforcement" based programs (26%) as well.

UNWTO (2018) conducted online surveys covering 43 percent of member states and 61 international experts/academics. This study confirmed that around 89 percent of national tourism administrations include cultural tourism in their travel plans which demonstrated the significance of cultural tourism in tourism industry. The respondents estimated potential growth in cultural tourism which will continue to expand for over 39 percent of all international visitors or the equivalent of almost 516 million international journeys held in 2017. Stoddart et al., (2011) highlighted importance of culture and conservation on tourism development. The study suggested using renewable energy sources; supporting women's income; sharing learning/diffusion of ideas; conserving of

fragile ecosystem and biodiversity; managing waste efficiently; consuming and using water efficiently; managing cultural heritage, traditional values; promoting intercultural understanding and improving livelihoods.

Poudel (2014) analyzed socio-cultural impact of tourism on Tharu communities residing nearby Chitwan national park. The study found that Sauraha is becoming popular touristic destination where numbers of inter/national tourists visit, stay and study traditional ways of Tharu culture. Because of modernization and cultural assimilation effect, they have altered their way of life, their traditional values, and cultural characteristics, and are now embracing those that have been borrowed. In cultural assimilation, the group with greater technological clout achieves dominance while the population at large quickly adopts the modern lifestyles. The similar effect also found at Bachhyauli and the Sauraha, where traditional culture is greatly influenced and altered by modern western culture.

Community based Tourism: One of the fastest growing and most promising forms of tourism in Bangladesh is community-based rural tourism, which has the potential to benefit our economy, the general public, and physical setting. It has a substantial effect on our GDP that creates employment possibilities for individuals who are directly and indirectly involved in its growth (Islam, 2021; Saha, 2020). Witchayakawin, et al., (2020) identified factors affecting community tourism in Phitsanulok Province, Thailand. The factors included ownership; external assistance and supportive policy; market segmentation; worth value formation and supply channels; human potential and empowerment; and leadership as well as partnership. Interestingly, the design of the tour package, the sort of activities, and entrepreneurship competence are three new factors that are beneficial. Yanes et al., (2019) argued that tourism policies in thirdworld nations found comparatively weak in developing/promoting community-based tourism. More so, the study appraised seven tourism policy papers in Colombia through content analysis method. They developed five criteria such as fundamentals of the principle of participation; administrative governance; capacity development and assessment; protection of community rights and distribution of benefits. The results indicated that the policies fall short and insufficient for encouraging/motivating community involvement in tourism.

Islam (2019) conducted study to determine whether ecotourism is help to maintain community wellbeing in Bangladesh's mangrove regions. Ecotourism for sustainable development in the research area is primarily focused on the host communities. The study confirmed that perceived and shared interest in protecting the environment, preserving the natural heritage, and safeguarding the sustainability of the business had a substantial impact on how much the community participated in ecotourism. The study suggested that by making and supplying regional delicacies, such as those from organic farms and aquatic plants, the community can participate and underwrite to the development of ecotourism. Using local inputs and readily accessible raw materials from the forest, women can work in the potential company by adding a new handicrafts business dimension.

Anand et al., (2011) analyzed effect of Korzok homestay project in Northern India which was a green initiative built on equity, responsibility, and local involvement. The surveys conducted from 2004 (450 tourists) to 2006 (300 tourists), during the peak tourist season of July-September. The study exposed that >60 percent of the respondents expressed interest in the homestay concept and agreed that it would promote environmentally friendly travel in this green belt.

Thakuri (2016) explained economic contributions of homestay tourism in Nepal. The required data were gathered from the 102 homestay owners operating in Lamjung, Tanahu and Nawalparasi districts. The study found that homestay owners are offering cheap and best services to the visitors. For the tourists, Min Max expenditure for only lodging was Rs 60-175 (\bar{x} Rs. 119.75) and lodging with food was Rs. 200-850 (\bar{x} Rs. 441.67). Besides, majority of the respondents have improving their economic status and managing family expenditure from homestay income (\bar{x} Rs. 3,000-30,000 monthly). Tanahu district's expenditures are higher than those of the other two districts, but Nawalparasi district's income situation is better than those of the other two districts. The report also suggested enhancing service quality in order to uplift both international and domestic tourism and homestay earning.

Entrepreneurial Skills and Resiliency: Banha et al. (2022) evaluated the Fostering Innovation in Tourism (FIT) program. This program had improved the local tourism sector by upgrading the entrepreneurial abilities/skills. The study exposed that Portugal had made substantial progresses in the number and quality of tourist-related amenities over the past 10 years as an outcomes of entrepreneurial education and research on the country's tourism industry's development.

Arachchi and Gnanapala (2022) did research in Srilanka and revealed that some of the tourism enterprises have been temporarily or permanently shut down and are shifting to other industries. With financial incentives, the public administration is anxiously anticipating the airport's reopening and the influx of tourists. The issues facing by hospitality industry includes restoring business position and sustainability, interacting with staff and stakeholders, creating a sound tourism resilience plan, and adapting tour and travel spaces to the COVID-19 lifestyle. Rocha et al. (2022) conducted research on spirituality and mindfulness tourism to promote employee wellbeing in Hispanic situations. The study used the self-narrative approach to explore lived experiences of the participants regarding mindfulness travel projects, courses, congresses, and businesses. The study appraised such lived situations through the prism of secular spirituality and discovered that holidays, travel, and spirituality all had practical advantages.

Wieczorek-Kosmala (2021) used a two-dimensional approach for evaluating the cash holdings of tourism companies from four Central European Countries. According to the study, less resilient businesses succeed over more robust ones. At the level of business size, but not at the level of the nation, there are statistically significant differences in the cash-driven resilience capacities. More specifically, businesses with stronger cash-driven resilience capabilities stand out for having higher profitability and less financial constraints. This study adds to the ongoing discussion about how the coronavirus pandemic would affect the tourism sector by highlighting the significance of financial slack and cash reserves in assessing resilience. In this respect, the study underscores managerial problems and targeted system intervention directions. The amount of uncommitted resources that could withstand the resistance of a sudden reduction in cash inflows owing to the loss of clients is known as financial slack. As a result, the calculation of cash-driven RCs in the tourism sector was linked to cash holdings as the key factor influencing the industry's dynamic response to disruptions.

Miranda et al., (2020) applied an eco-sociological method that offers an alternative to destructive economic rationalism for the evaluation of two sustainable rural tourist projects in Mexico. The first one, Ecotouristic Ejidal1 park in San Nicolas Totolapan is facing challenges for preserving forests and water resources whereas the second one shows contradictions among a beach multi-racial community and a sea-turtle conservation

project. The study confirmed that the projects beneficiaries are acquiring the skills and discussion necessary to attain sustainability without sacrificing one's identity, culture, or resources, and capability to receive and contribute to outside ideas. They are conserving and utilizing the forest and water resources without destroying it. Hence, the lived experiences of the Mexican indigenous people becoming increasingly important against a predatory economic structure that is driving worlds and nature to self-destruction.

Rusu et al. (2017) analyzed Romanian business behavior through tourist entrepreneurship at macro and microeconomic levels. Similarly, the notion of opportunity; a key subject in entrepreneurship was examined between 2005 and 2013. The research technique involved collecting and presenting statistics from Romania and Eurostat. Results analysis revealed that business owners willing to become financially independent and also willing to accumulate significant earning from tourism business. The large portion of their funds utilized by business owners originate from their own resources, their relatives and friends. Bank credits, European funding, and government support account for a lesser portion of their total spending in the study years. Rusu et al., (2017) discovered that hospitality business is a sophisticated activity that combines both material (accommodation, transportation, and attractions) and psychological (attitudes, aspirations, and human emotions) components. For them entrepreneurship in the tourism industry refers to businesses and intricate operations at the macro/microeconomic levels.

Another study conducted by Fortunato and Clevenger (2017) was to assess formation of entrepreneurial communities based on a citizen-driven culture of entrepreneurship and leadership development. Despite the rampant emphasis on entrepreneurship and communities' wellbeing, this study failed to pay attention while exploring research issues comparing to other case studies on community-based tourism (Kobayashi et al., 2010; Manhas et al., 2014).

Method and Statistical Tool: Mtapuri et al., (2021) conducted KAP survey with aim to expanded Knowledge Attitude Skills Practices (KSAP). In addition to arguing that communities must be equipped with information, attitudes, skills, and practices that go beyond tourism, it also improves tourism theories from the perspectives of guest and host communities. The study used secondary data that is already available to the public. The study advised conducting surveys that incorporate KSAP addressing CBT at level first, tourism at level second, and livelihoods at level third for gaining thorough awareness of these characteristics among community people, tourists, and other stakeholders.

Su, et al., (2021) used Vector auto-regression and vector error correction models to find a substantial association between the growth of the Chinese tourism industry and economic growth. Godara et al., (2020) used ordinary least squares method and found weak

positive correlation between economic growth rate and the increase in revenue from foreign tourism in the Indian economy during the period of 2000-2019.

Liu et al. (2018) conducted household survey in Wolong National nature reserve which was seriously damaged by a devastating quake in 2008. The study used structural equation modeling (SEM) to analyze the association between locals' expectations about the effects of tourism and their willingness to support tourism. The findings revealed that they had high expectations for development and thought it would improve both their own living standards and Wolong's economic prosperity. The predicted increase in their personal life style and expected economic benefits (EEB) were significantly and favorably correlated.

Lionetti and Gonzalez (2012) used cointegration and vector autoregressive statistical tools for exploring the short/long-run association between tourism and trade. The unadjusted seasonal data were collected from six countries (i.e. Argentina, Dominican Republic, Mexico, Nicaragua, Chile and Venezuela) and found significant relationship between tourism and trade which means strong contribution of the tourism sector on economic growth. Kumar and Dhir (2020) applied multiple regressions models to segment the countries offer cultural explanation of the hospitality competitiveness by analyzing data from 73 countries. The findings of the study confirmed that the variables; individualism, long-term orientation, and indulgence characteristics of national culture play important role in hospitality attractiveness. This study shows how crucial it is to create culturally appropriate policies in order to increase destination competitiveness.

Chhetri (2018) explained the causal association between hospitality industry and security in Thamel Kathmandu. Eventhough, tourism enterprises are becoming conscious of the elements of hospitality, event management, and pertinent security standards, the degree to which they are strategically exploited varies. The evaluation showed how tourism affected security issues and vice versa. The effects of the security situation and the hospitality industry are therefore clearly related and interdependent. Even the data supported the aforementioned assertion, which highlights the shortcomings and gaps between the hospitality industry and the tourism security in terms of setups, coordination, and execution.

From the above review this study has come to realize that there are some evident research gaps which can underscores to the knowledge society in Nepalese context and

beyond. In doing so, this study used consensus creation and consensus shifting approach (Hollenbeck, 2008) for identifying five major research gaps. First, expansion and advancement of ecotourism demands empirical knowledge on economic, social, cultural, environmental, and educational and health benefits potential and constructive action plan. Second, ecotourism development activities need to theorize from alternative tourism, asset based community development approach, sustainable livelihood approach and theory of practice. Third, benefit of ecotourism need to explain through complex sample analysis plan by developing one strata (ecological region: Mountain, Hill and Tarai) and two clusters (business types: hotel, guest house, restaurant and beneficiary types: direct and both direct/indirect). Fourth, the causal associations among benefits related variables need to describe through compositing indices (social demographic index, tourism index, KAP index and multiple benefit potential index), relationship test between indexes (Pearson correlation coefficient), significant difference test of the indexes (t-test, one way anova and power analysis) and multivariate analysis (logistic regression, factor analysis, discriminant functions and multiple regressions models). Finally, benefit potential of ecotourism also need to triangulate by subjective narrations of the participants residing in different ecological regions and theoretical propositions applied by this study.

2.6. Conceptual Framework of the Study

The conceptual framework has been developed on the foundation of literature reviews and consecutive research gaps. This framework is thus applied as a road map of the study that was prepared to address extrinsic constructs, research objectives and methodological track to whole research process. It thus leads to the researcher's conceptual framework of the present study (see Figure 2.3). On the top of framework, the researcher has presented positivist's research philosophy (truth-extrinsic constructs-deductive logics), survey study methodology and paradigms; post-positivism and postmodernism. Besides, title and themes of the study also have been inserted below the methodological information.

On the center, the researcher has presented research objectives based on alternative tourism development, asset based community development approach, sustainable livelihood approach and theory of practice. Finally, on the bottom, the researcher has presented data collection techniques (survey questionnaires, key informant interview and observations) and methods of data analysis/interpretation. The central idea - "*Benefit potential of ecotourism for rural development*" of the study has been inserted above the bottom and below the center.

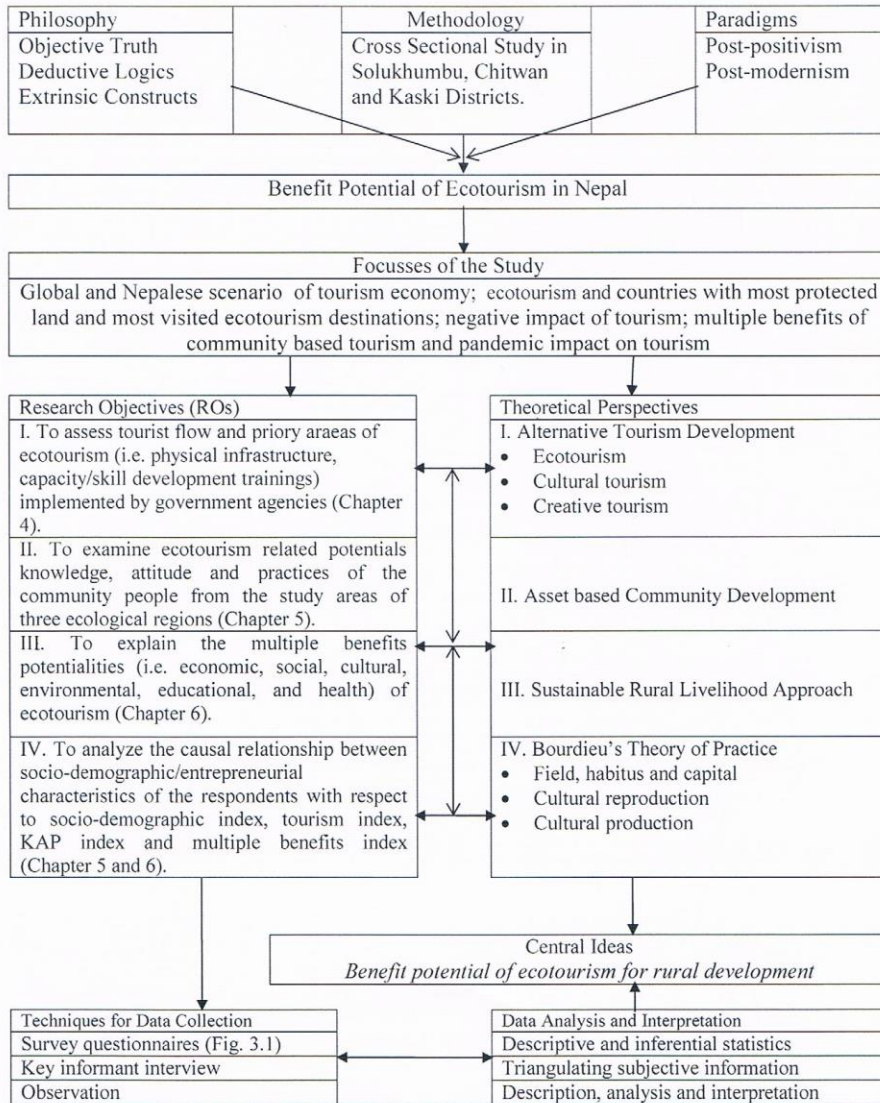


Figure 2.3: Conceptual Framework of the Study

Source: Developed by the Researcher, 2019

CHAPTER III

RESEARCH METHODOLOGY

This chapter deals with methodology and methods applied in the study. In doing so required information are presented in 10 sections. First; second and third sections unpack philosophical considerations, paradigmatic stances and research design respectively. More so; fourth, fifth and sixth sections present study area and rationale, sampling procedures and data collection techniques respectively. Accordingly; seventh, eighth and ninth sections highlight methods of data analysis/interpretation, reliability/validity and ethical consideration respectively. Finally; 10th section unpacks methodological reflection generated based on personal experiences of the researcher.

3.1 Philosophical Consideration

The study applied objective (without denying the usefulness of subjectivity) philosophical stance (Moore & Bruder, 2007) for describing tourism related issues in Nepalese context. Philosophy helps the researcher to understand the research issues from ontological, epistemological and axiological perspectives (Abel, 2004). More so, the ontology (nature of reality) of the researcher was to provide evidences for exploring single truth (Creswell, 2014) multiple benefits of tourism for rural development. The epistemology of the researcher was to generate evidences through deductive ways of logics (Lincoln & Guba, 2005) as epistemology deals with sources of knowledge (Keith, 2003) and concern with forms of knowledge (Cohen et al., 2007). Finally, axiology of the researcher was to identify internal valuing systems of the participants and the researcher that not only influence their perceptions, decisions and actions but equally affect the whole research process (Creswell, 2007; 2014). Besides, the ethics (ethical consideration of the study) and aesthetics beauties (followed APA 7th ed. to prepared dissertation) also have been maintained properly.

3.2 Paradigmatic Stance

Research paradigm is philosophical lens for viewing researching phenomena. It is a fundamental set of beliefs for guiding the actions and interactions of researcher during field study (Creswell, 2009). Basically, two types of paradigms viz. positivistic and non-positivistic are applied in social science. This study applied post-positivism and post-

modernism research paradigms as well. Post-positivist paradigm in fact, represents the traditional form of research by following quantitative method to explore objective reality or absolute truth of knowledge (Phillips & Burbules, 2000). This is a deterministic view point that believes on experimental knowledge by developing numeric measurement of the response of the individuals that exist outside the field (Creswell, 2012). In this paradigm, respondents can be regarded as a paramount to the researcher whose information helps to test relationships between variables (Phillips & Burbules, 2000).

Post modernism is a cultural movement that can be applied in academia to raise the powerful arguments against all form of the essential elements of modernism (Hicks, 2004). It rejects taken-for-granted knowledge through socio-cultural and theoretical interpretation within a specific context, time and space (Creswell, 2012). Researcher knew that epistemologically postmodernism advocates for subjective truths, individual and social identity. Therefore, researcher applied this paradigm to explore cultural knowledge in the multiple perspectives of class, race, gender and group affiliations, their identity and studying their turning points, problematic situation in ever changing cultural contexts (Brogatta & Borgatta, 1992 as cited in Creswell, 2012). Besides, the study also realized importance of blending and adaptation between the content and methodology (Creswell, 2013) and applied post-modernism research paradigm. In doing so, the study applied postmodernism approach as an epistemology of constructivism, which helps researcher to generate multiple forms of performative and reflective genres during the observation and conversations with research participants.

3.3 Research Design: Cross Sectional Study

The purpose of research design is to not only describe the methodology used in the study but also to assist in the development of an appropriate approach to answer questions about social phenomena (Scotland, 2012). Researcher knew that one of the goals of quantitative research approach is to investigate objective knowledge. Therefore, based on my research philosophy and paradigm, researcher has been planning to follow quantitative approach and survey methodology to address researching issues.

Survey simply refers to a numerical description of pertinent characteristics of a research population. It is a method of collecting data in which a preset group of people are asked to answer a series of structured set of questions (Gupta & Gupta, 2015). This study

also applied cross sectional study design for explaining the research issues (Setia, 2016, Sharma, 2007). The study has covered single subject benefit potential of ecotourism from rural development perspective. The numerical description of sample number based on sample population, findings and conclusion derived from this study helped to generalize to the whole population.

3.4 The Study Area and Rationale

Nepal is regarded as *Shangri-la* destination in international tourism market. The country occupies 0.09 percent land (147,585 km²) of earth elevated from (i.e. 59m [Mukhiyapatti] to 8,848.86m [Mt. Everest]) but covers 2.3 percent of global biodiversity (MRM, 2022; MoCTCA, 2019). The country is also rich in terms of climatic variation, variation in range land, forest land, wetland and 118 types of ecosystem including 80 ecosystems of protected land (BPP, 1995). Around 23.4 percent of total land area has been covered by the protected areas where the concentrations of tourism activities. For example, 395,791 tourists visited in 20 protected areas (i.e 12 national parks, six conservation areas, one hunting reserve and one wildlife reserve) in FY 2074/75 (MoCTCA, 2019). In this background, this study purposively selected three protected areas located in Mountain, Hill and Tarai regions. In doing so, focus was given to natural/cultural attractions and tourism concentrations.

More specifically, UNESCO Heritage site Sagarmatha national park, which is situated in Khumbu Pasanglhamu rural municipality in the Solukhumbu district, was selected from mountain region. The Sagarmath (Everest), highest mountain in the world, is situated inside the park, which is a representation of the pristine high-altitude ecosystems. The Sherpa ethnic groups are the local community people in terms of culture and are well-known for their competency in mountain climbing. In FY 2017/18, 54408 international tourists were visited to this national park (SNP, 2019).

Similarly, Nepal's largest protected area, *Annapurna conservation area* situated in Annapurna rural municipality of Kaski district is selected from Hill region. Naturally, it is rich in biodiversity and habitat to 1,226 species of flowering plants, 102 animals, 474 species of birds, 39 species of reptiles, and 22 species of amphibians. It is well-known for its mountain views, Andha galchhi (one of the deepest gorge in the world), Tilicho lake (situated in highest elevation on the world), and the world's best trekking route (Annapurna

circuit) as well. Culturally, almost 100,000 people who belong to various linguistic/cultural groups have been residing in this region. The two dominant ethnic groups in the south are Gurung and Magar. Likewise, other three dominant ethnic groups in the north are Thakali, Manange, and Loba. Religiously, the famous Hindu temple Muktinath is also located in Annapurna conservation area. Owing to those 172,720 foreign tourists visited this area in FY 2017/18 (MoCTCA, 2019).

Finally, UNESCO Heritage site; *Chitwan national park* (First national park of Nepal which was established in 1973) situated in Ratnanagar municipality of Chitwan district is selected from Tarai region. Naturally, it is in subtropical inner Tarai of south-central Nepal and is habitats of rhinoceros, elephant, tigers, bears, amphibians and birds. Culturally, it is famous destination for Tharu cultural tourism. That is why 187,109 inter/national tourists visited this national park in FY 2018/19 in which majorities (85%) of them visited from Sauraha entry check point⁹ of Ratnanagar municipality (CNP, 2019). Out of that 62 percent were foreigners, 13 percent were belonging to SAARC and 24 percent were Nepalese tourists (CNP, 2019). This shows that the trend of domestic tourism during holiday season also has been increasing annually herein.

3.5 Sampling Procedures

Samples are a proportionate subset of the population since the study's population is not always easily accessible. A sample is a discrete, representative portion of the population that is selected for data gathering and analysis (Best & Khan, 2004). The study employed both purposive, quota and random sampling methods for determining sample populations and sample numbers. The Table 3.1 mentioned below makes sample frame and sample number clearer.

Table 3.1: Sampling Frame and Sample Number of the Study

Ecological Regions	Local Levels	Respondents	Sampling Frame	Sample Number
Mountain	Khumbu Pasang Lahmu rural municipality of Solukhumbu district	Hotel/resort	69	47
		Lodge/guest	139	99
		house/homestay/bhatti		
		Restaurant/bakery	64	44
		cafe/coffee shop/tea stall		

⁹ There are nine entry check points such as Sauraha, Ghatgai, Kasara, bankatta, Meghauli, Kujauli, Laukhani, Amaltari and Bagai Madi in Chitwan national park (Chitwan national park [CNP], 2075/76).

Ecological Regions	Local Levels	Respondents	Sampling Frame	Sample Number
Hill	Annapurna rural municipality of Kaski district	Hotel/resort	78	63
		Lodge/guest house/homestay/bhatti	202	133
		Restaurant/bakery	74	47
		cafe/coffee shop/tea stall		
Tarai	Ratnanagar municipality of Chitwan district	Hotel/resort	102	80
		Lodge/guest house/homestay/bhatti	99	63
		Restaurant/bakery	257	169
		cafe/coffee shop/tea stall		
Total			1,084	745

Source: Local Level Profile, 2019

Finally, for the purpose of gathering primary data with a 95 percent confidence level and a five percent margin of error using sample size determination formula¹⁰(Krejcie & Morgan, 1970), 745 sample numbers (respondents) are chosen from an initial 1,084 sampling frame (see Appendix E).

3.6 Data Collection Techniques

The procedures used to gather data/information are known as data collection techniques which provide an additional method for assessing study design within each approach to inquiry (Creswell, 2009). The researcher understood that concerns about data collection techniques are subordinate to concerns about the paradigm, which informs the researcher's ontological and epistemological standpoints and methodological decision (Denzin & Lincoln, 2011). Keeping these philosophical propositions reflectively, this study employed observation, household survey and semi-structured interview techniques for data collection.

Through observation, the natural surroundings of the research field can be personally experienced and observed by the researcher (Creswell, 2012). Before filling up questionnaire and conducting structured interview, the researcher first used the

$$^{10} \text{ Sample size (n)} = \frac{\chi^2 * N * (1-P)^2}{ME^2 * (N-1) + (\chi^2 * P * (1-P))}$$

Where,

n = required sample size

χ^2 = Chi square for the specified confidence level at 1 degree of freedom (Value* 3.841 for 5% confidence level with 1 degree of freedom)

N = Population size

ME = Desired Marginal error (expressed as a proportion)

P = Probability of success (0.5 value for unknown population)

Q = (1-P, i.e. 0.5 value for unknown population)

observational method to identify researching issues/problems by participating in the field. This gave an opportunity to make follow up questions to clear some supportive points during the interview and validate the messages obtained in the interviews.

The household survey was conducted with 745 tourism entrepreneurs (respondents) belonging to Mountain, Hill and Tarai ecological regions that were visited from 20 October 2019 to 30 December 2019. Before that the Delphi oracle was conducted in 27th September, 2019 with rural/tourism experts, socio-economic and livelihood experts, environmentalist and statistician. The tool comprises 130 item variables that are grouped into three different sections (see Appendix C).

First section covered two constructs: social demography (1-28) and tourism entrepreneurship (29-43) related information where the respondents were given a choice to select the right one depending to their category (nominal or dichotomous scale of yes no question). Second section dealt the constructs: knowledge, attitude and practice (KAP) (44-71) related information through ordinal/likert scale questions. On scores of the knowledge, attitude, and practices, each correct answer was assigned 5 to 1 points. More specifically, I know very well and strongly agree responses were assigned 5 points and I never heard/strongly negative responses were assigned 1 point as well. Third section highlighted six benefits potential constructs: economic benefit (72-83), social benefit (84-92), cultural benefit (93-103), environmental benefit (104-112), educational benefit (113-120) and health benefit (121-130) related information. The respondents were given a choice to select the right one depending to their category developed based on nominal and dichotomous scales as well as ordinal and ratio scales. The KAP and benefit potential measurement indicators have been inserted below (see Figure 3.1).

Figure 3.1: Measurement Framework

DV	IV- Level I [Indicators]	IV- Level II [Attributes]
KAP Index	• Knowledge	✓ Hospitality; tourism marketing; tourism policy; tourism development committee
	• Attitude	✓ Tourist behavior; available service facilities; role of NTB; role of local leaderships
	• Practice	✓ Duration of involvement; supplying local products; future plan; sustainability of business
Multiple Benefit Index	• Economic	✓ Recurring cost; variable cost; monthly income; monthly expenditures
	• Social	✓ Promote women empowerment; promotes community pride; build social capital; community capacity
	• Cultural	✓ Cultural preservations; economic valuing of culture; acculturation effect; cultural exchange
	• Environmental	✓ Environmental responsibility; awareness on climate change; use of land and forest resources; management of waste disposal
	• Educational	✓ Access to technical education; access to vocational trainings; creates new professions; use of new knowledge
	• Health	✓ Promote good health; promotes good hygiene; diversification of foods; available of health facility

Source: Developed by the Researcher, 2019

Finally, the interview signifies the process of viewing inside of the interviewee by interviewer during conversation (Rubin & Rubin, 1995). The researcher used this technique to collect information as well as to gain knowledge from feelings and experiences of the selected key informants (i.e. leaders of hotel entrepreneurs, social workers, representatives of local government, guides, porters and farmers and handicraft makers). In doing so, the interviewees got an opportunity to respond in a leisurely way, more like a conversation.

3.7 Data Analysis and Interpretations

Descriptive, illustrative, and inferential statistical approaches of data analysis were used in this study. The acquired data were organized, summed up, described, and generalized using SPSS (Statistical package for social science) version 25. In doing so, Complex Samples Analysis (CSA) plan (one strata [three ecological regions] and two clusters [three types of tourism entrepreneurs such as hotel, resort; lodge, guest house, homestay, bhatti and restaurant, bakery, coffee shop, tea shop & two types of beneficiaries such as direct beneficiaries as well as direct and indirect beneficiaries]) was developed to explain the data within the range of 95 percent confidence level. The CSA plan helps comparing the data between and among the strata and clusters and calculating standard error as well as lower and higher value at 95 percent confidence interval for population projection (Dowd & Duggan, 2001; Siller & Tompkins, 2002).

Further, using descriptive and inferential statistics, the data are categorized and presented in accordance with objectives of the study. The statistical tools used under descriptive analysis are frequency table, cross tabulation, central tendency and sample population projection at 95 percent confidence interval with minimum (Min) and maximum (Max) value and standard errors (SE) (Field, 2009; Gupta & Gupta, 2015). Likewise, statistical tools such as composite index (Sava, 2016); computing likert scales (Chakrabartty, 2014); mean (\bar{x}) differences through t-test, one way ANOVA and power analysis (Field, 2009) have been used under inferential analysis. Further, the multivariate tools like; logistic and multiple regressions, factor analysis (Field, 2009) and cluster or discriminant analysis with canonical correlation (George & Mallery, 2011) also have been used by applying principle component analysis method.

3.8 Reliability and Validity

Reliability refers to precision and accuracy in measurement during study. For achieving consistency in measurement, this study developed reliable tools such as; set of questionnaires, interview guideline and representative sampling procedures. In this study, the internal consistency of the 49 items or likert index variables was measured using the Cronbach alpha method, which has generated a coefficient of inter-item correlations (Cohen et al., 2012). This study also conducted pilot test from 10 percent or 75 sample respondents during data collection for complying with the 0.83 extremely reliable cronbach's alpha value to 193.89 \bar{x} , 58.18 variance and 7.62 σ' . Similarly, the cronbach alpha values for the 745 respondents or sample numbers found 0.78 or reliable with 194.25 \bar{x} , 59.47 variance and 7.71 σ' (Taber, 2017). The overall details of reliability data are presented below (see Table 3.2).

Table 3.2: Reliability Test

Test	Cronbach's Alpha based on Standardized Items	N of Items	\bar{x}	Variance	σ'		
75	0.83	49	193.89	58.18	7.62		
745	0.78	49	194.25	59.47	7.71		
Inter class Correlation Coefficient							
Test	Measurements	95% Confidence Int.		F Test with True Value 0			
		LB	UB	Value	df1	df2	Sig
75	Single Measures	0.04	0.09	4.39	74	3,552	0.00
	Average Measures	0.69	0.84	4.39	74	3,552	0.00
745	Single Measures	0.04 ^a	0.03	0.05	3.25	734	0.00
	Average Measures	0.69 ^c	0.66	0.7	3.25	734	0.00

Source: Field Survey, 2019

Since the cronbach alpha value for each set of the tool is more than 0.7 (Cohen et al., 2012; Taber, 2017) so it can be claimed that there is no reliability issue in the study. More so, the interclass correlation coefficient shows that F test with true value 0 for each set of tool is significant so the study does not have any issue with reliability¹¹. Similar to the two-way mixed effects model, the F test with a true value of 0 and significance at a 95 percent confidence interval are used in the two-way mixed effects model.

¹¹ a. The estimator is the same, whether the interaction effect is present or not.

b. Type C Intraclass correlation coefficients using a consistency definition-the between-measure variance is excluded from the denominator variance.

c. This estimate is computed assuming the interaction effect is absent, because it is not estimable otherwise.

The validity refers to using legitimate procedures throughout the entire study process. The application of content, construct, and criterion validity, among other methods, can help to maintain validity (Cohen, et al., 2012). Therefore, both forms of validity were used in this study. Careful sampling was attempted with the aid of the content validity and validity test for the dependent variables knowledge index and multiple benefit potential index (see Tables 3.3, 3.4). Construct validity helped in triangulating reviewed literature, field data/information, and statistical methods. Finally, the criterion validity assisted in the selection of trustworthy tools.

Table 3.3: Validity Test for Knowledge, Attitude and Practice Index

Statistics	Pearson Correlation	KAP Index
Knowledge Index	r	.827**
	Sig.	.000
	N	735
Attitude Index	r	.720**
	Sig.	.000
	N	735
Practice Index	r	-.192**
	Sig.	.000
	N	735

** Correlation is significant at the 0.01 level (2-tailed)

Source: Field Survey, 2019

Table 3.4: Validity Test for Multiple Benefit Index

Statistics	Pearson Correlation	Multiple Benefit Index
Economic Benefit Index	r	-0.18**
	Sig.	0.00
	N	740
Social Benefit Index	r	0.83**
	Sig.	0.00
	N	740
Cultural Benefit Index	r	0.38**
	Sig.	0.00
	N	740
Environmental Benefit Index	r	0.91**
	Sig.	0.00
	N	740
Educational Benefit Index	r	0.40**
	Sig.	0.00
	N	740
Health Benefit Index	r	-0.38**
	Sig.	0.00
	N	740

** Correlation is significant at the 0.01 level (2-tailed)

Source: Field Survey, 2019

From the Tables 3.3 and 3.4, the dependent variables are significantly correlated with each of the independent variables. Thus, statistically the findings of research maintain the validity.

3.9 Ethical Consideration

First of all, the researcher received research permission letter from Department of National Park and Wildlife Conservation Office, Kathmandu on 18th October, 2019. Again, this letter was submitted to the concerned local government as well as national park and Conservation Area Project offices for further consent (see Appendix H). The researcher then consulted with local politicians, intellectuals, members of bufferzone management committee and hotel industry society and briefly shared about this study. During data collection, this study maintained all the forms of ethical aspects of the researcher viz. rapport building, sharing the research propose upfront, respecting privacy of respondents. The respondents were not compelled to fill up questionnaires during data collection. The printed questionnaires were prepared in Nepalese language so that literate respondents also can read themselves. Most of the respondents happily contributed 30 to 45 minutes time to fill up the tools. The researcher also considered privacy concerns and getting permission to disregard any types of biasness (Creswell, 2012). The respondents' attitude towards self-employment, income, work environment and benefits were the matter of confidential. Finally, reflecting upon the ideas of Kvale, this study is more guided by two ethical aspects: (i) scientific responsibility; that helped to commit with academic/professional ethics for contributing body of knowledge and, (ii) independence of research that encourage and motivate researcher conducting this study independently (Kvale, 1996).

3.10 Methodological Reflection

This section presents structured reflection on the methodological phase. The study applied reflective research method that modifies the perceptions of philosophical, paradigmatic and thematic situation leading to new ideas. The objects of the reflections were the participation of the researcher, field enumerator and the respondents. The study explored objective truth (ontology) regarding benefits of ecotourism (extrinsic constructs) through deductive logics (epistemology) and post-positivism paradigm. Besides, the study also realized importance of blending and adaptation between the content and methodology (Creswell, 2013) and applied post-modernism research paradigm. The idea is to describe research issues quantitatively and qualitatively.

For maintaining ethical issues, the Department of National Park and Wildlife Conservation Office, Kathmandu, issued a letter on 18th October, 2019 granting the

researcher permission to conduct the study. It was mandatory to conduct researcher work especially in protected areas of Nepal. Again the researcher submitted this permission letter to the national park and conservation area offices and received permission letter. Again the researcher consulted with local politicians, intellectuals, members of bufferzone management committee and hotel industry society and briefly shared about the study. For ensuring reliability of the tools, Cronbatch alpha and content validity tools have been applied so that generalized knowledge could be produced. Besides, piloting test was done with 10 percent respondents in the same field.

The household survey questionnaire was applied as a tool for data collection. The literature benefits of community-based tourism (REST, 2003) were taken as a referent by the researcher while developing tools that was finalized by the tourism experts, researchers and statisticians. For that purpose, the Delphi oracle was conducted on 27th September, 2019. All together, 130 variables were chronologically arranged in three sections. First section consisted two constructs; socio-demographic characteristics (item variables 1-28) and tourism entrepreneurial characteristics (29-43). Second section dealt with three constructs: knowledge, attitude and practice related information (item variables 44-71). Third section highlighted six constructs: economic benefit (item variables 72-83), social benefit (84-92), cultural benefit (93-103), environmental benefit (104-112), educational benefit (113-120) and health benefit (121-130) related information. The item variables were designed under dichotomous, nominal, ordinal and scale of measurements. The major item variables was nominal scale used in first and third sections and five point likert scale used in second and third sections. The printed questionnaires were prepared in Nepalese language so that literate respondents can read and fill up themselves. Most of the respondents contributed around 45 minutes time to fill up the tools. The tools were filled up by 745 tourism entrepreneurs selected by using multi stage sampling methods. The respondents or community people were visited from October 2019 to 30th December 2019. The data collection work was finished before global Coronavirus pandemic impact.

During the data collection process, informed consent was taken from each participant by ensuring to maintain privacy of their data according to Statistical Act 2018. Besides, the local enumerators played important role to notify about the study among the respondents in their own native language and tone. This might be the reason; most of the tools were filled up by the respondents themselves that really benefited the study to complete field work in three months proposed by DNPWC. In one hand, the limited time

frame obstructed researcher to follow ethical guidelines for generating in-depth conversations and observations. Thus, key informant interviews were conducted with the elected representatives, tourism entrepreneurs and local intellectual involving in different community level institutions and lasted approximately 20 minutes each and recorded by note-taking/transcribing. In another hand, this study was/is conducted without taking any study leave that is usually practiced in Tribhuvan University by tenure tracked teachers and administrative staffs. Reasoning that the researcher conducted the first field work during 5 weeks holiday leaves (29th September to 16th November 2019) given to teaching staffs by the University. Indeed, the researcher spent three weeks in Khumbu Pasanglhamu rural municipality, one week in Annapurna rural municipality and another one week in Ratnanagar municipality.

The whole study spent around 90 days for conducting entire field survey though KAP survey takes between six and 12 weeks (USAID, 2011). After that the study spent another 538 days (18th May 2020 to 12th November 2021) for preparing first draft report. During this period, the researcher also used cell phone, email and face book for collecting required data/information from the entrepreneurs and local intellectuals. The field work was really memorable to the researcher from various perspectives. Ecologically, the study tried to contextualize research issues equally in Mountain, Hill and Tarai regions. Academically, the researcher tried to maintain ethical consideration related to submit research permission letters, informed consent, rapport building and participant observations. Professionally, the researcher wanted to complete the study without taking any study leave. Financially, the researcher could not get funding support from any government and non-government agencies and conducted through self effort.

The study used SPSS version 25 for managing four major statistical functions such as organizing, summarizing, describing and generalizing data. The complex sample analysis plan was used to estimate sample population in 95 percent confidence interval. The variables were again recoded and computed into different variables for applying multivariate analysis (composite indexing, t-test, one way ANOVA test, power analysis, factor analysis, discriminant function model and logistic regression and multiple regressions models). During analysis, the study applied thematic analysis for describing six key themes; economic, social, cultural, environmental, education and health benefit of

tourism. The discourse analysis method was applied for studying communication and meaning of the participants' narrations on six themes in relation to their changing contexts. Each theme was examined to gain an understanding of participants' perceptions and motivations.

The study is more guided by quantitative approach for producing generalized knowledge in tourism section from rural development viewpoints. Thus the researcher purposively failed to appraise research issues from inductive logics that provide a more in-depth understanding of participants' perceptions, motivations and emotions. But this is also fact that subjective perceptions usually produce results that cannot be generalized beyond the sampling group. Thus, such limitations or weaknesses of the researcher were outweighed by the strengths of the study produced empirically verifiable knowledge.

The above reflection indicates emotional sensitivity to choose philosophical, paradigmatic and thematic situations. Even though the ambitious themes related issues were notified by the experts during Delphi oracle. One of the tourism experts questioned on relevancy of KAP related issues and suggested to focus on benefit analysis. Besides, the sets of questions are very vague, complex and long for the respondents. Further, in Hill and Tarai regions few respondents got short sleep while filling out the questionnaires. Again the reflection indicates silence about the benefits of tourism receiving by indirect tourism beneficiaries and tourism development stakeholders including tourists.

Anyway, first draft of the study was submitted to the dissertation supervisor on 16th November 2020 and second draft was submitted to the co-supervisor on 26th June 2021. Accordingly, third and fourth drafts were submitted to the Dean office for internal evaluation and pre-viva processes on 17th August 2021 and 18th November 2021 respectively. The researcher defended pre-viva on 11th January, 2022 and submitted updated draft to the Dean office on 28th January for external evaluation process. The researcher received draft review report on 17th July and 16th October and again submitted updated draft to the Dean Office on 31st October and defended final viva on 31st January, 2023. Fortunately or unfortunately, due to the delay supervision and evaluation process the researcher could not complete the study on targeted time (complete within 3 years). Thus, this structured reflection process allowed a unique learning process for the researcher in terms of methodological process as well as dissertation supervision /evaluation process.

CHAPTER IV

TOURISM DEVELOPMENT ACTIVITIES IN THE STUDY AREA

This chapter deals with first research objective (to assess the tourist flow and priority areas of ecotourism (i.e. physical infrastructure, capacity and skill development trainings implemented by government agencies). The required data and information are presented in seven sections. First section introduces Mountain region, Koshi Province, Khumbu Pasanglhamu rural municipality and Sagarmatha national park. Second section introduces Hill region, Gandaki Province, Annapurna rural municipality and Annapurna conservation area project. Third section introduces Tarai region, Bagmati Province, Ratnanagar municipality and Chitwan national park. Fourth and fifth sections highlight educational activities and visiting trend of inter/national tourists in the study area. Finally, sixth and seventh sections highlight tourism development projects implemented in the study area and summary of the chapter.

4.1 Study Area in Mountain Region

Nepal, coordinated between 28° 00' N 84° 00' E, measures 150 to 250 km (93-155 m) across Nepal and around 880 km (547 m) along its Himalayan axis. The country has 29,192,480 total population with 14,291,311(48.96%) male and 1,4901,169(51.04%) female and 4.32 average family members (NPC, 2021). Geographically, the country is divided into Mountain, Hill and Tarai ecological regions.

Mountain region covering 35.2 percent of total land area of Nepal begins at the subalpine region (3,000 to 4,000 m) and alpine region (4,000 to 5,000 m). Of the total, 1,777,822(6.09%) population with 4.27 average family sizes are residing in this region (NPC, 2021). It has covered 11 percent agricultural land, 23.7 hector alpine grassland and cold desert vegetation having 39 types of ecosystem (BPP, 1995). There are three types of climates such as subalpine, alpine and Trans Himalayan climate (having very low density). Khumbu valley, Mustang, Manang, Dolpa, Jumla and Humla, called Trans Himalayan region are located in the northern part of Himalayan sub ranges. Some of these regions were more accessible from Tibet than Nepal and are populated by people with Tibetan affinities called *Bhotiya* including the famous Sherpas in Kumbu valley. In the Mountain region, permanent settlements can be found up to 4,500 meters above sea level, while

summer encampments can be found much higher. Yaks are pastured by the Bhotiyas, who also cultivate cold-resistant plants such as millet, potatoes, barley, and buckwheat. They used to exchange goods over the mountain region, such as Tibetan salt for major food crops rice and wheat from plain region in Nepal and India. However, after restriction of this type of trade in the 1950s, they started to shift their occupation as high-altitude porters, guides, cooks, and other alpine and tourism-related accessories. Finally, out of total 16 mountainous districts, Solukhumbu (i.e. rich in terms of biodiversity [Sagarmatha National Park] and Trans Himalayan culture of Bhotiya and Sherpa) located in Koshi Province¹² has been selected for the study.

4.1.1 Koshi Province

Koshi Province has a population of 4,972,021 with 190/km² density (NSO, 2023) and residing in 14 districts (see Table 4.1). It has covered an area of 25,905 km². The capital city of the Province is Birtnagar. It borders the Chinese Tibet Autonomous region to the north, Indian state Bihar and Jharkhand to the south, Sikkim and West Bengal to the east and Bagmati Pradesh, and Madhesh Pradesh to the west. It is geographically divided into three distinct regions: Tarai in the south, Hill in the middle, and Mountain in the north. Solukhumbu, Sankhuwasabha, and Taplejung districts are located in Mountain region; Ilam, Panchthar, Tehrathum, Bhojpur, Khotang and Okhaldhunga districts are located in Hill region and Udayapur, Sunsari, Morang and Jhapa districts are located in Tarai region.

Mountain region contains numerous mountain ranges (i.e. Lumba Sumba, Umvek, Mahalangur, Kumbhakarna, and Janak). Mount Everest and the world's third highest mountain, Kanchenjunga (8,598m) also lie in this Province. The Koshi river flows through the region with its seven river streams: Indrawati, Bhotekoshi (Sunkoshi), Tamakoshi, Dudh Koshi, Arun, Tamor and Likhu. This province features a variety of climates, including subtropical, temperate, sub-temperate, alpine, and tundra, as well as diversified vegetation, including coniferous forest, deciduous monsoon forest, and sub-tropical evergreen forest.

¹² The new constitution 2015 has provisioned three-tiered government structure in Nepal such as Federation, Province and Local Level. The federation regulating the seven Provinces (Koshi, Madhesh, Bagmati, Gandaki, Lumbini, Karnali and Sudurpachhim)

Agriculture and tourism are the main economic drivers in this province. In the case of agriculture, local farmers have been producing both cash crops (tea, coffee, large cardamom, herbs, ginger, and citrus, jute, and sugarcane) and food crops (rice, wheat and maize) as well. Similarly, the animal husbandry includes goat farming, poultry farming, pig farming, and milk production. The Province also has developed value chains of large cardamom, tea, ginger, dairy products in collaboration with Prime Minister Agriculture Modernization Project. In the case of tourism, Sagarmatha national park (1,148 km²), Makalu Barun national park (1,500 km²), Koshi Tappu wildlife reserve (175 km²), Kanchenjunga conservation area (2,035 km²) as well as Gokyo lake (7,770 hectares) and Mai Pokhari (90 hectares) Ramsar sites are regarded as major tourism destinations. This Province is thus equally famous for integrated tourism such as mountaineering, trekking, jungle safari, rafting, paragliding, bungee jumping, cycling, and agricultural tour, religious and cultural tours. That is why all the local governments of this Province are realizing tourism and agriculture as lead sector of rural economy. In this background this study has given more focus on Khumbu Pasanglhamu rural municipality of Solukhumbu district¹³ having huge potentiality of agro-ecotourism development activities as well.

Table 4.1: Number of Districts and District wise Human Development Index

Province	S. N.	Districts	HDI	S. N.	Districts	HDI
1	1	Taplejung	0.49	8	Khotang	0.49
	2	Panchthar	0.49	9	Solukhumbu	0.50
	3	Ilam	0.52	10	Okhaldhunga	0.46
	4	Sankhuwasabha	0.48	11	Udayapur	0.47
	5	Terathum	0.52	12	Jhapa	0.51
	6	Dhankuta	0.51	13	Morang	0.51
	7	Bhojpur	0.47	14	Sunsari	0.49

Source: UNHDR, 2014

4.1.2 Khumbu Pasanglhamu Rural Municipality

Khumbu Pasanglhamu rural municipality (KPRM¹⁴) is restructured by indexing Chaurihark, Namche and Khumjung VDCs and ward no. 1, 5, 6 and 9 of the Juving VDC. It borders Sankhuwasabha district to the east and Mahakullung rural municipality to this district, Ramechhap to the west, Dolakha district and Tibetan region of China to the north,

¹³The District has population of 104,768 with 3,312/km² area, 31.63/km² density and -0.10 percent annual population change between 2011-2021 (CBS, 2021a).

¹⁴ The country has divided into 753 local levels in which there are 6 metropolitan cities, 9 sub-metropolitan cities, 278 municipalities and 460 rural municipalities (Constitution, 2015).

and to the south, Soluhudhkund municipality, Dudhakosi and Sotang. It has 1,539.11 km² area elevated from 2,000 meter to 8,848 meter (Mount Everest). The total population of the rural municipality is 8,720 with 5.66 km² population density (CBS, 2021). KPRM has five administrative ward offices in which headquarter is located in Chaurihark on the way of Namche. Here are four climate zones such as forested lower zone, alpine scrub zone, upper alpine zone and arctic zone. The world heritage site; Sagarmatha national park having high altitude pristine ecosystems and Lukla Airport (Tenzing-Hillary Airport [LUA]), one of the world's highest airports, are located in this rural municipality.

This region is also known as the land of Sherpa or also known as *Himalayan Tigers*. The Sherpa ethnic groups are native to the area and famous for their mountain climbing skills. The Sherpa are following traditional cultural practices with Buddhist religion. The important monasteries of Sherpa people are Tengboche monastery, the Pangboche monastery, Rimijung monastery and Khairkhola monastery. The smiling and helpful Sherpa people are becoming popular for heart-warming hospitality in international tourism market. The spread of western concepts, principles, technologies, consumer preferences, and lifestyles has been aided by tourism. The Everest region in particular has seen an increase in cultural imitating issues as a result. Fashion, language, cuisine, and festivals all reflect this. Especially among younger generations, the influence is increasingly apparent.

The economy of the rural municipality is mainly based on agriculture, animal husbandry, tourism and mountaineering. Potato, barley, maize and wheat are major crops produced in this area. Yak milk, piggery, poultry and goat are livestock business of local people. Furthermore, Sagarmatha national park, Lukla, Namche, Thame and Khunjum Valley, Gokyo, Khumbu Climbing Center of Fortse and Everest base camp including Kalapathar are major tourism destinations of this rural municipality. Hence, most of the local people are directly and indirectly benefitted from agriculture and tourism activities as well as bufferzone area programs/projects. In this respect, the ecoches of the participants also have been presented below:

The religious persons *Lama* are thoughtfully contributing to tourism development activities in Everest region. Sagarmatha Pollution Control Committee was established by the advisory role of Rimpuche Lama of Tenboche Monetary (K, Rai, October 28th, 2019 [INT/M]). Accordingly, in Fungi Thanga, Monastery has provided its land property to the five local people of Khumjung Valley operating their tourism business. We pay Rs. 200,000 per person annually and offer tourism service for six months (P. Lama 27 October, 2019).

Table 4.2: Components of Tourism in Khumbu Pasanglhamu

Components	Functions
Accessibilities	✓ Airways and road networking
	✓ Trekking routes
Accommodations	✓ Hotel, guest house, lodges, restaurant, camping and Bhatti
Attractions	✓ Mt. Everest, Mai Dablam, 360° mountain view, alpine forest, Monastery, agriculture and pasture land and ranges in elevation from 2,845 to 8,848m
	✓ Mountain ranges, river streams, glacier lake, caves, water fall
	✓ Buddhism and diverse ethnic cultural norms and values
	✓ Trans Himalayan culture of Bhotiya and Sherpa
Amenities	✓ Religious/cultural festivals and trade fares
	✓ Mountain tourism, adventure tourism, rural tourism, mountain climbing, trekking, hiking, serving organic local products
Actors	✓ Sagarmatha pollution control committee, hotel association, youth club, mother group, saving/credit groups, community forestry users group, bufferzone committee, induced and indigeneous institutions
Affinities	✓ Natural and mutual relationships among the villagers and stakeholders
Advertisements	✓ Websites, tourism promotional visuals, maps, magazines, brochures
	✓ Hosts invite guests to revisit the destination
	✓ Operating tour and travel agencies in the central and provincial levels

Source: Field Observation, 24th October to 7th November, 2019

4.1.3 Sagarmatha National Park

Sagarmatha national park covers an area of 1,148 km² and ranges in altitude from 2,845 meter to 8,848 meter at the top of Mount Everest. It was established in 1,976 and listed in world heritage site in 1,979. The lower elevations of the park are covered in hemlock and pine forests. Silver fir, birch, rhododendron, and juniper forests can be found at heights of 3,500 meters and higher. More specifically, this National Park is habitat for 118 bird species, including Himalayan monal, blood pheasant, red-billed chough, and yellow-billed chough. In addition, it is habitat for variety of rare mammal species, including, snow leopards, himalayan black bears, red pandas and musk deer. It is also home to wolves, martens, and langur monkeys. Because of its outstanding universal value (OUV) with natural traits Sagarmatha national park is inscribed on the list of world heritage due to their outstanding (MoFE, 2021).

Table 4.3: Facts on Sagarmatha National Park and Bufferzone

Decleared year	19th July, 1976
National park area	1148 km ²
Location	North –eastern Nepal of Solukhumbu district
World heritage site listed	1979 (natural site)-site number 1692
Ramsar site declared	2007 (Gokyo and associated lakes) site no. 1692
Bioclimatic zone	Temperate-alpine-nivalzone
Elevation	2300 meter to 8848 meter
Geographical features	Moutn Everst region, Glaciers, Valley
Major glaciers	Khumbu, Imja, Ngozumpa and Nangpa
Major peaks	Everest (8848m), Lhotse (8501m), Cho You (8153m), Nuptse (7896m)
Main mammals	Snow leopard, Musk Deer and Red Panda (37 species of mammals)
Main birds	Himalayan Monal, Blood Pheasant (219 bird species)
Major tree species	Pine, Hemlock, Fir, Junpier Birch
Bufferzone declared	January 1,2002
Bufferzone area	275 km ²
Rural municipality	Khumbu Pasang Lahmu (ward no. 2,3,4 & 5)
Population	7161
Major caste groups	Sherpa, Bhotiya, Tamang and Rai
Economy	Tourism, agriculture, animal husbandry, business and mountaineering

Source: SNP, 2019

4.2 Study Area in Hill Region

Hill region covering 41.27 percent of the total area of Nepal begins at the subtropical zone (1,000 to 2,000 m) or Mahabharat Range and Temperate zone (2,000 to 3,000 m). Of the total, 11,749,973 (40.25%) population with 3.95 average family sizes is residing in this region (NPC, 2021). It has covered 40 percent agricultural land, 56.8 hector evergreen coniferous forests having 54 different types of ecosystem (BPP, 1995). Climatic condition of this region vary from one region to another depending on their geographical characteristics. There are primarily subtropical and temperate climates, as well as five different seasons: Winter, autumn, monsoon, summer and spring.

Hindu Paharis are typically residing nearby river stream land, which are suitable for wheat and potato harvests as well as rice cultivation. As cash crops, temperate and subtropical fruits are farmed. Native Janajati ethnic groups live on hillsides up to 2,500 meters, where they speak highly regionalized Tibeto-Burman languages and dialects. This group consists the Gurung south of the Annapurna, Magar and Kham Magar west of Pokhara. While travelling through Annapurna conservation area, the tourists can engage in

various tourism activities such as trekking, mountaineering, animal watching, visiting cultural sites, ethnic museums, and nature photography (Baral, 2012). Finally, out of total 41 hilly districts of Nepal, Kaski (i.e. rich in terms of biodiversity and Magar/Gurung culture) located in Gandaki Province has been selected for the study.

4.2.1 Gandaki Province

Gandaki Province covers 21,504 km², or roughly 14.66 percent, of the total area of Nepal. Ecologically, around 5,919 km² (26.8%) of the area falls under the Himalayan region, 14,604 km² (67.2%) of the area falls under the Hill region and 1,310 km² (6%) of the area falls under the Tarai region. The Province has total population of 2,479,745 with 120 per km² density (NSO, 2023) residing in 11 districts (see Table 4.4). It has extended between 27°20' N to 29° 20' N latitude and 82°52' E to 85°12' E longitude. The capital city of the Province is Pokhara which is regarded as second largest tourism destination of the country. It has adjoined by Tibet Autonomous region of China to the north, Lumbini Province and Uttar Pradesh of India to the south, Bagmati Province to the east and Karnali Province to the west.

Gandaki Province is home to 88 different linguistic ethnic groups including Nepali, Magar, Tharu, Gurung, Kumal, Darai, Ghale, and Thakali. More specifically, 68.88 percent of the population speaks Nepali, which is the most common language. Gurung and Magar are the second and third most commonly spoken languages, respectively, with percentages of 9.02 and 7.85 correspondingly. Agriculture and tourism sectors are the major sources of the economy. About 70 percent people of this Province depend on agriculture as primary occupation. Increasing level of agriculture production due to the favorable weather, modern inputs including reconstruction of physical infrastructures and investment of remittance in productive sectors resulted in 7.06 percent GDP growth rate (highest among the seven Provinces) in FY 2017/18 (CBS, 2019).

Similarly, the Province is popular for natural, adventurous, cultural and religious tourism activities. It has two conservation areas: Annapurna conservation area (7,629 km²), Manaslu conservation area (1,663 km²) and one Dhorpatan hunting reserve (1325 km²). It is equally famous for mountaineering, trekking and nine adventure sports such as rafting, bungee jumping, zip lining, hot air ballooning, paragliding, canyoning, pony trekking, horseback riding, and skiing are all ultralight activities. The Province is also popular for

the adventure tourism activities that the provincial government wants to promote. The local people of Annapurna, Upper Mustang, Upper Manang, Ghalegaun, Bhujung etc are benefitted from cultural and ecotourism activities. The well-known historical and religious sites in this Province are the Manakamana/Bindabasini Temples, Dewaghat Chhetra, Kagbeni and Muktinath Chhetra as well as Gorkha Durbar. This Province has realized tourism as lead sector of the economy and prosperity and identified 121 tourism destinations including 18 new destinations (MoITFE, 2019; My Republica, 2018). More specifically, 11 destinations are located in Gorkha, 9 in Lamjung, 12 in Tanahu, 12 in Kaski, 10 in Manang, 10 in Mustang, 13 in Syangja, 13 in Baglung, 9 in Nawalpur, 14 in Myagdi and 8 in Parbat Districts (Ibid).

No doubt, this Province is thus equally famous for integrated tourism such as mountaineering, trekking, Jungle safari, rafting, paragliding, bungee jumping, cycling, and agricultural tour, religious and cultural tours. It might be reason, all the local governments of this Province are realizing tourism and agriculture as lead sector of rural economy. However, this study is conducted in Annapurna rural municipality of Kaski district¹⁵ having huge potentiality of agro-ecotourism development activities as well.

Table 4.4: Number of Districts and District wise HDI

Province	S. N.	Districts	HDI	S. N.	Districts	HDI
Gandaki	1	Gorkha	0.48	7	Parbat	0.51
	2	Lamjung	0.50	8	Syangja	0.52
	3	Tanahu	0.50	9	Myagdi	0.49
	4	Kaski	0.57	10	Baglung	0.47
	5	Manang	0.56	11	Nawalpur	NA
	6	Mustang	0.50			

Source: UNHDR, 2014

¹⁵ The District has population of 599,504 with 2,017/km² area, 297.2/km² density and 1.9 percent annual population change between 2011-2021 (CBS, 2021b).

4.2.2 Annapurna Rural Municipality

Annapurna rural municipality was restructured by indexing Dhikurpokhari, Lumle, Salyan, Bhadauretamagi, Dangsing, and Ghandruk village development committees (VDCs). It is adjoined by Machhapuchchhre rural municipality on the East, Myagdi district on the West, Manang district on the North and Parbat district as well as Pokhara Lekhnath metropolitan city on the South. It has total 417.74 km² area which is elevated up to 4,528 feet from sea level. The total



population of the rural municipality is 22,099 with 52.90/km² density (CBS, 2021). It has 11 administrative ward offices in which headquarter is located in Dhikur Pokhari on the way to Ghandruk. Here are two climate zones such as subtropical zone and temperate zone. The Annapurna conservation area, the biggest conservation land of Nepal, world famous Annapurna circuit trekking route and Annapurna base camp are located in this rural municipality.

It has multi-lingual, multi-religious and multi-cultural ethnic groups like; Gurung, Brahmin, Chhetri, Newar, Thakali, Kumal, and other ethnic groups. There are 11 different religious groups living with mutual relationships and strong social capital. People's clothing choices are consistent with national attire. Dal-BhatTarkari, Roti, and Dhindo are the primary foods consumed by locals (typical Nepalese foods). Tourism, agriculture, and animal husbandry are the main sectors of the rural economy. Nayapul, Birethanti, and Syauli Bazar, Naudanda and Kande are the major hinterlands of this rural municipality. In the same way, Annapurna base camp, Machhapurchhe base camp, Ghodepani, Ghandruk, Panchase, Isaru, Hidden lake, and Nasikhark are the major touristic destinations of the rural municipality. Hence, most of the local people are directly and indirectly benefitted from agriculture and tourism activities as well as conservation area management programs/projects.

Table 4.5: Components of Tourism in Annapurna

Components	Categories
Accessibilities	✓ Airways and road networking
	✓ Trekking routes and hiking trails
Accommodations	✓ Homestay, hotel, restaurant , camping, typical Nepalese foods
Attractions	✓ Machhapurchhe base camp, Annapurna base camp, Ghodepani, Ghandruk, Panchase, Isaru, hidden lake, Nasikhark, Dhikurpokhari, Lumle, Salyan, Bhadauretamagi, Dangsing, Ghandruk Village, Greenery forest land, farmland, flower and grazing land
	✓ Kaligandaki gorge, conservation areas, hillside, lakes, river streams, ponds, temples, churches, caves, waterfalls, biodiversity, and mountains
	✓ Hinduism, Buddhism and diverse ethnic cultural norms and values
	✓ Religious and cultural feasts and festivals as well as trade fares.
Amenities	✓ Rural tourism, mountain tourism, adventure tourism, , organic local food, sightseeing, trekking and hiking
Activities	✓ Hotel association, youth club, mothers group, cultural groups, saving/credit groups, community forestry users group, bufferzone committee, induced and indigeneous institutions
Actors	✓ Natural and mutual relationships among villagers and stakeholders
Affinities	✓ Websites, tourism promotional visuals, maps, magazines, brochures
Advertisements	✓ Hosts invite guests to revisit the destination
	✓ Operating tour and travel agencies in the central and provincial levels

Source: Field Observation, 15th to 21th October, 2019

4.2.3 Annapurna Conservation Area Project

Maintaining a long-term equilibrium between environmental protection and socioeconomic advancement in the Annapurna conservation area, helping the National trust for nature conservation accomplish its mission (ACAP, 2019). ACAP was established in 1986 which is largest conservation area throughout the country. Almost 100,000 people from various ethnic and linguistic groups reside there across a 7,629 km² area. It is located in the hills and mountains of west-central Nepal (83° 057'E to 28° 050'N), covering five districts such as Kaski, Lamjung, Manang, Myagdi and Mustang (Nepal et al., 2002).

ACA is considerably rich in terms of biodiversity. It is a habitat for 1,226 species of flowering plants including five centimeter tall yellow and pink colored Loderi variety of rhododendron, 518 birds, 105 mammals, 40 reptiles and 23 amphibians (ACAP, 2019). ACA is popular for mountain views, world deepest gorge (Andha galchhi), Tilicho lake located in world highest altitude and the best trekking trails in the world. In terms of culture, Thakali, Manange, and Loba are more prevalent in the north than Gurung, Magar, and Thakali are in the south. Each of these communities has its own dialect, as well as

distinctive customs and cultures. Brahmin, Chhetri, and other occupational castes exist as well, albeit in relatively smaller numbers. And religiously, The Annapurna protected area is also home to the well-known Hindu shrine of Muktinath. More than 60 percent of all trekkers in the nation visit ACA, which is the most well-liked trekking destination in the nation because to its natural and cultural qualities.

There are more than 1,000 lodges, teashops, and numerous other ancillary businesses available to accommodate the numbers of trekkers, pilgrims including numbers of employees (ACAP, 2019). The increasing number of visitors, whose fuel wood consumption is twice as high as that of the native population, has put tremendous strain on forest resources that were already under stress from the local population's growth. Similar to that, garbage, especially rubbish produced by hikers and hoteliers, is a significant issue. An average trekking group of 15 persons is thought to produce around 15 kg of non-biodegradable and non-burnable waste during a 10-day walk, resulting in tons of garbage being produced in mountainous areas each year. In order to effective management, ACAP has been divided into seven unit conservation offices: Lo-Manthang, Jomsom and Manang in the trans-Himalayan region as well as Bhujung, Sikles, Ghandruk, and Lwang on the southern side of the Annapurna conservation area (ACAP, 2019).

The triple touristic destinations: Jomsom, Manang, and Ghandruk are regarded as popular trekking locations of this area which have given emphasis on integrated tourism development initiatives. Poverty reduction, agroforestry, and integrated agriculture development are top targets for the programs in Bhujung, Sikles, and Lwang. The focus of Upper Mustang, which came under the authority of ACA in 1992, has similarly been on regulating controlled tourism on a sustainable basis and encouraging heritage protection, which is its main tourist draw.

4.3 Study Area in Tarai Region

Tarai covering 23.1 percent of the total area of Nepal begins at the lower tropical zone (<300m) or farmed Gangetic Plain (*Outer Tarai*) and tropical zone (<1,000m). Of the total, 15,664,684 (53.66%) population with 4.65 average family size is residing in this region (NPC, 2021). It has occupied 49 percent agricultural land, 19.5 hector tropical and deciduous forests having 27 different types of ecosystem (BPP, 1995). Climatic condition of this region found lower tropical and tropical that varies with their geographical features.

Mainly there are five types of seasons such as spring, summer, monsoon, autumn and winter. Culturally, the outer Tarai is more like the Pahad of Nepal than it is to the nearby states of Bihar and Uttar Pradesh in India. At the foot of the Siwaliks or Churia, the first group of foothills, the Outer Tarai comes to an end. Around 700 meters high, the Siwaliks have peaks that reach 1,000 meters. There are numerous valleys beyond the Siwaliks (Trijuga, Sindhuli, Dang, Surkhet and Chitwan). Apart from the native Tharu people who had a hereditary resistance to malaria, these valleys offered productive soil but were also severely malarial. Finally, out of total 21 districts located in Tarai region, Chitwan (i.e. rich in terms of biodiversity [Chitwan National Park] and Tharu Indigenous culture) located in Bagmati Province has been selected for the study.

4.3.1 Bagmati Province

The Province covers an area of 20,300 km² about 14 percent of the country's total area. Almost 90 percent of the region is made up of hills and high hills. Although it doesn't include the core Tarai, Chitwan, Makwanpur, and Sindhuli do have some agricultural flatlands. The Province has a population of 6,084,042 with 300 persons per km² population density (NSO, 2023). The population is living in 74 local levels of 13 districts (see Table 4.6). The Province is adjoined by Tibet autonomous region of China to the north, Madhesh Province and the Indian states Bihar and Jharkhanda to the south, Koshi Province to the east where Gaurishankar (7,134 m) Dorejelakpa, Langtang (7,205 m), Jugal, and Ganesh (7163 m) mountains are located, Gandaki Province to the west. Hetauda is the capital city of the Province. This is high food deficit Province because of low amount of productivity and higher numbers of urban centers like; Kathmandu, Lalitpur, Bharatpur, Hetauda, Dhulikhel and Banepa.

The sacred river Bagmati, which flows through the Kathmandu valley, inspired the name of the state of Bagmati Pradesh. The Newar civilization and urbanization are credited to the river. As the most populated province in Nepal, it has a diverse population, including members of the Newar, Tamang, Madhesi, Sherpa, Tharu, Chepang, Jirel, Thami, Brahmin, Chhetri, and Dalit castes. The main sources of creating the economy are business, services, tourism, and agriculture. Hence, the province government intends to create an agro-industrial hub, with agricultural-based businesses located in key areas with the help of both public and private initiatives. Similar to this, modernization plans also include public

horticulture centers as well as fisheries, soil, sericulture, pesticide, veterinary, and food laboratories which are related to agriculture and livestock. More so, capital city Kathmandu, first tourism destination of the country is situated in this Province. World heritage sites such as Basantpur, Patan and Bhaktapur durbar squares; Pashupatinath and Changunarayan Temples; Swyambhu and Boudhnath Stupa as well as Chitwan National Park are popular tourism destinations of this Province.

The hill stations such as Kalinchowk, Jiri, Helambu, Nagarkot, Dhulikhel, Dhunche as well as Shivapuri Nagarjun national park, Langtang national park, Gaurishankar conservation area (2,179 km²) are regarded as famous touristic destinations. The Khimti, Bhotekoshi, Sunkoshi, Tamakoshi and Trisuli rivers are the main source of water resources. No doubt, this Province is thus equally famous for integrated tourism such as mountaineering, trekking, Jungle safari, rafting, paragliding, bungee jumping, cycling, and agricultural tour, religious and cultural tours. It might be the reason, all the local governments of this Province are realizing tourism and agriculture as lead sector of rural economy. However, this study has given more focus on Ratnanagar municipality of Chitwan district¹⁶ having huge potentiality of agro-ecotourism development as well.

Table 4.6: Number of Districts and District wise HDI

Province	S. N.	Districts	HDI	S. N.	Districts	HDI
Bagmati	1	Dolkha	0.45	8	Dhading	0.46
	2	Ramachhap	0.46	9	Chitwan	0.55
	3	Sindhuli	0.44	10	Makwanpur	0.49
	4	Kavre	0.52	11	Bhaktapur	0.57
	5	sindhupalchok	0.45	12	Lalitpur	0.60
	6	Rasuwa	0.46	13	Kathmandu	0.63
	7	Nuwakot	0.46			

Source: UNHDR, 2014

4.3.2 Ratnanagar Municipality

This municipality is coordinate at 27° 32'25" to 27° 40'52" North latitude to 84° 28' 4" to 84° 33' 50" east. It was formed by merging Ratnanagar VDC and Panchakanya

¹⁶ The District has population of 722,168 with 2,218/km² area, 325.6/km² density and 2.1 percent annual population change between 2011-2021 (CBS, 202c).

VDC in 1996. In 2014 two more VDCs such as Pithuwa VDC and Bachhyauli VDC were again indexed during restructuring federal state. It is surrounded by Khairahani municipality on the East, Barandabhar jungle of Chitwan national park on the West, Kalika municipality on the North and Khairahani municipality and Chitwan national park on the South. It has total 68.67 km² area elevated from 181m to 214m from sea level. The municipality has total 82,771 population (17,401 HHs) with 1205 per km² density (CBS, 2012). It has 16 administrative ward offices in which headquarter is located nearby Tandi bazaar on the way to Sauraha. Here is single climate zone that is lower tropical zone. The world heritage site, Chitwan national park and Ramsar site, Bishazari lake are located in this municipality.

This municipality is popular for Tharu indigenous culture. There was widespread of Malaria epidemic around 1950. After mitigation of the epidemic, people living in Hill region started migrating and settle in this area. Thus, RM is rich in terms of cultural diversity. Most (32.15%) of the local people belong to Brahmin that is followed by Tharu (15.59%), chhetri (10.39%), Newar (5.81%), and other 36.06 percent respectively (RM, 2019). However, it has a notable Tharu community whose belief system is closely linked to the natural environment. Tharu's socio-cultural structures have recently undergone a significant transformation. The Tharus' homes were once built out of materials like cow dung, straw, soil, bamboo, etc. Formerly, there were no windows in their homes, but today, they prefer the contemporary design of homes.

Agriculture and tourism are major sources for generating economy of the municipality. Ratnanagar is enriched with an abundance of fertile agricultural land, the Barandaabhaar region's forest, uncommon wild animals and birds, and wetland. The major local products include rice, maize, mustard and vegetables, poultry and dairy products, fish and mushroom etc. More so, Tandi, Chitwan national park Sauraha sector (regarded as third tourism destination of the country where most of the hotels/resorts/restaurants are built in the traditional Tharu style), Bachhayauli, Bagmara and elephant breeding centers are major tourism destinations located in this municipality. In an average per day 830 international and domestic tourists visited these destinations (RM, 2018/19) that directly and indirectly benefitted the local people.

Table 4.7: Components of Tourism in Ratnanagar

Components	Categories
Accessibilities	✓ Airways and road networking ✓ Elephant riding and Jeep safari
Accommodations	✓ Hotels, resorts, lodge, guest house and homestay built in the traditional Tharu style and modern style of construction.
Attractions	✓ Diverse wildlife, Jungle safaris, the culture of the local Tharu tribe, Greenery forest land, agriculture, preservation areas, elephant breeding center, elephant ride and pasture land ✓ Community forests, Bishazari Lake, Hill side, river streams, ponds, temples, church, caves and water fall. ✓ Biodiversity information center ✓ Harihar temple, Chitrasen Baba temple, Krishna Parnayami temple, Jireina Krishna Temple
Amenities	✓ Tharu cultural dances ✓ Traditional musical instruments <i>Panche Baja and Bhajan Samuha</i> (A group of people singing a religious songs with traditional musical instruments)
Activities	✓ Religious and cultural feasts and festivals as well as trade fares. ✓ Elephant ride, jungle safaris, boating, cycling, organic local food, sight-seeing, trekking and hiking.
Actors	✓ Senior citizen group, youth club, fathers group, mothers group, cultural groups, saving/credit groups, community forestry users group, bufferzone committee, induced and indigeneous institutions
Affinities	✓ Mutual understanding between and among the villagers
Advertisements	✓ Websites, tourism promotional visuals, maps, magazines, brochures ✓ Hosts invite guests to revisit the destination ✓ Operating tour and travel agencies in the central and provincial levels

Source: Field Observation, 8th to 14th October, 2019

4.3.3 Chitwan National Park

Chitwan national park is a first national park of Nepal which was established in 1973 and also enlisted in UNESCO World heritage site in 1984. It is situated in Nawalpur, Parsa, Makwanpur, Chitwan and Nawalpur districts in the subtropical inner Tarai lowlands of south-central Nepal, covering an area of 932 km² (360 m²). Its elevation varies from approximately 100m (330 feet) in river basins to 815m (2,674 feet) in the Churia hills. The Narayani and Rapti river basins forms a natural boundary to human settlements particularly in northern and western parts of the national park. Parsa national park is located next to Chitwan national park to the east, while Valmiki national park, an Indian tiger reserve, is located next to it to the south. The Tiger conservation unit (TCU) Chitwan-Parsa-Valmiki, which distances 3,549 km² and includes a 1,370 m² large block of alluvial plains and subtropical deciduous forests, is exemplified by the comprehensible protected area of 2,075

km². About >700 kinds of fauna and numerous butterfly, moth, and insect species can be found in the Chitwan national park. In addition to the king cobra and rock python, there are 17 other kinds of snakes, starred tortoises, and monitor lizards. Himalayan subtropical broadleaf forests, dominated by Sal trees (Robusta), make up the Inner Tarai's typical vegetation, occupying roughly 70 percent of the national park's land. Chitwan national park has been added to the list of world heritage sites due to its outstanding universal value (OUV) with natural characteristics (MoFE, 2021). Along the Barandabhar forest corridor, it offers direct access to the lower Himalayas to the north. The park shares its eastern boundary with Parsa national park and southern boundary with Indian Valmiki tiger reserve. The preservation of transboundary connections between protected areas depends on this national park (MoFE, 2021).

Table 4.8: Facts on Chitwan National Park and Bufferzone

Categories	Information
National park declared	20th September 1973
National park area	932 km ²
Location	Southern Nepal covering Chitwan, Parsa, Makawanpur, Nawalparasi, and Nawalpur districts
World heritage site	Listed in 1984
Ramsar site declared	Bishazari lake complex an area of 32 km ² in 2003 and other 13 wetlands
Bioclimatic zone	Sub-tropical
Elevation	27 32'25" to 27 40'52" North latitude to 84 28' 4" to 84 33' 50" East
Major geography	Forest, farmland, pastureland, valley, riverbank, and wetland
Main mammals/amphibians	694 rhino, 61elephants, 93 tigers, leopard, 271 bears, 368 blue cows, chittal, deer, fox, wild pig, jackal, monkey, dumsi, rabbit, wild Cat, 219 ghadiyal gohi, 388 maga gohi, 2 dolphin
Main birds and fishes	29533 birds of 541 species including wild hen, peacock, bird, kingfisher, vulture, eagle as well as 120 spices of fishes
Important Bird and Biodiversity Area	Barandbhar bufferzone area declared in 2005 & also owned Conservation Assured Tiger Standards award in 2015 to 2018
Major tree species	Sal, Jamun, Saj, Tejpat, Khasna, Karma, Khair, Dhauti, Harro.
Bufferzone declared	2053 November
Bufferzone area	729.37 km ²
Major caste groups	Brahmin, Tharu, Chhetri, Newar, Bote, Mushar
Economy	Tourism, agriculture, animal husbandry, business, and mountaineering

Source: CNP, 2018/19; MoFE, 2021

4.4 Educational Activities in the Study Area

Education is a method of learning that is planned, organized, intentional, and purposeful. There are typically three approaches to learning (informal, non-formal and formal). Self-directed, family-directed, or socially-directed learning activities that take place in the workplace, community, and throughout daily living activities are included in informal education (EC, 2001). Both non-formal and formal education entails a specific level of certificates from any reputable organizations. Education is one of the three dimensions of human development, together with health (life expectancy), a reasonable quality of living (GNI per capita), and employment potential. Education has been perceived as a way to build capabilities, promote employment potential, and reduce poverty (Atchoarena, 2006). Hence, it is inevitable to understand interactive link between knowledge, learning and education (ESF, 2011 as cited in UNESCO, 2015). Knowledge is connected to the institutional, social, cultural, and environmental contexts that can be applied to practical experience. It is also obvious that learning is an ongoing process of collecting knowledge, and the application of that knowledge to the growth of the individual and society is more significant than the process itself.

This might be the reason United Nations Declaration of Human Right (1948) declared education is fundamental right of the citizens. Generally state mechanism of any country ensures a constitutional commitment for it and develops national educational act and regulation for teaching systems and learning process. As pragmatist said education is a lifelong learning process that concentrates on real-life problems and sought practical solutions (Dewey, [1925]1984). Owing to that in this study, educational activities indicated participation of the community people including children in informal, non-formal and formal education process (see Table 4.9) that is essential for their life and livelihood. The following remarks of the participants also proved the education process:

Khumbu Climbing Center (KCC) was started in 2004. In the month of January, KCC offers 2 weeks training to the 2500 individuals. KCC offices are located in USA and Kathmandu (L.D. Sherpa, October 27th, 2019 [INT/M]). In the beginning I have started my career as business man in Hong Kong for 3 years. I could not see my future in this business and returned back to own village and started tourism business (M. Gurung, October 20th, 2019 [INT/H]). We are earning satisfactory form tourism business. Large portion of family earning has been investing in child education since their childhood. My two daughters are studying in Australia since five years (T. Shrestha, October 13th, 2019 [INT/T]).

Table 4.9: Informal, non-formal and formal Educational Activities

Educational Activities	Local Government		
	Khumbu Pasanglhamu rural municipality	Annapurna rural municipality	Ratnanagar municipality
Informal	Community people are learning through own religious and cultural norms and values; acculturation, socialization as well as family tour and visit		
Non-formal		604 skilled youths (306 female and 298 male)	3756 skilled youths (2378 male and 1378 female)
Formal	18 schools (17 public and 1 private)	57 schools (52 public and 5 private)	59 schools (32 public, 25 private and 2 Vaidek) 7 colleges (6 private and 1 public)
Literacy rate	Yes (74.9%), no (24.3%) and only reading (0.8%)	70.72 percent (male 79.55% and female 63.68%)	81.69 percent (male 91.49% and female 72.98%)
Local curricula			
Level	Grade 1 to 5	Grade 1 to 5	Grade 1 to 8
Full marks	100		
Name of subject	"Samajik aadhyan tatha srijanatmak kala" in Sherpa language, General knowledge and Computer	"Hamro gaupalika "(Our rural municipality)	"Our Ratnanagar our dignity"
Covered dimension	Social, cultural, economic, natural, political, geographical and technological		
Chapter count	20	14	12
Covered aspect		Introduction of rural municipality, indigenous culture, available natural resources, traditional technology, development infrastructures, religious spots, tourism, natural disaster, occupation and entrepreneurship etc.	Me and my family; my Ratnanagar; social values, norms and culture; inter-linkage between human being and wildlife; local natural resources and environmental conservation; sanitation and wastage management; local sports and yoga; local tourism and business; agriculture and wildlife; information and technology; climate change and disaster management; road security

Source: ARM, 2017; RM, 2020

4.5 Flow of Tourists in the Study Area

Table 4.10: Numbers of Tourists Visited in the Study Areas (Annual Basis)

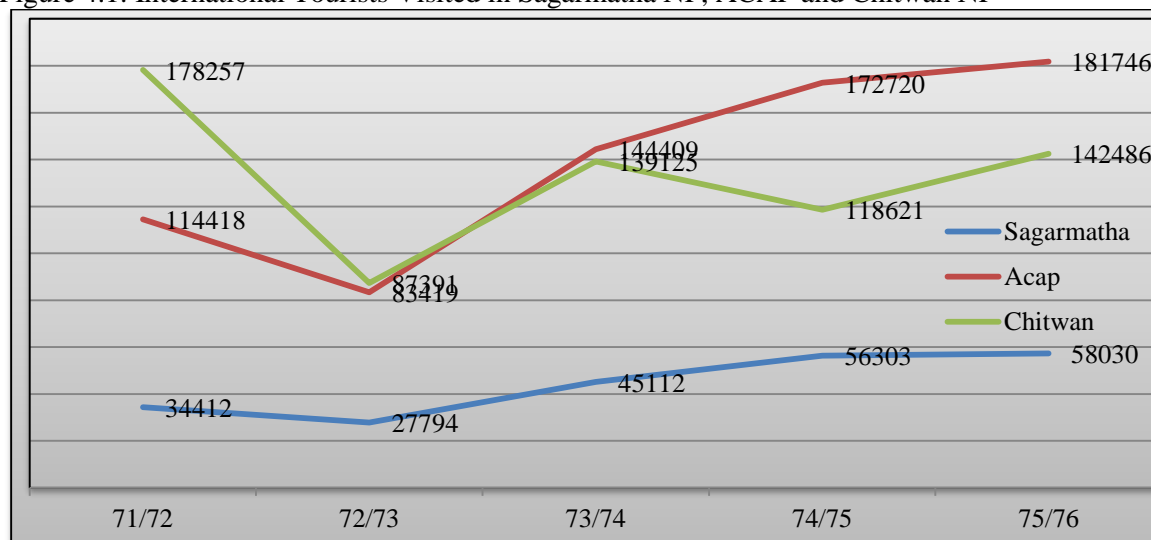
Protected Land	71/72	72/73	73/74	74/75	75/76
Sagarmatha NP	34,412	27,794	45,112	56,303	58,030
ACAP	114,418	83,419	144,409	172,720	181,746
Chitwan NP	178,257	87,391	139,125	118,621	142,486
Total	327,087	198,604	328,646	347,644	382,262

Source: DNPWC, 2019; SNP, 2018/19; MoCTCA, 2020

Table 4.10 highlights information on numbers of international tourists that visited in the study area. In FY 2018/19; 58,030 tourists visited in SNP. Among the visitors 94 percent of them were from 185 western countries (Dominantly from USA, Australia, UK, Germany, India, Japan, China, Canada, France and south Korea) and 6 percent of them were from SAARC with 61.56 percent male and 38.44 percent female (SNP, 2018/19). Accordingly; 181,746 tourists visited ACAP regions. Among them 75 percent of them were from western countries and 25 percent of them were from SAARC countries (ACAP, 2018/19). The amount is 38.88 percent larger than the amount of FY 2017/18 as well.

A religious pilgrimage to Muktinath accounts for about 90 percent of Indian visitors to the Annapurna region (ACAP, 2018). Likewise; 142,486 tourists visited CNP (Around 62% from western countries, 13% from SAARC and 24% Nepali) (CNP, 2017/18). All together 382,262 tourists visited in the study area that is around 88.945 of the total tourist 429,764 tourists that visited in 20 protected area of the country (see Table 4.11) (MoCTCA, 2020). In the reference of cultural tourism, natures of tourists visited in the destinations seem like sightseeing, incidental and accidental tourists (OECD, 2009). However, owing to creative tourism, the visitors can also interact in a participatory, educational, social, and emotional way with the location, the locals, and their living culture (UNESCO. 2006).

Figure 4.1: International Tourists Visited in Sagarmatha NP, ACAP and Chitwan NP



Source: MoCTCA, 2020

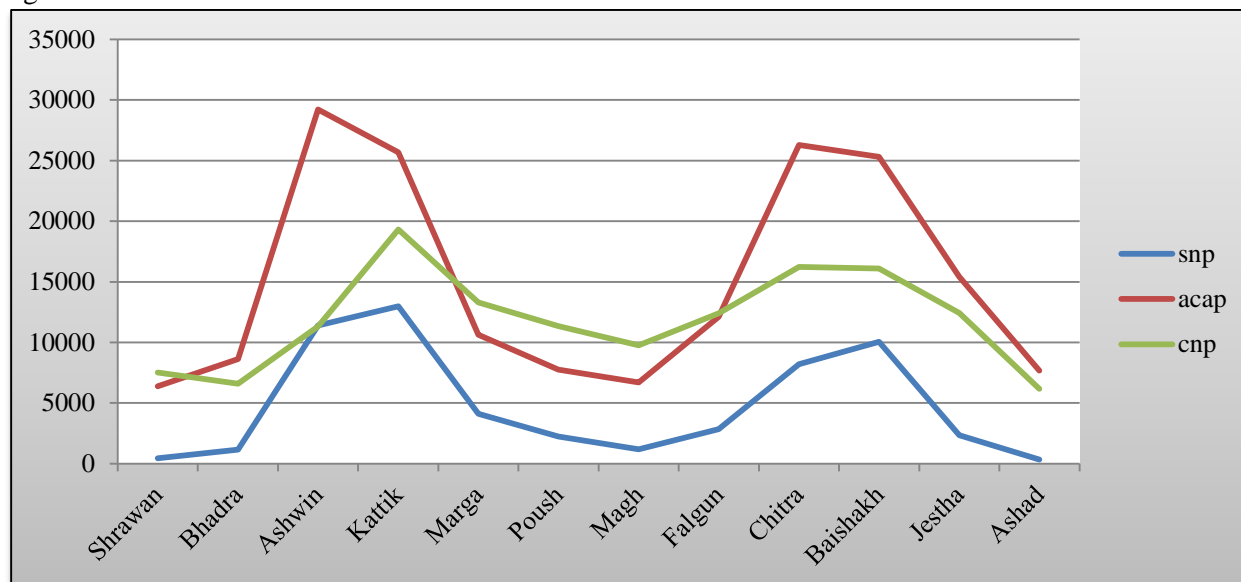
Table 4.11: Numbers of Tourist Visit in FY 2075/76 (Monthly Basis)

NP	Shrwan	Bhadra	Asbin	Kartik	Mangsir	Poush	Magh	Falgun	Chitra	Baishak	Jestha	Ashad	Total
SNP	426	1,148	11,399	13,180	4,102	2,244	1,178	2,854	8,207	10,224	2,350	340	58,030
ACAP	6,379	8,619	29,218	25,683	10,620	7,763	6,696	12,098	26,282	25,304	15,418	7,666	181,746
CNP	7,528	6,603	11,329	19,308	13,293	11,356	9,747	12,403	16,230	16,098	12,421	6,170	142,486
Total	14,333	16,370	51,946	57,978	28,015	21,363	17,621	27,355	50,719	51,456	30,189	14,176	382,262

Source: DNPWC, 2020; MoCTCA, 2020; SNP, 2018/19

According to Table 4.11, the highest 13,180 tourists visited in winter season Kartik (October/November) and 10,224 tourists visited in summer season Baishak (April/May) in Everest region. In ACAP region, highest 26,683 tourists visited in winter season Kartik (October/November) and 25,304 tourists visited in summer season Baishak (April/May). In CNP, highest 19,308 tourists visited in winter season Ashoj (September/October) and 16,203 tourists visited in summer season Chitra (March/April). The numbers of visitors are not categorized according to their age groups which might help tourism entrepreneurs to develop marketing plan. In the UK in 2019, there were 9 percent elderly couples without children, 38 percent young singles, 27 percent young couples, 15 percent family households with children under 10 years, and 11 percent family households with children between the ages of 11 and 16 (Dale, 2019, p. 245).

Figure 4.2: Seasonal Trend of Tourist Flow in FY 2075/76



Source: Based on Table 3

4.6 Tourism Development Projects Implemented in the Study Area

The study area is considerably rich in terms of natural capital such as minerals, mines, land, water, flora, fauna, common-property resources as well as social capital (social networks, community and family) (Carney & Scoones, 1998). Hence, government mechanisms are implementing various tourism development projects in these heritage tourism destinations.

4.6.1 Role of Provincial Government

Table 4.12: Tourism Sectoral Budget Allocated for the Projects (Rs)

S.N.	Province	Total Budget*	Tourism Budget	%	Projects Implemented
1	Province one	3,832,738,000	973,200,000	25.39	131
2	Gandaki Province	1,501,900,000	545,500,000	36.32	143
3	Bagmati Province	270,481,4000	866,045,000	32.01	148
	Total	803,945,2000	238,474,5000	29.66	422

Source: MoCTFE Province1, 2019; MoCTFE Gandaki, 2019; MoCTFE Bagmati, 2019

*Ministry of Commerce Tourism Forest and Environment

Table 4.12 highlights information on tourism sectoral budget allocated by the Provincial governments. In total, Provincial governments allocated Rs. 2,384,745,000 for implementing 422 tourism infrastructure development related projects. Among the province highest budget is allocated by Province one (25.39% of total budget) that is followed by Bagmati Province (32.01% of total budget) and Gandaki Province (36.32% of total budget).

Table 4.13: Royalty Received by Mountains/Peaks of Khumbu Pasanglhamu in 2018

Mountain/Peaks	Summiteers	US\$ royalty	Rs.
Amadablam (6814 m)	402	160,600	18,614,607.00
Everest (8848 m)	346	3,476,000	3,623,52,600.00
Lhoste (8516 m)	111	194,700	20,295,720.00
Nuptse (7855 m)	42	25,200	2,653,776.00
Pumori (7161 m)	18	4,500	522,312.50
Thamserku (6618 m)	2	400	45,880.00
Mt. Lobuje West	21	80	16,390.00
Kwangde	3	7	1,250.00
Kyazo Ri	17	43	5,890.00
Lobuje	241	899	157,130.00
Mera Peak	442	1,792	295,146.00
Total	1,645	3,864,221	404,960,701.5

Source: MoCTCA, 2019

Table 4.13 depicts that all total 1,645 summiters climbed 11 major mountains and peaks that generated US\$ 38,64,221 equal to Rs. 404,960,701 in 2018. In total, 2,338 members climbed 33 peaks above 6,000 meter that has generated Rs. 4,692,26,347.7 royalties in 2018. Out of that 921 climbed six peaks (Amadablam [6814m], Everest [8,848m], Lhoste [8516m], Nuptse [7,855m], Pumori [7,161m] and Thamserku [6,618m] located in Khumbu Pasanglhamu rural municipality.

Similarly, 27 peaks 1637 members also climbed 27 small peaks that generated Rs. 1,062,816.00 royalty in 2018. Out of that 707 climbed four peaks (Mt. Lobuje West, Mera Peak, Kwangde and Lobuje) are located in this rural municipality that generated Rs. 469,916 royalties (MoCTCA, 2019). Besides, mountain tourism is becoming major source of earning to the expedition agents, climbing guides and porters. The following remark also proved this fact:

I have reached top of Everest three times in a group. We manage mountaineering service (75 days package) in a group of 20 individuals. Package cost for Nepalese person is Rs. 1,500, 000 and a foreign person is Rs. 3,800, 000. I suggest Nepalese clients to be organized into big groups having more than 50 members for reducing cost of mountaineering (N. N. Sherpa, October 28th, 2019 [INT/M]).

Table 4.14: Federal and Provincial Budgets Allocated for the Projects

SN	Tourism Promotion by Study Area	Amount in Rs.	Budget Source
A: Khumbu Pasanglhamu			
1	Namche-khumbu-chaurikhark-dudhkunda cable car	6,000,000	Province
2	Ecocultural trail Aiselukhark-Sagarmatha-Makalubarun	5,000,000	Province
3	Sagarmatha trail improvement	10,000,000	Province
4	Summiteers summit program	5,000,000	Province
	Total	26,000,000	
B: Annapurna			
1	Great Annapurna trekking route	4,000,000	Federation
2	Subsidy grant for community homestay		
3	Tourism information center and health checkup point		
4	Lumle-tanchwok-Vichhuek-Landruk ring road	5,000,000	Province
5	Kaskikot tourism ring road	4,500,000	Federation
6	Kande-Australian camp foot trail	3,000,000	Federation
	Total		
C: Ratnanagar			
1	Eco-park and multicultural village	4,000,000	Province
2	Sauraha dayak infrastructure improvement	1,300,000	Province
3	Sauraha chwok and sauraha bus park construction	10,000,000	Province
4	Sky bridge at Tandi Chwok	3,000,000	Province
5	Modern kitchen Thela (moving stall)	5,000,000	Province
6	Jungle safari improvement from sauraha to tiger tops	10,000,000	Province
	Total	33,300,000	
All Total (A+B+C)			

Source: KPRM, 2019; ARM, 2019; RM, 2019

Table 4.14 highlights information on federal and provincial budget allocated in the study areas. The federal/provincial government jointly allocated Rs. 26,000,000 for 4 projects in Khumbu region. Likewise, Provincial government allocated Rs. 33,300,000 for the six projects in Ratnanagar municipality. The findings suggest that sustainable design concepts are used while developing tourism projects, and they cover sociocultural, economic, and environmental factors (UNEP & UNWTO, 2005).

4.6.2 Role of Local Government

Table 4.15: Municipal Income and Expenditure in FY 2075/76

S. N.	Category	Khumbu Pasanglhamu	Annapurna	Ratnanagar
1	Total budget in Rs.	304,091,071.50	179,000,000	2,988,507,914
2	Total expenditure	247,956,216.50	180,102,700	1,203,456,680
3	Balance	56,134,855.00	29,546,166	
	Percent income from tourism	100,000,000 (32.88)		-
5	Percednt expense in tourism	21,320,000 (8.59)	21320000 (8.59)	7,603,000

Source: KPRM, 2019; ARM, 2019; RM, 2020

Table 4.15 shows the information on proportion of budget allocated in tourism sector. The highest amount Rs. 21,320,000 of budget is allocated by Khumbu Pasanglhamu

rural municipality which accounts 8.59 percent of total budget. The following reflection of the participant also supports this fact:

Along with business tax local government also collect Rs. 1500, 1000 and 50 service fee from tourist guide, assistant guide and porter in each season (B. Sherpa, October 30th, 2019 [INT/M]).

Annapurna rural municipality allocated Rs. 21,320,000 which accounts 8.59 percent of total budget. In doing so, local government may oversee special heritage and the environment, work to create other local attractions, provide economic opportunities, and promote cultural enrichment. (Rosenow & Pulsipher, 1979).

Table 4.16: Budget Allocated for Municipal Level Projects

S. N.	Projects by Study Area	Amount in Rs.	Percent
A: Khumbu Pasanglhamu			
1	Trekking trail construction	15,000,000	
2	Cholapas trekking trail	3,000,000	
3	Lukla air port maintenance	4,000,000	
4	Trekking Guide training	1,000,000	
5	Pema Cholang Gumba Chaurikhark	2500,000	83.11
6	Fortse Gumba	5,000,000	
7	Thame Gumba	1,000,000	
8	Boudha Mahabidhyala	3,000,000	
	Total	34,500,000	
B: Annapurna			
1	Tourism promotion	2,000,000	
2	Preservation of ponds and well	1,500,000	
3	Preservation of historical sites	1,000,000	
4	Wastage management	600,000	
5	Land fill site study	400,000	15.17
6	Prabin Gurung Show	300,000	
7	Honey hunter Mahotsab	200,000	
8	Teej Mahotsab	200,000	
9	Fagu Mahotsab	100,000	
	Total	6,300,000	
C: Ratnanagar			
1	Nature guide, waiter, hospitality trainings	400,000	
2	Meeting with tourism promotion stakeholders	100,000	
3	Food festival	100,000	1.71
4	World tourism day celebration	50,000	
5	Monitoring /evaluation for tourism promotion	60,000	
	Total	710,000	
	All Total (A+B+C)	41,510,000	99.99

Source: KPRM, 2019; ARM, 2019; RM, 2020

According to Table 4.16, total Rs. 41,510,000 amount is allocated in 22 municipal level projects in the study areas. The highest amount Rs. 34,500,000 is allocated by Khumbu Pasanglhamu rural municipality that is 83.11 percent of total allocated budget. It has implemented 8 municipal level projects such as trekking trail construction, Cholapas trekking trail, Lukla air port maintenance, trekking guide training, Pema Cholang Gumba

Chaurikhark, Fortse Gumba, Thame Gumba and Boudha Mahabidhyala). Similarly, Rs. 6,300,000 is allocated by Annapurna rural municipality which accounts 15.17 percent of total budget. The least amount Rs. 710,000 is allocated by Ratnanagar municipality that accounts around 2 percent of total budget.

Table 4.17: Budget Allocated for Ward Level Projects

Wards	Projects by Study Area	Amount in Rs.	%
A: Khumbu Pasanglhamu			
1	Gumba and Church's kitchen construction	3,900,000	
2	Gumba construction and road light at Lukla	6,200,000	
3	Gumba and helipad construction	1,800,000	
4	Youth clubhouse and Gumba construction	3,000,000	49.77
5	Upgrading namche electricity, Gumba and cultural dress	2,920,000	
	Total	17,820,000	
B: Annapurna			
1	Nagdanda view tower and parks	2,35,000	
2	Thula chaur foot trial	100,000	
3	Foot trials and Kande road light	800,000	
4	Panchase foot trial and Dhinki-Jhato preservation	600,000	
5	Sital Cave foot trial and community building	700,000	
6	Lumle rock climbing, entrance gate and foot trial	800,000	30.96
7	Mardi himal and Landruk foot trials	3,500,000	
8	Thamdanda foot trial and tea garden	700,000	
9	Ulleri to Barahatal and other foot trials	1,350,000	
10	Tamle-Kamche and Tilare-Narathok foot trials	400,000	
11	View tower, pond conservation and foot trials	1,900,000	
	Total	1,108,5000	
C: Ratnanagar			
1	Preservation of Tharu culture for tourism	25,000	
2	Tourism infrastructure, linguistic, and cultural preservation	5,468,000	
3	Cultural preservation	50,000	
4	Preservation of Tharu Culture	100,000	
5	Tourism promotion, preservation of traditional dress up	150,000	
6	Chowk and market clean up, nature guide training	350,000	
7	Tourism promotion related programs	350,000	19.25
8	Ecotourism development	100,000	
9	Bishajari community house and eco-park road gravel	150,000	
11	Tourism infrastructure development	100,000	
13	Bajatoli	50,000	
	Total	6,893,000	
	All Total (A+B+C)	35,798,000	99.98

Source: KPRM, 2019; ARM, 2019; RM, 2020

According to Table 4.17, total Rs. 35,798,000 amount is allocated in 29 ward level projects in the study areas. The highest amount Rs. 17,820,000 is allocated by Khumbu Pasanglhamu rural municipality that is 49.77 percent of total allocated budget. It has implemented five projects such as Gumba and Church's kitchen construction, Gumba construction and road light at Lukla, Gumba and helipad construction, Youth club house and Gumba construction and Upgrading Namche electricity, Gumba/mane and cultural dress. Similarly, Rs. 11,085,000 is allocated by Annapurna rural municipality which accounts 30.96 percent of total budget. The least amount Rs. 689,300 is allocated by

Ratnanagar municipality that accounts around 19.25 percent of total budget. Local government is giving more focus on hospitality management process:

Since last three years, annually around 50 youths have been participated in capacity/skill development training organized by local government and other social organizations (D. Sherpa, October 27th, 2019 [INT/M]).

4.6.3 Role of National Parks and Conservation Area

Table 4.18: Income and Expenditure of the Protected Areas

S. N.	Category	SNP	ACAP	CNP
1	Park revenue in Rs.	181,131,067.75		329,953,233.94
2	Total expenditure	78,369.73 lakh		
3	Balance			
4	% income from tourism Rs	160,861,365(93.18)		271,343,016.63
5	% expense in tourism/community	7,805,679,000		113,149,964

Source: SNP, 2018/2019; ACAP, 2018/2019, CNP, 2018/2019

According to Table 4.18, SNP generated total Rs. 181,131,067.75 revenue in FY 2018/19. Out of total Rs. 160,861,365 (93.18%) was collected by tourists' entry fees. It has allocated Rs. 7,805,679,000 in tourism and community development projects. And CNP generated total Rs. 284,796,308.24 revenue in FY 2018/19. Out of total amount Rs. 2,26,476,896.10 was collected from tourism fee, Rs. 159,911.24 was collected from elephant fair and 40,577,268.95 was collected from jeep safari fair (CNP, 2018/19). The collected fund is invested in infrastructure projects (see Table 4.19).

Table 4.19: National Park and Conservation Area Projects

S. N.	Protected Land by Study Area	Amount in Rs.
	A: Sagarmatha national park	
1	3 tourism rest houses with toilets	300,000
2	10 sing board, info board and others	500,000
3	Interaction with bufferzone stakeholders	25,000
4	5 water ponds construction in bufferzone	500,000
5	Visitors tracking system	500,000
6	Wild life week celebration	100,000
7	Preservation of culture	664,000
	Total	2,589,000
	B: Annapurna conservation area	
1	Total	
	C: Chitwan national park	
1	View tower at Barandabhar ramsar area	4,133, 700
2	Sauraha to tiger tops safari road improvement	4,571, 500
3	5 Bridge construction	4,157, 700
4	4 Machans (View tower)	5,647, 900
	Total	18, 51 0, 800
	All Total (A+B+C)	

Source: SNP, 2017/2018; ACAP, 2018/2019, CNP, 2018/2019

Table 4.19 depicts that SNP allocated total 49,400,000 amount for implementing 76 different projects. ACAP is also utilizing conservation fund for upgrading 14 check

posts, 127 sign board management, wastage management (operating 10 incinerators and 4 dumping pits, 1 wastage collection center at Tadapani and 10 dumping pits for Non-biodegradable things), tourist trail improvement (481m length of stone pavement, 749m trekking trail, 105m flag stone trail and conducting 97 clean –up campaign in FY 2017/18). ACAP also provided financial and technical support to the 56 community forestry producing organic vegetable and distributing seedling.

Table 4.20: Bufferzone and Conservation Area Management Projects

S. N.	Bufferzone Project by Study Area	2074/75		Remarks
		%	Rs. Lakh	
A: Sagarmatha national park				
1	Conservation	30	23,582.00	
2	Community development	30	23,380.00	
3	IGAs and skill development	20	15,347.00	
4	Conservation education	10	7,861.00	
5	Total cost	90	70,169.90	
6	Administrative cost	10	7,861.00	
	Total	100	78,030.90	
B: Annapurna Conservation Area				
1	7 in Bhujung	172,800		3117 households
2	2 in Ghanpokhara	75,000		benefitted from
3	7 in Pasgaun	74,000		total 36
4	4 in Bhoje	88,000		different
5	7 in Simpani	78,500		projects
6	4 in Taghring	85,000		implemented in
7	4 in Utterkanya	85,000		8 conservation
8	1 in Khudi	75,000		area
	Total	733,300		management
				committees
C: Chitwan National Park, 2075/76				
		2075/76		
		Percent	Rs. 000	
1	Conservation	28.11	21,551,000	
2	Community development	27.48	21,026,000	
3	IGAs/Skill development	18.78	14,437,000	
4	Conservation education	15.54	11,939,000	
5	Administrative cost	10.00	7,683,000	
	Total	99.90	76,636,000	
	All Total (A+B+C)			

Source: SNP, 2017/18; ACAP, 2018/19, CNP, 2018/19

Based on Table 4.20 SNP allocated Rs. 51,500,000 in bufferzone area development program (15,600,000 or 30.33% for conservation project+10,300,000 or 19.96% for IGAs +14,900,000 or 28.90% for community development + 5,570,000 or 10.81% for awareness education+515,000 or 10% for administration) in 3 bufferzone users committees of 28 users groups that benefitted 1619 households and 7,745 population. Likewise, 3,117

households benefitted from total 36 different projects implemented in 8 conservation area management committees of ACAP region. It has also provided financial support for Museum Building Construction project in Bhujung village annually receives more than 7,000 internal/external tourists.

CNP allocated total Rs. 227,000,128.71 park revenue under bufferzone management project which is 55.97 percent of total park revenue 329,953,233.94. There are 23 bufferzone cooperatives having a total of 26,090 members (female 14,575; male 11,169; institutional 346). The total saving amount is Rs. 5,282,224,414 and the total investment amount is Rs. 1,216,615,604 (i.e. Rs. 364,984,681.2 for agriculture; 243,323,120.8 for udhyog business and 243,323,120.8 for operating local shops). The revenue was also allocated in 22 bufferzone users committees (71 community forests) covered 14,138.12 hectares benefitted to the 230,457 people of 46,698 households for implementing conservation and development-related projects. The amount for bufferzone management projects was 329,953,233.94 (23.22% of total). Besides, the community people are also benefitted from Tarai arc landscape (TAL) and Chitwan Annapurna landscape (CHAL) programs which are implemented in Chitwan national park and Annapurna conservation area. The programs have been addressing multiple drivers of biodiversity loss and promoting sustainable rural livelihoods (MoFSC, 2014). In the reference of ecotourism, TIES (2015) developed provision to utilize park revenue to the bufferzone people participating in ecotourism development and management programs.

Contrary to that one of the participants expressed:

We have been facing drinking water problem for 16 years herein Mongala. We could not get any financial support from government. Before two years one officer of national park visited our village and suggested to construct water pond far from the settlement. I understood it was for wild animals and rejected his proposal. Despite, I have been working in wastage management committee of SPCC for 15 years but voluntarily though others working in the same post are getting Rs. 15000 salary per season (A. Sherpa, October 27th, 2019 [INT/M]).

Hence, in the reference of ABCD approach, respective government agencies must mobilize resources in the community level for building physical assets (Phillips & Pittman, 2009).

Table 4.21: Details of Wildlife Depredation in National Park and Conservation Area

S. N.	Protected land by Study Area	Compensation Relief Support Rs.	Numbers
A: Sagarmatha national park			
1	Livestock killed by wild animals	2,445,000	88 domestic animals of
2	Mechanical tools and devices provided to the bufferzone people for minimizing park people conflict	49,000,000	62 households were killed by wolf and leopard
	Total	51,445,000	
B: Annapurna conservation area			
1	Minor injury (people)	-	3
2	Seriously injured		4
	Death		1
3	Crop radiation and animal related		954
	Total	71,89,000	962
C: Chitwan national park			
1	Death	12,000,000	5 female and 7 male
2	Minor injury	126,418	2 female and 11 male
3	Seriously injured	3,786,755	11 female and 21 male
4	House/shed damaged by elephant	92,900	12 households
5	Harvested crop radiation by elephant	43,000	7 households
6	Crop radiation before harvesting	776,190	100 households
7	Livestock killed by wild animals	1,027,900	87 households
8	Constructed pcc fence wall for security	12,000,000	
	Total	29,853,163	45 persons and 206 households
All Total (A+B+C)			

Source: SNP, 2017/18; DNPWC, 2022; CNP, 2018/19

Table 4.21 highlights information on wildlife depredation. SNP allocated highest amount 51,445,000 for that purpose that is followed by CNP allocated 29,853,163. Compensation relief guideline 2069 of Sagarmatha national park and second amendment 2074 provisioned to provide 1,000,000 for human death and 200,000 for serious injury and 30,000 for domestic animal killed. This might be reason 73 years old senior citizen expressed his dissatisfaction:

Government authorities are giving more focus on wildlife conservation rather in wildlife depredation. We can not enter our domestic cattle in the jungle. Numbers of black bear and leopard are increased. The black bear destroyed our maize before harvesting. But what can we do? We can not go against government mechanism. Now government needs to decide whether they prefer to protect wildlife animals or they prefer to feed local people? (H.B. Lama, October 25th, 2019 [INT/M]).

Table 4.22: Wildlife Depredation in CNP for People Residing in Ratnanagar

S. N.	Categories	Compensation Relief Support (Rs.)	Remarks
1	Death	2,000,000	2 males
2	Minor injury	10,140	1 male
3	Seriously injured	482,656	1 F and 2 male
4	House/shed damaged by elephant	50,000	6 HHs
5	Crop radiation after harvesting	9,000	3 HHs
6	Crop radiation before harvesting	135,500	15 HHs
7	Livestock killed by wild animals	44,200	6 HHs
	Total	2731,496	

Source: CNP, 2018/19

According to Table 4.22, CNP allocated Rs. 29853163 compensation amount for wildlife depredation in national park and conservation area. Out of total, Rs. 273,149 amount was allocated to the local people residing around Ratnanagar municipality. Besides, Rs. 150,000 amount was also provided scholarships (9,375 for each) to the 16 students whose parents were killed and injured by wild animals. Rs. 11,496,500 amount was also allocated to the flood victims in the affected areas. The wildlife depredation problems are also being faced by bufferzone people living around Sagarmatha national park and ACAP regions. In this line, the participants shared that:

Since decade, the trend of local agro products such as potato, millet, barley is decreasing (U. Giri, October 26th, 2019 [INT/M]). The rate of 1 KG fresh tomato reaches up to Rs. 900 during season time in Namche Bazaar (S. Tamang, October 26th, 2019 [INT/M]). We are serving locally available products to the guests. The demand of organic product is not yet fulfilled by local farmers. Every year large portions of such products are eaten and thrown by monkeys. Local government need to solve this problem as soon as possible (T. P. Bhandari, October 18th, 2019 [INT/H]).

4.7 Summary of the Chapter

This chapter summarizes introduction of the study area. In doing so, focus was given to appraise components of tourism, visiting trend of international/domestic tourists, educational activities and tourism development projects implemented by government agencies. The components of tourism such as accessibility, accommodation, attractions, amenities, activities, actors, affinities and advertisements found satisfactory in the study area located in different ecological regions. Owing to that total 57,289; 181,746 and 142,486 inter/national tourists visited UNESCO heritage site Sagarmatha national park

(SNP); largest protected area of the country Annapurna conservation area (ACA) and another UNESCO heritage site Chitwan national park (CNP) FY in 2018/19. Similar to how informal, non-formal, and formal education processes contribute equally to tourist development and promotion efforts in the research study area.

Besides; 132, 4, 13 and 7 tourism infrastructure development and capacity development related projects are implemented by Province; jointly by Province and Federation, Local Level and SNP respectively in Khumbu Pasanglhamu rural municipality located in Mountain region in FY 2018/19. Accordingly; 143, 6, 20 and 36 tourism infrastructure development and capacity development related projects are implemented by Province; jointly by Province and Federation, Local Level and ACAP respectively in Annapurna rural municipality located in Hill region in FY2018/19. More so; 148, 5 and 18 tourism infrastructure development and capacity development related projects are implemented by Province; jointly by Province and Federation, and local levels respectively in Ratnanagar municipality located in Tarai region in FY2018/19.

CHAPTER V

ENTREPRENEURIAL CHARACTERISTICS AND KAP ANALYSIS

This chapter responds on second research objective (to examine ecotourism related potential knowledge, attitude and practices [KAP] of the community people from the study areas of three ecological regions) and fourth research objective (to analyze the causal relationship between socio-demographic and entrepreneurial characteristics of the community people with respect to socio-demographic index, ecotourism index and KAP index). The required data and information are presented in four sections. First section presents characteristics of the respondents that includes composite index, comparison of mean based on socio-demographic index and logistic regression model. Second section highlights entrepreneurial characteristics that have included composite index, relationships between socio demographic and tourism indexes, comparison of mean based on tourism index and logistic regression model. Third section deals with KAP on tourism that has included descriptive statistics of knowledge, attitude and practice; composite index of knowledge, attitude, practice and KAP; relationships between KAP, tourism and socio-demographic indexes; comparison of mean based on KAP index; logistic regression model; factor analysis model, discriminant function model and multiple regression model. Finally, fourth section presents summary of the chapter.

5.1.1 Characteristics of the Respondents

The descriptive data related to characteristics of the respondents are presented in 8 Tables (5.1 to 5.8). The variables ecology, migration, age, gender, religion and mother tongue; caste, marital status, qualification and age group of the family members; remittance, foundation of house and household facilities; types of land property and ownership; agriculture production and family food sufficiency; different types of land property as well as agriculture production and animal husbandry are highlighted in the Tables 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7 and 5.8 respectively. The variables are selected by taking reference from Nepal Demographic Health Survey Report that helps to understand social and demographic information.

Table 5.1: Ecology, Migration, Age, Sex, Religion and Mother Tongue

Variable	Attribute	N	%	SE	95% Confidence Interval	
					Lower	Upper
Ecology	Mountain	190	25.5	6.8	12.4	45.2
	Hill	243	32.6	8.6	15.6	55.9
	Tarai	312	41.9	9.3	22.0	64.8
Migration	Ancestor living	122	16.4	2.4	11.4	23.0
	Migrated	623	83.6	2.4	77.0	88.6
Migration destination	Other district	35	28.7	4.4	19.3	40.4
	Home district	87	71.3	4.4	59.6	80.7
Age	>40	386	51.8	6.3	36.6	66.7
	<40	359	48.2	6.3	33.3	63.4
Sex	Female	181	24.3	2.3	19.1	30.4
	Male	564	75.7	2.3	69.6	80.9
Religion	Hindu	369	49.5	6.7	33.8	65.3
	Buddhist	360	48.3	6.5	33.1	63.9
	Kirat	12	1.6	0.5	0.8	3.4
	Christian	4	0.5	0.3	0.1	2.0
Mother tongue	Nepali	230	30.9	4.4	21.3	42.5
	Non-Nepali	515	69.1	4.4	57.5	78.7
	Total	745	100			

Source: Field Survey, 2019

Table 5.1 shows that of the total respondents, about one fourth of them (25.5% with 6.8% SE) belong to Mountain region. That means if the project value in population, that percentage will lie between 12.4 percent to 45.2 percent at 95 percent confidence interval. The respondents belonging to Hill region are slightly more than (32.6% with 8.6% SE) mountain region. That means if the project value in population, that percentage will lie between 15.6 percent to 55.9 percent at 95 percent confidence interval. Most of the respondents (41.9% with 9.3% SE) belong to Tarai region. That means if the project value in population, that percentage will lie between 22.0 percent to 64.8 percent at 95 percent confidence interval. Majorities (83.6% with 2.4% SE) of the respondents are migrated and the remaining are ancestor living. That means if the project value in population, the percentage of migrants will lie between 77.0 percent to 88.6 percent at 95 percent confidence interval. Of the respondents, there are 4130 total

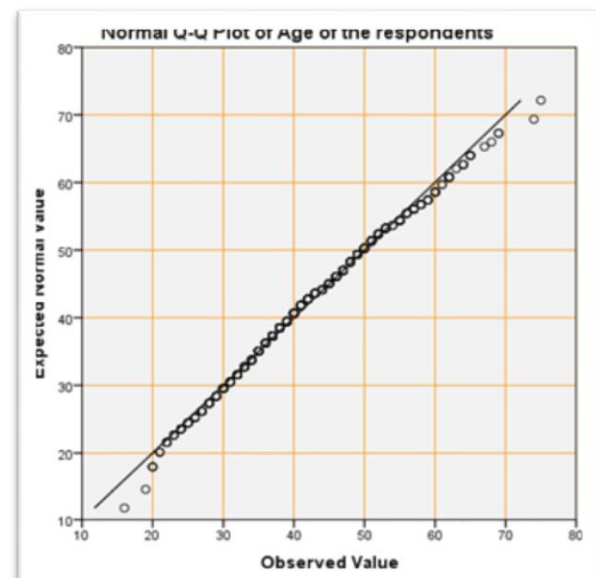


Figure 5.1: Normality of Age Groups of Respondents

population (2089 female [50.6%] > 2041 male [49.5%] population belong to different age groups (372 female and 391 male [0-14 years], 1550 female and 1519 male [15-64 years] and 167 female and 131 male [≥ 65 years]).

Again the majorities (71.3% with 4.4% SE) are migrated from their own home district and remaining from other districts. That means if the project value in population, that percentage will lie between 59.6 percent and 80.7 percent at 95 percent confidence interval. The above 40 years age group of the respondents (51.8% with 6.3% SE) seems slightly more than below 40 years age group (48.2% with 6.3% SE). That means if the project value in population, the percentage of above and below 40 years lie between 12.4 percent to 45.2 percent and 33.3 percent to 63.4 percent respectively at 95 percent confidence interval. The female are about one fourth (24.3% with 2.3% SE) and remaining are male. That means if the project value in population, the female percentage will lie between 19.1 percent and 30.4 percent at 95 percent confidence interval. The respondents belong to Hindu (49.5% with 6.7% SE) and Buddhist (48.3% with 6.5% SE) religions seem almost equal and remaining are belonging to Kirat (1.6% with 0.5% SE) and Christian (0.5% with 0.3% SE) religious groups. That means if the project value in population, the percentage of Hindu and Buddhist will lie between 33.8 percent to 65.3 percent and 33.1 percent to 63.9 percent respectively at 95 percent confidence interval. The majorities (69.1% with 4.4% SE) of the respondents are speaking in mother tongues medium (MTM) whereas remaining of them (30.9% with 4.4% SE) are speaking in Nepalese medium. That means if the project value in population, the percentage of MTM and Nepalese medium lie between 57.5 percent to 78.7 percent and 21.3 percent to 42.5 percent respectively at 95 percent confidence interval.

In the reference of theory of practice, cultural capital formatted based on Hindu and Buddhist religious viewpoints are major social demographic characteristics of the respondents (Thomson, 2008).

Table 5.2: Caste, Marital Status, Education and Age of the Family Members

Variable	Attribute	N	%	SE	95% CI	
					Lower	Upper
Caste/ethnicity	Brahmin/Chhetri	217	29.20	4.20	19.90	40.50
	Sherpa/Rai	179	23.90	6.60	11.80	46.70
	Gurung	139	18.70	6.00	8.00	37.60
	Tharu/Chaudhary	71	9.50	4.40	3.00	28.30
	Newar	49	6.50	1.80	3.40	13.90
	Tamang	40	5.30	1.10	3.30	9.60
	Other Janjati	40	7.72			
Marital status	Dalits	9	1.20	0.40	0.60	2.60
	Unmarried or single	31	4.20	1.40	1.80	9.40
Education	Married	714	95.80	1.40	90.60	98.20
	≥Masters	18	2.40	0.50	1.40	4.20
	Bachelor	85	11.40	0.90	9.50	13.70
	Secondary/Intermediate	181	24.30	0.50	23.10	25.60
	L/secondary	134	18.00	1.40	14.80	21.60
	Illiterate	327	43.90	1.70	39.70	48.20
	Studied Subject	Tourism	31	4.20	0.60	2.80
Business		103	13.80	0.60	12.40	15.40
Devt. studies		6	0.80	0.30	0.30	1.90
Health		44	5.90	0.50	4.70	7.40
Others		94	12.60	1.30	9.70	16.20
Family members	≥2.34 number	602	80.80	2.70	73.50	86.50
	≤15	143	19.20	2.70	13.50	26.50
Family members 15-59	≥4.16 number	283	38.00	3.10	30.80	45.70
	<4.16 number	462	62.00	3.10	54.30	69.20
Family members ≥60	≤2 number	283	38.00	3.10	30.80	45.70
	No any	462	62.00	3.10	54.30	69.20
	Total	745	100.00			

Source: Field Survey, 2019

Table 5.2 shows that of the total respondents, Brahmins/Chhetris are about one third of population (29.2% with 4.2% SE). That means if the project value in population, that percentage will lie between 19.9 percent and 40.5 percent at 95 percent confidence interval. The majorities of them (69.6% with 4.2% SE) are Janjati and remaining (1.2% with 0.4% SE) are Dalits. That means if the project value in population, that percentage of Janjati and Dalits will lie between 58.5 percent to 78.8 percent and 0.6 percent to 2.6 percent respectively at 95 percent confidence interval.

The majorities (95.8% with 1.4% SE) of the respondents are married and remaining (4.2% with 1.4% SE) are unmarried/single. That means if the project value in population, the percentage of married and unmarried/single will lie between 90.6 percent to 98.2 percent and 1.8 percent to 9.4 percent respectively at 95 percent confidence interval. About one fourth (24.3% with 0.5% SE) of the respondents have passed secondary and intermediate level education whereas the least (2.4% with 0.5% SE) have completed Master Degree and above. That means if the project value in population, that percentage of

secondary/intermediate and Master Degree or above will lie between 23.1 percent to 25.6 percent and 1.4 percent to 4.2 percent respectively at 95 percent confidence interval. The most (43.9% with 1.7% SE) are literate only. That means if the project value in population, the literate percentage will lie between 39.7 percent and 48.2 percent at 95 percent confidence interval. The most (13.8% with 0.6% SE) of the respondents have studied business and management subjects and the least (0.8% with 0.3% SE) studied rural development and development studies subjects. That means if the project value in population, that percentage of business and development subjects will lie between 12.4 percent to 15.4 percent and 0.3 percent to 1.9 percent respectively at 95 percent confidence interval. The numbers respondents studied tourism subject (4.2% with 0.6% SE) found satisfactory that is slightly less (5.9% with 0.5% SE) than health subject. That means if the project value in population, that percentage of tourism and health subjects will lie between 2.8 percent to 6.1 percent and 4.7 percent to 7.4 percent respectively at 95 percent confidence interval.

The number of respondents studied other subject found slightly less (12.6% with 1.3% SE) than business subject. That means if the project value in population, that percentage of other subjects will lie between 9.7 percent and 16.2 percent at 95 percent confidence interval. The majorities (80.8% with 2.7% SE) of the respondents have ≥ 2.34 average numbers of dependent child population (≤ 15 years) and remaining of them (19.2% with 2.7% SE) have < 2.34 numbers of children. That means if the project value in population, percentage of ≥ 2.34 and < 2.34 numbers of child population will lie between 73.5 percent to 86.5 percent and 13.5 percent to 26.5 percent respectively at 95 percent confidence interval.

The majorities (62.0% with 3.1% SE) of the respondents have < 4.16 average numbers of active population (15-59 years) and remaining of them (38.0% with 3.1% SE) have ≥ 4.16 numbers of active population. That means if the project value in population, percentage of < 4.16 and ≥ 4.16 numbers of active population will lie between 54.3 percent to 69.2 percent and 30.8 percent to 45.7 percent respectively at 95 percent confidence interval. The majorities (62.0% with 3.1% SE) of the respondents have no any dependent aged population (≥ 60 years) and remaining of them (38.0% with 3.1% SE) have ≤ 2 average numbers of dependent aged population. That means if the project value in population,

percentage of no any aged population and ≤ 2 average numbers of dependent aged population will lie between 54.3 percent to 69.2 percent and 30.8 percent to 45.7 percent respectively at 95 percent confidence interval.

Table 5.3: Remittance, Foundation of House and Household Facilities

Variable	Attribute	N	%	SE	95% Confidence Interval	
					Lower	Upper
Remittance receiving	Yes	79	10.60	0.90	8.60	13.10
	No	666	89.40	0.90	86.90	91.40
Foundation dpc	Yes	618	83.00	8.10	54.40	95.20
	No	127	17.00	8.10	4.80	45.60
Having all HHS accessories	Yes	605	81.20	5.10	65.50	90.80
	No	140	18.80	5.10	9.20	34.50
Sources of drinking water	Available	699	93.80	3.50	77.30	98.50
	NA	46	6.20	3.50	1.50	22.70
Toilet	Yes	659	88.50	6.50	61.50	97.30
	No	86	11.50	6.50	2.70	38.50
Using fuel wood	Yes	655	93.70	3.70	76.20	98.60
	No	44	6.30	3.70	1.40	23.80
Personal transportation	Yes	514	69.00	6.00	52.80	81.60
	No	231	31.00	6.00	18.40	47.20
Total		745	100.00			

Source: Field Survey, 2019

Table 5.3 shows that of the total respondents, the majorities (89.4% with 0.9% SE) of them are not yet receiving remittance and remaining of them (10.6% with 0.9% SE) are receiving. That means if the project value in population, percentage of not receiving and receiving remittance will lie between 86.9 percent to 91.4 percent and 8.6 percent to 13.1 percent respectively at 95 percent confidence interval. The majorities (83.0% with 8.1% SE) of the respondents have DPC foundation of building and remaining of them (17.0% with 8.1% SE) have not and used mud and stones only. That means if the project value in population, percentage of having DPC and mud/stone based building foundation will lie between 54.4 percent to 95.2 percent and 4.8 percent to 45.61 percent respectively at 95 percent confidence interval. The majorities (81.2% with 5.1% SE) of the respondents have all kinds of household accessories (mobile phone, telephone, computer, fridge, chair, beds, sofa, kapat, clock, fan, inverter, and solar energy) and remaining of them (18.8% with 5.1% SE) have not all but few numbers of accessories. That means if the project value in population, percentage of having all household accessories and few numbers of such facilities will lie between 65.5 percent to 90.8 percent and 9.2 percent to 34.5 percent respectively at 95 percent confidence interval.

The majorities (93.8% with 3.5% SE) of the respondents have good networking of drinking water facilities and remaining of them (6.2% with 3.5% SE) have poor facilities.

That means if the project value in population, percentage of good and poor facilities will lie between 77.3 percent to 98.5 percent and 1.5 percent to 22.7 percent respectively at 95 percent confidence interval. The majorities (88.5% with 6.5% SE) of the respondents have modern and hygienic toilet facilities and remainings of them (11.5% with 6.5% SE) have poorly maintained toilet facilities. That means if the project value in population, percentage of properly and poorly maintained will lie between 61.5 percent to 97.3 percent and 2.7 percent to 38.5 percent respectively at 95 percent confidence interval.

The majorities (93.7% with 3.7% SE) of the respondents are using fuel wood and remainings of them (6.3% with 3.7% SE) have not yet using such sources of fuel energy. That means if the project value in population, percentage of using and not using fuel wood will lie between 76.2 percent to 98.6 percent and 1.4 percent to 23.8 percent respectively at 95 percent confidence interval. The majorities (69.0% with 6.0% SE) of the respondents have their own means of personal transportation and remaining of them (31.0% with 6.0% SE) have not any kind of such means. That means if the project value in population, percentage of having and not having means of personal transportation will lie between 52.8 percent to 81.6 percent and 18.4 percent to 47.2 percent respectively at 95 percent confidence interval.

Table 5.4: Types of Land Property and Ownership

Variable	Attribute	N	%	SE	95% Confidence Int.	
					Lower	Upper
Housing land	<576.10 m ²	511	68.60	6.80	50.30	82.50
	≥576.10	234	31.40	6.80	17.50	49.70
Housing land ownership	male owner	564	86.80	3.80	74.50	93.60
	female owner	46	7.10	1.40	4.40	11.20
	joint ownership	40	6.20	3.30	1.60	20.60
Paddy field	<3270.59 square	247	33.20	2.70	27.00	40.00
	≥3270.59	498	66.80	2.70	60.00	73.00
Paddy field ownership	Male owner	326	93.70	1.70	88.10	96.70
	Female owner	13	3.70	2.00	1.00	13.10
	Joint ownership	9	2.60	1.30	0.80	8.50
Farmland	<2499.16 square	231	31.00	5.70	19.10	46.20
	≥2499.16	514	69.00	5.70	53.80	80.90
Farmland Ownership	Male owner	380	88.20	5.60	66.70	96.50
	Female owner	13	3.00	1.20	1.10	7.70
	Joint ownership	38	8.80	4.70	2.30	28.50
Ghaderi or housing land	Yes	64	8.60	2.90	3.70	18.80
	No	681	91.40	2.90	81.20	96.30
Total		745	100.00			

Source: Field Survey, 2019

Table 5.4 shows that of the total respondents, the majorities (68.6% with 6.8% SE) of them have <576.10 m² average area for operating tourism service and remaining of them

(31.4% with 6.8% SE) have $\geq 576.10 \text{ m}^2$ area for such purpose. That means if the project value in population, percentage of having $< 576.10 \text{ m}^2$ area and $\geq 576.10 \text{ m}^2$ area will lie between 50.3 percent to 82.8 percent and 17.5 percent to 49.7 percent respectively at 95 percent confidence interval. The majorities (86.8% with 3.8% SE) of the respondents' male ownership on tourism operating land property whereas female ownership (7.1% with 1.4% SE) seems slightly more (6.2% with 3.3% SE) than joint ownership. That means if the project value in population, percentage of female and joint ownership will lie between 4.4 percent to 11.2 percent and 1.6 percent to 20.6 percent respectively at 95 percent confidence interval.

The majorities (68.8% with 2.7% SE) of them have $\geq 3270.59 \text{ m}^2$ area of Khet or paddy field and remaining of them (33.2% with 2.7% SE) have $< 3270.59 \text{ m}^2$ area of paddy field. That means if the project value in population, percentage of having $\geq 3270.59 \text{ m}^2$ Khet and $< 3270.59 \text{ m}^2$ Khet will lie between 60.0 percent to 73.0 percent and 27.0 percent to 40.0 percent respectively at 95 percent confidence interval. The majorities (93.7% with 1.7% SE) of the respondents' have male ownership paddy field whereas female ownership (3.7% with 2.0% SE) seems slightly more (2.6% with 1.3% SE) than joint ownership. That means if the project value in population, percentage of female and joint ownership will lie between 1.0 percent to 13.1 percent and 0.8 percent to 8.5 percent respectively at 95 percent confidence interval.

The majorities (69.0% with 5.7% SE) of them have $\geq 2499.16 \text{ m}^2$ average Bari (farmland) and remaining of them (31.0% with 5.7% SE) have $< 2499.16 \text{ m}^2$ Bari. That means if the project value in population, percentage of having $\geq 2499.16 \text{ m}^2$ Bari and $< 2499.16 \text{ m}^2$ Bari will lie between 53.8 percent to 80.9 percent and 19.1 percent to 46.2 percent respectively at 95 percent confidence interval. The majorities (88.2% with 5.6% SE) of the respondents' have male ownership on farmland whereas female ownership (3.0% with 1.2% SE) seems less than (8.8% with 4.7% SE) than joint ownership. That means if

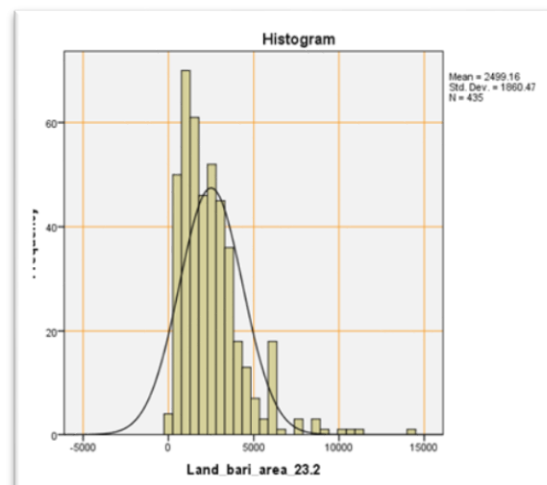


Figure 5.2: Normality of Bari (Farmland) Area

the project value in population, percentage of female and joint ownership will lie between 1.1 percent to 7.7 percent and 2.3 percent to 28.5 percent respectively at 95 percent confidence interval.

The majorities (91.4% with 2.9% SE) of the respondents do not have extra Ghaderi land (building construction land located in urban centers) and remainings of them (8.6% with 2.9% SE) have such types of land. That means if the project value in population, percentage of not having and having extra Ghaderi land will lay between 81.2 percent to 96.3 percent and 3.7 percent to 18.8 percent respectively at 95 percent confidence interval.

Table 5.5: Statistical Information on Land Properties

Statistics		Land Khet (Paddy Field) Area	Land Bari (Farm Land Area)	Household Coverage Area
N	Valid	402.00	435.00	745.00
	Missing	343.00	310.00	0.00
	\bar{x}	3,270.59	2,499.16	576.10
	Median	2,543.60	2,034.88	381.60
	Mode	2,544.00	1,017.00	339.00
	σ'	3,851.66	1,860.47	496.98
	Min	339.00	0.00	68.00
	Max	47,408.00	14,244.00	6,773.00
	SE	256.79	149.25	69.80
95% Confidence Interval	Lower	2,642.24	2,084.76	405.31
	Upper	3,898.94	2,913.56	746.90

Source: Field Survey, 2019

Table 5.5 shows statistical information on different types of land properties. The valid number is 402 for paddy field, 435 for farmland and 745 for housing land. The data indicates that mean value of paddy field or irrigated land (\bar{x} 3270.59 m² with 339 Min and 47408 Max) is greater than farmland (\bar{x} 2499.16 m² with 0 Min and 14244 Max) and housing area (\bar{x} 576.10 m² with 68 m² Min and 6773 m² Max). The mode value for Khet is 2544 m² (32 numbers or 4.3%), for *bari* or non-irrigated land is 1017 (70 numbers or 9.4%) and for housing area is 339 (157 number or 21.1%) with 256.79, 149.25 and 69.80 m² SE respectively. That means if the project value in population, average area for paddy field, farmland and housing land will lie between 2642.24 to 3898.94, 2084.76 to 2913.56 and 405.31 to 746.90 m² respectively at 95 percent confidence interval.

Table 5.6: Agriculture Production and Family Food Sufficiency

Variable	Attribute	N	%	SE	95% Confidence Interval.	
					Lower	Upper
All production	Yes	450	60.40	6.20	44.60	74.30
	No	295	39.60	6.20	25.70	55.40
Crop production	<14.34	318	42.70	5.20	30.70	55.60
	≥14.34	427	57.30	5.20	44.40	69.30
Lentils production	<4.79	472	63.40	3.60	54.10	71.70
	≥4.79	273	36.60	3.60	28.30	45.90
Oil production	<7.33	437	58.70	3.00	51.10	65.80
	≥7.33	308	41.30	3.00	34.20	48.90
Vegetable production	<99.37	355	47.70	5.60	34.30	61.30
	≥99.37	390	52.30	5.60	38.70	65.70
Having domestic animal	Yes	425	57.00	4.50	46.00	67.40
	No	320	43.00	4.50	32.60	54.00
Food sufficiency	Yes	425	57.00	4.50	46.00	67.40
	No	320	43.00	4.50	32.60	54.00
	Total	745	100.00			

Source: Field Survey, 2019

Table 5.6 shows that of the total respondents, the majorities (60.4% with 6.2% SE) of them are producing all types (crop, lentils, oil, vegetable) agriculture productions and remaining of them (39.6% with 6.2% SE) are not yet producing all types of production. That means if the project value in population, percentage of producing and not producing all types of agriculture productions will lie between 44.6 percent to 74.3 percent and 25.7 percent to 55.4 percent respectively at 95 percent confidence interval.

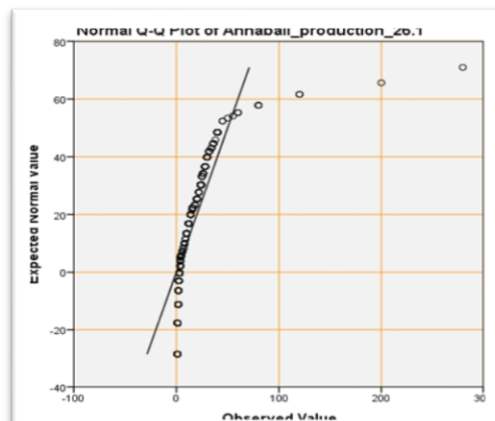


Figure 5.3: Normality of Crop Production

The majorities (57.3% with 5.2% SE) of the respondents are producing ≥14.34 quintal crops and remaining of them (42.7% with 5.2% SE) are producing <14.34 quintal crops annually. That means if the project value in population, percentage of producing ≥14.34 and <14.34 quintals crops will lie between 44.4 percent to 69.3 percent and 30.7 percent to 55.6 percent respectively at 95 percent confidence interval. The majorities (63.4% with 3.6% SE) of the respondents are producing <4.79 quintal lentils and remaining of them (36.6% with 3.6% SE) are producing ≥4.79 quintals lentils annually. That means if the project value in population, percentage of producing <4.79 and ≥4.79 quintals lentils will lie between 54.1 percent to 71.7 percent and 28.3 percent to 45.9 percent respectively at 95 percent confidence interval. The majorities (58.7% with 3.0% SE) of the respondents

are producing <7.33 quintals oil products and remaining of them (41.3% with 3.0% SE) are producing ≥ 7.33 quintals oil products annually. That means if the project value in population, percentage of producing <7.33 and ≥ 7.33 quintals oily products will lie between 51.1 percent to 65.8 percent and 34.2 percent to 48.9 percent respectively at 95 percent confidence interval.

The majorities (52.3% with 5.6% SE) of the respondents are producing ≥ 99.37 quintals vegetable products and remaining of them (47.7% with 5.6% SE) are producing <99.37 quintals vegetable products annually. That means if the project value in population, percentage of producing ≥ 99.37 and <99.37 quintals vegetable products will lie between 38.7 percent to 65.7 percent and 34.3 percent to 61.3 percent respectively at 95 percent confidence interval. The majorities (57.0% with 4.5% SE) of the respondents have any kind of domestic animals (Cow, ox, buffalo, yak, goat, sheep, pig, hen, duck, horse and mule) and remaining of them (43.0% with 4.5% SE) have not. That means if the project value in population, percentage of having and not having domestic animals will lie between 46.0 percent to 67.4 percent and 32.6 percent to 54.0 percent respectively at 95 percent confidence interval. The majorities (57.0% with 4.5% SE) of the respondents have family food sufficiency (6-12 months or above) and remaining of them (43.0% with 4.5% SE) have food sufficiency for less than 6 months. That means if the project value in population, percentage of food sufficiency for 6-12 months or above and less than 6 months will lie between 46.0 percent to 67.4 percent and 32.6 percent to 54.0 percent respectively at 95 percent confidence interval.

Table 5.7: Statistical Information on Agriculture Production and Animal Husbandry

Statistics	Crop	Dalhan (Lentils)	Telhan (Oil)	Vegetable	Cow Buffalo	Yak (Chauri/ Joppe)	Goat	Horse	
N	Valid	656	481	481	659	48	55	166	62
	Missing	89	264	264	86	697	690	579	683
	\bar{x}	14.34	4.79	7.33	99.37	3.72	4.93	7.87	6.44
	Median	10.00	4.00	6.00	75.00	3.50	4.00	6.00	2.00
	Mode	10	3	5	30	3.00	2	4	2
	σ'	18.24	4.90	6.17	98.52	1.18	2.55	4.66	7.03
	Min	1	1	1	10	2.00	2	2	1
	Max	280	70	70	1400	6.00	12	22	24
	SE	1.45	0.31	0.50	7.97	0.19	0.66	0.50	2.79
	Lower	10.79	4.02	6.10	79.85	3.12	2.06	6.57	1.33
	Upper	17.89	5.56	8.56	118.90	4.33	7.80	9.18	14.20

Source: Field Survey, 2019

Table 5.7 shows descriptive statistics of agriculture production and animal husbandry related information. The highest numbers of respondents belong to crop, lentils, oil and vegetable productions are 10(51 number or 6.8%), 3(78 number or 10.5%), 5(55 number or 7.4%), 30(55 number or 7.4%) respectively. The mean values of crop, lentils, oil and vegetable productions are 14.34 quintals with 1.45 SE, 4.79 quintals with 0.31 SE, 7.33 quintals with 0.50 SE and 99.37 quintals with 7.97 SE respectively. That means if the project value in population, such productions will lie between 10.79 to 17.89, 4.02 to 5.56, 6.10 to 8.56 and 79.85 to 118.90 quintals respectively at 95 percent confidence interval.

The highest numbers of respondents rearing cow/buffalo, yak, goat and horses/mules are 3(18 number or 2.4%), 2(12 numbers or 1.6%), 4(41 numbers or 5.5%), 2(29 number or 3.9%) respectively. The mean values of cow/buffalo, yak, goat and horses/mules rearing are 3.72 with 0.19 SE, 4.93 with 0.66 SE, 7.87 with 0.50 SE and 6.44 with 2.79 SE respectively. That means if the project value in population, such numbers will lie between 3.12 to 4.33, 2.06 to 7.80, 6.57 to 9.18 and 1.33 to 14.20 respectively at 95 percent confidence interval. The outsiders are supplying horses in Everest region:

I have been supplying horses in this region for decade. I am from Sinja Valley and I bought horses in Jumla and Mugu districts. This year I have only 15 horses for sale ranging from Rs. 70,000 to 150,000 (B.B. Shahi, October, 24th, 2019 [INT/M]).

In the reference of theory of practice, community people are choosing agriculture as appropriate strategies to improve their capital (Jenkins, 2002).

Table 5.8: Normal Distributions of Land and Production related Variables

Statistics	N	Range	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
			Statistic	df	Sig.	Statistic	df	Sig.
Irrigated land area	402	6,613	0.33	5	0.06	0.75	5	0.03
Non-irrigated land	435	2,544	0.35	5	0.03	0.77	5	0.04
Crop production	656	30	0.36	5	0.03	0.76	5	0.04
Lentils production	481	8	0.35	5	0.03	0.77	5	0.04
Oilseeds production	481	15	0.33	5	0.07	0.73	5	0.02
Veg. production	659	100	0.34	5	0.04	0.77	5	0.04

a. Lilliefors Significance Correction

Source: Field Survey, 2019

Table 5.8 shows the information on normality of land holding and production pattern of the respondents. According to data, the range for irrigated land and non-irrigated land found 6613 m² and 2544 m² respectively. Likewise, the range for crop, lentils, oilseed and vegetable production found 656 quintal, 481 quintal, 481 quintal and 659 quintal respectively. While testing normality in 95 percent significance level, Kolmogorov-

Smirnov value found insignificant ($0.3-0.4 < 0.05$) for non-irrigated land, crop production, lentils production and vegetable except irrigated land ($0.06 > 0.05$) and oilseed production ($0.07 > 0.05$) whereas Shapiro-Wilk value found insignificant ($0.02-0.04 < 0.05$) for all the variables. This means land holding status and agriculture production patterns of the respondents are both normally and not normally distributed in Mountain< Hill and Tarai regions.

5.1.2 Composite Index I

This section deals with component analysis method for composite index (function f from $R^n \rightarrow R$ corresponding to n -number of component variables) that helps to calculate single factor/construct socio demographic index from multiple variables (Sava, 2016). The 27 nominal variables* are recoded into binary variables first then single factor method was applied for generating index (see Appendix O, Table 19). *Migration (migrated from home district= 1 & from other district= 0) + age (<40 years= 1 & >40 years= 0) + sex group (female= 1 & male= 0) + religion (Hindu and Buddhist= 1 & other= 0) + marital status (married= 1 & unmarried/single= 0) + qualification (school level and above= 1 & others= 0) + qualification latest (lower secondary to PhD= 1 & literate= 0) + studied subject (tourism, business and development studies= 1 & health and other= 0) + having school going children (yes= 1 & no= 0) + having college going children (yes= 1 & no= 0) + having abroad studying children (yes= 1 & no= 0) + remittance receiving (yes= 1 & no= 0) + sources of drinking water (buying or market= 0 & others= 1) + building foundation (cemented dpc= 1 & stone/mud= 0) + toilet (flush/safety tank + flush/pit + well ventilated or VIP= 1 & other= 0) + household accessories (having all the 12 accessories= 1 & not having all= 0) + personal transportation (having any kind of personal transportation= 1 & not having= 0) + active age (having >4 average numbers= 1 & less than the average number= 0) + school types (institutional or private = 1 & government= 0) + ghaderi land (having extra ghaderi land= 1 & not having= 0) + Average area covered by tourism business (having 576.10m² average area=1 & less than that= 0) + Land ownership types of tourism area (female and joint ownership= 1 & male ownership= 0) + average khet (having 3270.59m² average area= 1 & having less than that= 0) + average bari (having 2499.16 average area= 1 & having less than that= 0) + all agro productions (yes [crop + lentils + oil

+ vegetable]=1 & no= 0) + having domestic animal (yes= 1 & no= 0) + family food sufficiency (6-12 months or above= 1 & less than 6 months= 0).

The social demographic index (SDI) is calculated by compositing 27 binary variables. After that the index value is obtained with Min 0.00 and Max 5.02 as well as \bar{x} 3.27 and 0.16 SE (see Appendix O, Table 20). That means if the project value in population, the mean value lie between 2.88 to 3.67 at 95 percent confidence interval. For the further analysis the same index value is used. By using exploratory factor analysis a single factor was produced as SDI and the factor value ranges.

5.1.3 Comparison of Mean based on Social Demographic Index

This section presented six hypotheses (hypothesis 1-3 for independent T-Tests and hypothesis 4-6 for one way ANOVAs) based on SDI by applying complex sample analysis method. According to this method, for two or more groups, if the upper and lower range of an attribute does not overlap with the range of another group than we can say the groups are really significant at 95 percent confidence interval (Field, 2009). The independent t-test is calculated for comparing mean differences between two variables whereas one way ANOVAs is calculated for comparing mean differences among more than two variables. In the case of significant difference between and among mean values, the power analysis tool has been applied (Field, 2009). Power analysis tool or effect size is calculated by using Pooled SD. The formula is given by;

$$\text{Pooled SD} = \frac{s_T^2 \times (N_T - 1) + s_C^2 \times (N_C - 1)}{\sqrt{(N_T - N_C - 2)}}$$

It is the coefficient of significant difference that helps to explain whether the differences are remarkable or not. If the value of effect size found >0.2 or 20 percent the difference can be said remarkable (<0.2 for weakly remarkable, 0.2 to 0.5 for moderately remarkable, >0.5 to <1.3 for strongly remarkable and >1.3 for very strongly remarkable).

Null hypothesis 1.1, H_0 : SDI is not significantly difference between sex groups.

Alternative Hypothesis 1.1, H_A : The SDI is significantly for the different groups.

Table 5.9: Mean Differences between Sex Group

Sex Group	N	\bar{x}	σ'	SE	95% CI	
					Lower	Upper
Female _SDI	180	2.96	3.35	0.25	2.35	3.56
Male _SDI	565	3.39	3.32	0.14	3.03	3.72

Source: Field Survey, 2019

Table 5.9 shows that lower range and upper range of the attributes (SDI based on female and male groups) are overlapping with each other. This implies that the null hypothesis is accepted at the 0.05 significance level. Thus, there is not significant relationship between SDI of female and male groups.

Null hypothesis 1.2, H₀: SDI is not significantly difference between food sufficiency groups.

Alternative Hypothesis 1.2, H_A: SDI is significantly difference between groups.

Table 5.10: Mean Differences between Food Sufficiency

Family Food Sufficiency	N	\bar{x}	σ' *	SE	95% Confidence Int.		Effect Size
					Lower	Upper	
<6 months_SDI	139	2.54	2.24	0.19	2.05	3.02	
≥6- 12 months_SDI	605	3.44	3.93	0.16	3.05	3.83	0.25

* $\sigma' = \sqrt{n}$ *Standard Error

Source: Field Survey, 2019

Table 5.10 shows that lower range and upper range of the attributes (SDI based on food sufficiency for <6 months and 6 to 12 months and above groups) are not overlapping with each other. This implies that the null hypothesis is rejected at the 0.05 significance level. Thus, there is significant relationship between the attributes. The data shows that the SDI of people whose food sufficiency lasts for less than 6 months are weaker than those people whose food sufficiency lasts for 6 months to 12 months and above. The effect size 0.25 shows the difference between groups is moderately effective.

Null hypothesis 1.3, H₀: SDI is not significant between having and not having personal transportation facilities groups.

Alternative Hypothesis 1.3, H_A: SDI is significantly difference between groups.

Table 5.11: Mean Differences between Personal Transportation

Having Personal Transportation	N	\bar{x}	σ'	SE	95% CI		Effect Size
					Lower	Upper	
Yes_SDI	514	3.54	3.17	0.14	3.17	3.90	0.30
No_SDI	230	2.69	1.81	0.12	2.37	3.00	

Source: Field Survey, 2019

Table 5.11 shows that lower range and upper range of the attributes (SDI based on having personal means of transportation groups) are not overlapping with each other. This implies that the null hypothesis is rejected at the 0.05 significance level. Thus, there is a significant relationship between SDI of people having and not having personal means of transportation. The data shows that the SDI of people having personal means of transportations is significantly better than those people who do not have such facilities. The effect size 0.30 shows that the difference between groups is moderately effective.

Null hypothesis 1.4, H_0 : SDI is not significant among ecological groups.

Alternative Hypothesis 1.4, H_A : SDI is significant among ecological groups.

Table 5.12: Mean Differences among/between Ecology

Ecology	N	\bar{x}	σ'	SE	95% CI		Effect Size between		
					Lower	Upper	M and H	M and T	H and T
M_SDI	190	1.99	2.04	0.15	1.63	2.35	0.84	1.43	1.08
H_SDI	243	3.18	0.61	0.03	3.09	3.28			
T_SDI	312	4.13	1.03	0.05	3.98	4.27			

Source: Field Survey, 2019

Table 5.12 shows that lower range and upper range of the attributes (SDI based on ecological regions) are not overlapping with each other. This implies that the null hypothesis is rejected at the 0.05 significance level. Thus, there is a significant relationship between SDI of people living in different ecological regions. The data shows that the SDI of mountain people is significantly lower than that of Hill and Tarai. Again tourism entrepreneurs from Tarai have highest SDI and significantly better than that of Hill and Mountain people. Effect size 0.84 shows that the difference between Mountain and Hill people is strongly effective. The effect size 1.43 shows that the difference between Mountain and Tarai groups is very strongly effective. The effect size 1.08 shows that the difference between Hill and Tarai people is also very strongly effective.

Null hypothesis 1.5, H_0 : SDI is not significant among caste/ethnicity groups.

Alternative Hypothesis 1.5, H_A : SDI is significant among caste/ethnicity groups.

Table 5.13: Mean Differences among Caste/Ethnicity

Caste and Ethnicity	N	\bar{x}	σ'	SE	95% Confidence Int.	
					Lower	Upper
Brahmin/Chhetri_SDI	217	3.97	1.03	0.07	3.80	4.14
Janjati_SDI	517	2.99	4.54	0.20	2.49	3.48
Dalits_SDI	9	3.19	0.45	0.15	2.81	3.56

Source: Field Survey, 2019

Table 5.13 shows that lower range and upper range of the attributes (SDI based on caste/ethnicity groups) are overlapping with each other. This implies that the null hypothesis is accepted at the 0.05 significance level. Thus, there is not significant relationship between SDI of people belong to different caste/ethnicity groups.

Null hypothesis 1.6, H_0 : SDI is not significantly difference among land ownership types groups.

Alternative Hypothesis 1.6, H_A : SDI is a significant difference among groups.

Table 5.14: Mean Differences among/between Land Ownerships Types

Types	N	\bar{x}	σ'	SE	95% CI		Effect Size		
					L	U	M and F	M and joint	F and joint
Male_SDI	564	3.30	3.79	0.16	2.91	3.70			
Female_SDI	45	2.66	1.40	0.21	2.14	3.17			
Joint_SDI	40	1.42	0.69	0.11	1.12	1.71	0.17	0.51	1.10

Source: Field Survey, 2019

Table 5.14 shows that lower range and upper range of the attributes (SDI based on land property ownerships types groups) are not overlapping with each other. This implies that the null hypothesis is rejected at the 0.05 significance level. Thus, there is a significant relationship between SDI of people having different types of land property ownerships. The data shows that the SDI of joint ownership is significantly lower than that of female and male ownerships. Again the SDI of male ownerships has significantly better than that of joint and female ownerships. The effect size 0.17 shows that the difference between male and female ownership is weakly effective. The effect size 0.51 shows that the difference between male and joint ownership is strongly effective. The effect size 1.10 shows that the difference between female and joint ownership is also very strongly effective.

5.1.4 Logistic Regression Model I

This section presents logistic regression model (LRM) for social demography related variables. LRM is the tool for describing probability or likelihoods of dependent variable (binary) through the help of independent variable (binary) (Field, 2009). The positive value of regression indicates more likelihoods and vice versa. The logistic regression for the dependent variable types of entrepreneurs (lodging/fooding and fooding only) with respect to independent variables socio demographic characteristics (migration, age, gender, marital status, academic qualification, studied subject, school going children, college going children, abroad study, remittance, source of drinking water, foundation of building, toilet, household accessories, means for personal transportation, active age, agriculture production, domestic animal and food sufficiency) is given below. For each of the variables, two codes 0 (means non-existence) and 1 (means existence) are used.

$$y = e^{\beta_0 + \beta_1 x_1 + \dots + \beta_{19} x_{19} + \varepsilon}$$

where y is dependent variable

β s are regression coefficients

xs are independent variables

ε = error term

Table 5.15: Logistic Regression Model Summary of Social Demography

Omnibus Tests of Model Coefficients		Chi-square	df	Sig.	
Step	Step	204.90	20	0.00	-2 Log likelihood=793.54 ^a
1	Block	204.90	20	0.00	Cox & Snell R Square=0.24
	Model	204.90	20	0.00	Nagelkerke R Square=0.32

Source: Field Survey, 2019

From the Table 5.15, the chi square value (204.90 with 20 degree of freedom) is found significant. So this study claim that the significant logistic model for types of entrepreneurships (lodging and fooding or fooding only) with respect to migration (migrated from home district or other district), age (<40 years or >40 years), sex group (female or male), religion (Hindu, Buddhist or other), marital status (married or unmarried and single), qualification (lower secondary to PhD or primary and literate), studied subject (tourism, business, development studies or health and other), having school going children (Yes/No), having college going children (Yes/No), having abroad studying children (Yes/No), remittance receiving (Yes/No), sources of drinking water (public supply or from market), foundation of building (cemented or stone and mud), types of toilet (flush, safety tank, pit, well ventilated or other), household accessories (having all the 12 accessories or not having all), having any kind of personal transportation (Yes/No), numbers of active age family members (having >4 average or less than that), agriculture productions (producing 4 types of products such as crop, lentils, oil and vegetables or not producing all types), having domestic animal (Yes/No) and family food sufficiency (≥ 6 -12 months or <6 months) exist.

Accordingly, the Nagelkerrke r square value found significant 0.32>0.08. This implies that types of entrepreneurs (providing lodging and fooding services or fooding only) is moderately described (32%) largely by foundation of building, having all types of household accessories, having personal transportation facilities, religion and sources of drinking water as indicated in Table 5.15.1.

Table 5.15.1: Variables in the Equation

Variables	B	SE	Wald	df	Sig.	Exp (B)
Step						
1 ^a						
Migration origin place	-0.22**	0.23	0.94	1	0.33	0.79
Age	0.19**	0.21	0.80	1	0.36	1.21
Gender	-0.06	0.21	0.08	1	0.76	0.93
Marital status	0.08	0.44	0.04	1	0.84	1.09
Religion	0.61**	0.20	8.62	1	0.00	1.84
Academic qualification	-0.24**	0.19	1.59	1	0.20	0.78
Subject studied	0.20**	0.24	0.67	1	0.41	1.22
Having school going children	0.14**	0.19	0.52	1	0.46	1.15
College university going children	-0.12**	0.18	0.43	1	0.50	0.88
Abroad studying children	0.01	0.27	0.00	1	0.95	1.01
Remittance receiving	0.01	0.29	0.00	1	0.96	1.01
Source of drinking water	0.24	0.41	0.36	1	0.54	1.28
Foundation of building	1.25**	0.30	17.37	1	0.00	3.49
Toilet types	-21.71	3,998.82	0.00	1	0.99	0.00
Having all 12 types of household accessories	0.91**	0.25	12.36	1	0.00	2.48
Having personal transportation means	0.67**	0.21	10.19	1	0.00	1.95
Active age population	-0.07	0.19	0.13	1	0.71	0.92
Producing all types of agricultural production	-0.41**	0.21	3.65	1	0.05	0.66
Having any domestic animal	-0.07	0.20	0.12	1	0.72	0.93
Status of family food sufficiency	0.18**	0.22	0.62	1	0.42	1.19
Constant	19.43	3998.82	0.00	1	0.99	275,223,139.5
						5

** $p < .01$

Source: Field Survey, 2019

From the coefficient Table 5.15.1, it is found that all the predictor variables were not found significant. Among them migration ($t=0.94$ $p<0.01$), age ($t=0.80$ $p<0.01$), religion ($t=8.62$ $p<0.01$), academic qualification ($t=1.59$ $p<0.01$), subject studied ($t=0.67$ $p<0.01$), having school going children ($t=0.52$ $p<0.01$), having college/University going children ($t=0.43$ $p<0.01$), foundation of building ($t=17.37$ $p<0.01$), having 12 types of household accessories ($t=12.936$ $p<0.01$), having personal transportation ($t=10.19$ $p<0.01$), producing all types of agro products ($t=3.65$ $p<0.01$) and family food sufficiency ($t=0.62$ $p<0.01$), were significant predictors in the model. The types of tourism entrepreneurs are largely defined by the variable foundation of building. However, it was surprising to see that the variable sex groups of the respondents have negatively contributed to the types of tourism entrepreneurs.

5.2.1 Entrepreneurial Characteristics

The characteristics of tourism are presented in Tables 5.16 to 5.23. More precisely, the variables ecology wise major tourism destinations; cross tabulation between religion and caste/ethnicity; cross tabulation between age groups and gender; tourism entrepreneurships related information; types of tourism beneficiaries; cross tabulation between direct tourism beneficiaries and educational status; types of indirect tourism beneficiaries and types of training attained by direct and direct/indirect tourism beneficiaries are highlighted in Tables 5.16, 5.17, 5.18, 5.19, 5.20, 5.21, 5.22 and 5.23 respectively. The variables are selected by the help of the subject experts and tourism development stakeholders for understanding entrepreneurial characteristics.

Table 5.16: Major Tourism Destinations

Ecology	Destination	N	%	SE	95% Confidence Interval	
					Lower	Upper
Mountain	Banker	1	0.50	0.60	0.00	8.70
	Bupsa Danda	1	0.50	0.60	0.00	8.70
	Chauri Khark	2	1.10	1.20	0.10	16.10
	Dingbouche	6	3.20	1.60	0.90	10.20
	Fakdin	2	1.10	1.20	0.10	16.10
	Feruche	4	2.10	0.80	0.80	5.50
	Fortse	10	5.30	2.20	1.90	14.00
	Fungi Thanga	3	1.60	0.60	0.60	3.90
	Gokyo	1	0.50	0.60	0.00	8.30
	Gorakshhep	5	2.60	1.20	0.90	7.70
	Jorsalle	2	1.10	1.20	0.10	16.10
	Kande	1	0.50	0.40	0.10	3.00
	Kharikhola	1	0.50	0.60	0.00	8.70
	Khunjung	20	10.50	2.10	6.30	17.00
	Lobuje	7	3.70	1.90	1.00	12.40
	Lower Basecamp	1	0.50	0.60	0.00	8.30
	Lukla	44	23.20	4.10	14.70	34.50
	Machhermo	2	1.10	0.80	0.20	5.90
	Mongla	4	2.10	1.50	0.40	11.40
	Monju	2	1.10	1.20	0.10	16.10
	Namche	54	28.40	4.60	18.60	40.80
	Nasasa	1	0.50	0.40	0.10	3.00
	Paiyah	3	1.60	1.80	0.10	22.70
	Syanboche	1	0.50	0.60	0.00	8.30
	Tenboche	3	1.60	1.30	0.20	11.30
	Tham Danda	1	0.50	0.60	0.00	8.70
	Thame	7	3.70	1.10	1.80	7.40
Thume	1	0.50	0.60	0.00	8.70	
	Total	190	100.00			

Hill	ABC	4	1.60	1.20	0.30	9.50
	Australian Camp	1	0.40	0.30	0.10	2.20
	Bamboo	4	1.60	1.10	0.30	8.30
	Birethati	6	2.50	0.80	1.10	5.40
	Chhomorong	16	6.60	3.00	2.10	18.70
	Deurali	6	2.50	0.70	1.20	5.00
	Dhikur pokhari	2	0.80	1.00	0.00	14.70
	Dovan	2	0.80	0.60	0.20	4.30
	Ghandruk	54	22.20	2.70	16.20	29.70
	Ghattekhola	6	2.50	1.00	0.90	6.30
	Ghurjung khola	3	1.20	0.40	0.60	2.50
	Himalaya	3	1.20	0.80	0.30	5.40
	Jhinu	6	2.50	0.90	1.00	6.20
	Kande	29	11.90	6.20	3.10	36.20
	Kimrong khola	6	2.50	1.70	0.50	12.20
	Kullung	1	0.40	0.50	0.00	7.90
	Landruk	19	7.80	2.40	3.60	16.20
	Lumle	17	7.00	3.30	2.10	20.90
	MBC	6	2.50	1.70	0.50	12.20
	Naudanda	23	9.50	4.00	3.30	24.40
	Nayapul	6	2.50	1.20	0.80	7.70
	Sinwa	4	1.60	1.10	0.30	8.30
	Tolka	15	6.20	3.60	1.40	23.30
Ulleri	4	1.60	1.40	0.20	11.70	
Total	243	100.00				
Tarai	Bachhyauli	32	10.30	1.60	6.90	15.00
	Bagmara	34	10.90	0.50	9.80	12.10
	Sauraha	161	51.60	13.60	22.00	80.20
	Tandi	85	27.20	12.70	7.20	64.20
Total	312	100.00				

Source: Field Survey, 2019

Table 5.16 shows that there are 28 tourism destinations in Mountain region (SNP), 24 destinations in Hill region (ACAP) and 4 destinations in Tarai region (CNP). The major tourism destinations in SNP are Namche, Lukla, Thame, Khunde/Khumjung, Fortse, Dingbouche, Gorakshhep and Lobuje. Out of 190, the respondents belong to Namche, Lukla, Khunde/Khumjung and Fortse valley are 28.4 percent with 4.6 percent SE, 23.2 percent with 4.1 percent SE, 10.5 percent with 2.1 percent SE and 5.3 percent with 2.2 percent SE respectively. That means if the project value in population, such percentage will lie between 18.6 percent to 40.8 percent, 14.7 percent to 34.5 percent, 6.3 percent to 17.0 percent and 1.9 percent to 14.0 percent respectively at 95 percent confidence interval. The major tourism destinations in ACAP are Ghandruk, Kande, Naudanda, Landruk, Lumle, Chhomorong, Tolka, ABC and MBC.

Out of 243, the respondents belong to Ghandruk, Landruk, Lumle, ABC and MBC are 22.25 with 2.7 percent SE, 7.8 percent with 2.4 percent SE, 7.0 percent with 3.3 percent SE, 1.6 percent with 1.2 percent SE and 2.5 percent with 1.7 percent SE. That means if the project value in population, such percentage will lie between 16.2 percent to 29.7 percent, 3.6 percent to 16.2 percent, 2.1 percent to 20.9 percent, 0.3 percent to 9.5 percent and 0.5 percent to 12.2 percent respectively at 95 percent confidence interval. The major tourism destinations in CNP are Sauraha, Tandi, Bagmara and Bachhyauli. Out of 312, the respondents belong to those destinations are 51.6 percent with 13.6 SE, 27.2 percent with 12.7 percent SE, 10.9 percent with 0.5 percent SE and 10.3 percent with 1.6 percent SE. That means if the project value in population, such percentage will lie between 22.0 percent to 80.2 percent, 7.2 percent to 64.2 percent, 9.8 percent to 12.1 percent and 6.9 percent to 15.0 percent respectively at 95 percent confidence interval. In the reference of creative tourism, tourism development stakeholders must recognize the creativity within their destination and provide new opportunities to meet the evolving interests of tourists and recreating the image of destinations (OECD, 2014; UNESCO, 2006).

Table 5.17: Cross Tabulation between Religion and Caste/Ethnicity

Ecology	Religion		Caste/Ethnicity				
			Brahmin/Chettri	Janjati	Dalits	Total	
Mountain	Hindu	Number (%)	3 (1.60)	8 (4.20)		11 (5.80)	
	Buddhist	Number (%)		166 (87.80)		166 (87.80)	
	Kirat	Number (%)		11 (5.80)		11 (5.80)	
	Christian	Number (%)		1 (0.50)		1 (0.50)	
	Total	Number (%)	3 (1.60)	186 (98.40)		189 (100)	
		SE	0.50	0.50		0.00	
		9 Lower	0.80	96.80		100.00	
		% Upper	3.20	99.20		100.00	
		CI					
		Hindu	Number (%)	57 (23.50)	17 (7.00)	8 (3.30)	82 (33.70)
Hill	Buddhist	Number (%)		157 (64.60)		157 (64.60)	
	Christian	Number (%)		3 (1.20)		3 (1.20)	
	Total	Number (%)	57 (23.50)	178 (73.30)	8 (3.30)	243 (100)	
		SE	6.80	7.00	0.70	0.00	
		9 Lower	10.80	53.20	2.00	100.00	
		% Upper	43.80	86.80	5.40	100.00	
		CI					
		Hindu	Number (%)	156 (50.00)	119 (38.10)	1 (0.30)	276 (88.50)
		Buddhist	Number (%)	1 (0.30)	35 (11.20)		36 (11.50)
	Tarai		SE	0.20	4.50		4.80
		9 Lower	0.10	4.00		4.00	
		% Upper	1.70	27.80		28.9	
		CI					
		Total	Number (%)	157 (50.30)	154 (49.40)	1 (0.30)	312 (100)
		SE	9.10	8.90	0.20	0.00	
		9 Lower	29.40	29.00	0.10	100.00	
		% Upper	71.10	69.90	1.70	100.00	
		CI					

Source: Field Survey, 2019

Table 5.17 shows the information about ecological wise religion and caste/ethnicity. Of the total 190 respondents in Mountain, majorities (98.4% with 0.5% SE) of them are Janjati and remainings (1.6% with 0.5% SE) are Brahmin/Chhetri (B/C) following Buddhist and Hindu religions. That means if the project value in population, percentage of Janajati and B/C will lie between 96.8 percent to 99.2 percent and 0.8 percent to 3.2 percent respectively at 95 percent confidence interval. Of the total 243 respondents in Hill, majorities (73.3% with 7.0% SE) of them are Janjati and remaining are Brahmin/Chhetri (23.5% with 6.8% SE) and Dalits (3.3% with 0.7% SE) are following Buddhist, Hindu and Christian religions. That means if the project value in population, percentage of Janajati, B/C and Dalits will lie between

53.2 percent to 86.8 percent, 10.8 percent to 43.8 percent and 2.0 percent to 5.4 percent respectively at 95 percent confidence interval. Of the total 312 respondents in Tarai, Brahmin/Chhetri (50.3% with 9.1% SE) and Janjati (49.4% with 8.9% SE) are almost equal and remaining Dalits (0.3% with 0.2% SE) are following Hindu and Buddhist religions. That means if the project value in population, percentage of B/C, Janajati and Dalits will lie between 29.4 percent to 71.1 percent, 29.0 percent to 69.9 percent and 0.1 percent to 1.7 percent respectively at 95 percent

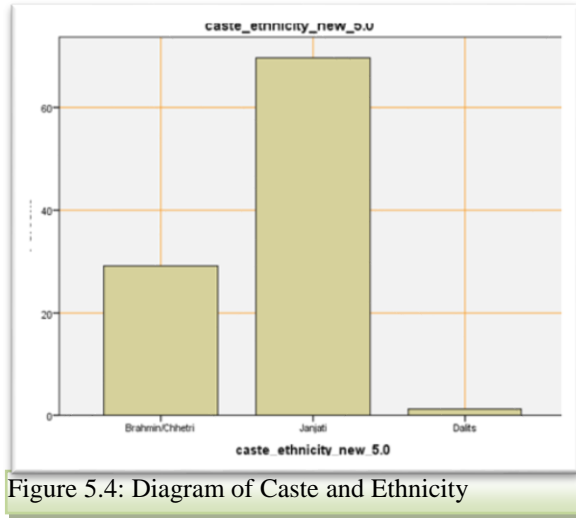


Figure 5.4: Diagram of Caste and Ethnicity

confidence interval. In the reference of theory of practice, there is a homogenous cultural context social field in Mountain region and heterogeneous cultural context social field in Hill/Tarai regions where community people are choosing tourism as appropriate strategies to improve their capital (Jenkins, 2002).

Table 5.18: Cross Tabulation between Age Groups and Sex Group

Ecology	Age Group of the Respondents		Sex Group of the Respondents		
			Female	Male	Total
Mountain	>40	N (%)	29 (15.30)	93 (48.90)	122 (64.20)
	≤40	N (%)	33 (17.40)	35 (18.40)	68 (35.80)
	Total	N (%)	62 (32.60)	128 (67.40)	190 (100.00)
		SE	2.70	2.70	
		95% CI	Lower	8.00	24.50
		Upper	13.10	51.70	59.30
Hill	>40	N (%)	25 (10.30)	90 (37.00)	115 (47.30)
	≤40	N (%)	53 (21.80)	75 (30.90)	128 (52.70)
	Total	N (%)	78 (32.10)	165 (67.90)	243 (100.0)
		SE	1.50	1.50	0.00
		95% CI	Lower	28.60	64.20
		Upper	35.80	71.40	100.00
Tarai	>40	N (%)	7 (2.20)	142 (45.50)	149 (47.80)
	≤40	N (%)	34 (10.90)	129 (41.30)	163 (52.20)
	Total	N (%)	41 (13.10)	271 (86.90)	312 (100.0)
		SE	7.10	7.10	0.00
		95% CI	Lower	3.20	59.00
		Upper	41.00	96.80	100.00

Source: Field Survey, 2019

Table 5.18 shows the information about ecological wise age and sex groups. Of the total 190 respondents in Mountain, the male (48.9%) belonging to >40 years are three

times more than female (15.3%) whereas the male (18.4%) belonging to ≤ 40 years seems slightly more than female (17.4%). The male (67.4% with 2.7% SE) belonging to both age groups seem double than female (32.6% with 0.5% SE). That means if the project value in population, percentage of male and female will lie between 24.5 percent to 51.7 percent and 8.0 percent to 13.1 percent respectively at 95 percent confidence interval. Of the total 243 respondents in Hill region, the male (37.0%) belonging to >40 years are also three times more than female (10.3%) whereas the male (30.9%) belonging to ≤ 40 years seems moderately more than female (21.8%).

The male (67.9% with 1.5% SE) that belong to both age groups seem more than double than female (32.1% with 1.5% SE). That means if the project value in population, percentage of male and female will lie between 64.2 percent to 71.4 percent and 28.6 percent to 35.8 percent respectively at 95 percent confidence interval. Of the total 312 respondents in Tarai region, the male (45.5%) that belong to >40 years 20 folds more than female (2.2%) whereas the male (41.3%) that belong to ≤ 40 years seems 4 folds more than female (21.8%). The male (86.9% with 7.1% SE) that belong to both age groups seem 6 folds more than female (13.1% with 7.1% SE). That means if the project value in population, percentage of male and female will lie between 59.0 percent to 96.8 percent and 3.2 percent to 41.0 percent respectively at 95 percent confidence interval.

Table 5.19: Entrepreneurial Related Information

Variable	Attribute	N	%	SE	95% CI	
					Lower	Upper
Tourism diversity	Yes	745	100.00	0.00	100.00	100.00
Tourism Training	Yes	422	57.40	4.50	46.20	67.90
	No	313	42.60	4.50	32.10	53.80
Tourism benefit	Direct	416	55.80	5.10	43.10	67.80
	Direct & indirect	329	44.20	5.10	32.20	56.90
Registered hotel enterprises	Yes	742	99.60	0.20	98.50	99.90
	No	3	0.40	0.20	0.10	1.50
Parents involvement in hotel enterprises	Yes	259	34.80	8.00	18.30	55.90
	No	486	65.20	8.00	44.10	81.70
Indirect benefited	Yes	329	44.20	5.10	32.20	56.90
	No	416	55.80	5.10	43.10	67.80
Indirect parents involvement	Yes	108	32.820	2.80	6.90	21.00
	No	221	67.170	2.80	67.90	97.40
	Total	745	100.00			

Source: Field Survey, 2019

Table 5.19 shows that of the total respondents, the majorities (57.4% with 4.5% SE) of them attained tourism skill development related trainings and remaining of them

(42.6% with 4.5% SE) could not get a chance to attain such trainings. That means if the project value in population, percentage of attained and not attained groups in such trainings will lie between 46.2 percent to 67.9 percent and 32.1 percent to 53.8 percent respectively at 95 percent confidence interval. The majorities (55.8% with 5.1% SE) of them are direct beneficiaries and remaining of them (44.2% with 5.1% SE) are both direct and indirect beneficiaries. That means if the project value in population, percentage of direct and direct/indirect beneficiaries will lie between 43.1 percent to 67.8 percent and 32.2 percent to 56.9 percent respectively at 95 percent confidence interval.

The majorities (99.6% with 0.2% SE) of them have registered their business and remainings of them (0.4% with 0.2% SE) have not yet registered. That means if the project value in population, percentage of registered and not registered business groups will lie between 98.5 percent to 99.9 percent and 0.1 percent to 1.5 percent respectively at 95 percent confidence interval. The majorities (65.2% with 8.0% SE) of their parents were not involved in tourism services and remainings of their parents (34.8% with 8.0% SE) were involved. That means if the project value in population, percentage of not involved and involved groups will lie between 44.1 percent to 81.7 percent and 18.3 percent to 55.9 percent respectively at 95 percent confidence interval. The majorities (67.1% with 2.8% SE) of their parents were not involved in any kind of indirect beneficiaries' services and remaining of their parents (32.8% with 2.8% SE) were involved in such services. That means if the project value in population, percentage of not involved and involved groups will lie between 67.9 percent to 97.4 percent and 6.9 percent to 21.0 percent respectively at 95 percent confidence interval.

Table 5.20: Types of Tourism Beneficiaries

Ecology	Types of Tourism Beneficiaries	N	%	SE	95% Confidence Interval	
					Lower	Upper
Mountain	Direct	36	18.90	3.80	11.30	30.10
	Direct and indirect	154	81.10	3.80	69.90	88.70
	Total	190	100.00			
Hill	Direct	104	42.80	6.40	28.30	58.60
	Direct and indirect	139	57.20	6.40	41.40	71.70
	Total	243	100.00	0		
Tarai	Direct	276	88.50	2.80	79.70	93.70
	Direct and indirect	36	11.50	2.80	6.30	20.30
	Total	312	100.00			

Source: Field Survey, 2019

Table 5.20 shows the information about ecological wise types of beneficiaries. Of the total 190 respondents in Mountain, numbers of direct and indirect beneficiaries (81.1% with 3.8% SE) are 4 folds more than those of direct beneficiaries (18.9% with 3.8% SE). That means if the project value in population, percentage of direct/indirect and direct beneficiaries will lie between 69.9 percent to 88.7 percent and 11.3 percent to 30.1 percent respectively at 95 percent confidence interval. Of the total 243 respondents in Hill region, numbers of direct and indirect beneficiaries (57.2% with 6.4% SE) are moderately more than those of direct beneficiaries (42.8% with 6.4% SE). That means if the project value in population, percentage of direct/indirect and direct beneficiaries will lie between 41.4 percent to 71.7 percent and 28.3 percent to 58.6 percent respectively at 95 percent confidence interval.

Of the total 312 respondents in Tarai region, numbers of direct beneficiaries (88.5% with 2.8% SE) are 8 folds more than those of direct/indirect beneficiaries (11.5% with 2.8% SE). That means if the project value in population, percentage of direct and direct/indirect beneficiaries groups will lie between 79.7 percent to 93.7 percent and 6.3 percent to 20.3 percent respectively at 95 percent confidence interval. In the reference of creative tourism, the entrepreneurs benefitted directly and indirectly are extending their economic capital by developing new skills in cross sectoral operation and applying their creative capital to new ventures (Richards, 2012 as cited in Triarchi & Karamanis, 2017).

Table 5.21: Cross Tabulation between Direct Tourism Beneficiaries and Education

Direct Beneficiaries	Qualification	N	%	SE %	95% CI	
					L	U
Cluster A	Masters or above	2	1.10	0.90	0.10	7.60
	Bachelor	24	12.60	2.00	8.40	18.50
	Secondary or Intermediate	43	22.60	1.80	18.60	27.30
	Lower secondary	35	18.40	1.80	14.50	23.20
	Primary	86	45.30	3.50	37.00	53.80
	Total	190	100.00			
Cluster B	Masters or above	8	2.70	0.70	1.40	5.10
	Bachelor	36	12.20	1.10	9.70	15.30
	Secondary or Intermediate	74	25.10	0.50	24.00	26.20
	Lower secondary	53	18.00	3.30	11.20	27.50
	Primary	124	42.00	3.30	34.30	50.20
	Total	295	100.00			
Cluster C	Masters or above	8	3.10	1.10	1.30	7.10
	Bachelor	25	9.60	1.80	6.00	15.10
	Secondary or Intermediate	64	24.60	0.90	22.40	27.00
	Lower secondary	46	17.70	2.50	12.40	24.60
	Primary	117	45.00	1.40	41.50	48.50
	Total	260	100.00			

Source: Field Survey, 2019

Table 5.21 shows the information about educational status of the direct tourism beneficiaries. Of the total 190 1st cluster's respondents, most (45.3% with 3.5% SE) of them have passed primary level that is followed by secondary/intermediate (22.6% with 1.8% SE) and lower secondary levels (18.4% with 1.8% SE). That means if the project value in population, the percentage of such groups will lie between 37.0 percent to 53.8 percent, 18.6 percent to 27.3 percent and 14.5 percent to 23.2 percent respectively at 95 percent confidence interval. The lowest (1.1% with 0.9% SE) completed master degree or above that is followed by bachelor level (12.6% with 2.0% SE). That means if the project value in population, the percentage of such groups will lie between 0.1 percent to 7.6 percent and 8.4 percent to 18.5 percent respectively at 95 percent confidence interval.

Of the total 295 2nd cluster's respondents, most (42.0% with 3.3% SE) of them have passed primary level that is followed by secondary/intermediate (25.1% with 0.5% SE) and lower secondary levels (18.0% with 3.3% SE). That means if the project value in population, the percentage of such groups will lie between 34.3 percent to 50.2 percent, 24.0 percent to 26.2 percent and 11.2 percent to 27.5 percent respectively at 95 percent confidence interval. The lowest (2.7% with 0.7% SE) completed master degree or above that is followed by bachelor level (12.2% with 1.1% SE). That means if the project value in population, the percentage of such groups will lie between 1.4 percent to 5.1 percent and 9.7 percent to 15.3 percent respectively at 95 percent confidence interval.

Of the total 260 3rd cluster's respondents, most (45.0% with 1.4% SE) of them have passed primary level that is followed by secondary/intermediate (24.6% with 0.9% SE) and lower secondary levels (17.7% with 2.5% SE). That means if the project value in population, the percentage of such groups will lie between 41.5 percent to 48.5 percent, 22.4 percent to 27.0 percent and 12.4 percent to 24.6 percent respectively at 95 percent confidence interval. The lowest (3.1% with 1.1% SE) completed master degree or above that is followed by bachelor level (9.6% with 1.8% SE). That means if the project value in population, the percentage of such groups will lie between 1.3 percent to 7.1 percent and 6.0 percent to 15.1 percent respectively at 95 percent confidence interval.

Table 5.22: Types of Indirect Tourism Beneficiaries

Attributes	Mountain		Hill		Tarai	
	N	%	N	%	N	%
Agriculture	21	6.40	135	41.00	36	11.00
Animal transportation	91	27.70	27	8.20	0	0.00
Tour guide and trekking	83	25.30	10	3.00	0	0.00
Mountain and peak climbing	28	8.50	0	0.00	0	0.00
General shop	21	6.40	6	1.90	0	0.00
Porter	21	6.40	13	4.00	0	0.00
Tour and travel	16	4.90	4	1.3	0	0.00
Parlor, handi craft, map hosue	3	0.90	0	0.00	0	0.00
Hotel staff	2	0.60	1	0.30	0	0.00
Total = 329 (154+139+36)	154	46.80	139	42.20	36	11

Source: Field Survey, 2019

Table 5.22 shows the information about numbers of different types of indirect tourism beneficiaries. Of the total 329 respondents benefited from different types of indirect tourism services, Mountain (46.8%) consists slightly more than Hill (42.2%) whereas Tarai consists only 11 percent who are benefited from agriculture. In Mountain region, most of them are benefited from animal transportation (27.7%), tour guide/trekking (25.3%) and mountain/peak climbing (8.5%). In Hill region, most of them are benefitted from agriculture (41%), animal transportation (8.2%) and tour guide/trekking (3%) as well.

Table 5.23: Types of Training Attained by Direct and Direct/Indirect Tourism Beneficiaries

Types of Training	Direct Beneficiaries (416)				Direct/Indirect Beneficiaries (329)				
	N	SE	95% CI		N	SE	95% CI		
	%		Lower	Upper	%		Lower	Upper	
Hospitality	95	9.70	7.10	53.30	91	3.60	19.70	37.30	
	22.80				27.70				
Culinary	139	7.00	18.90	51.90	112	1.90	29.50	38.90	
	33.40				34.00				
Mountaineering	4	0.50	0.20	3.80	57	7.00	6.00	41.00	
	1.00				17.30				
Trekking	10	1.30	0.60	8.90	117	9.50	16.70	60.30	
	2.40				35.60				
Nature guide	26	3.40	1.60	21.60	11	1.30	1.20	8.70	
	6.20				3.30				
Agriculture	14	2.90	0.40	23.40	167	8.00	32.00	69.4	
	3.40				50.80			0	
Handicraft	1	0.30	0.00	3.70	1	0.30	0.00	4.00	
	0.20				0.20				
Tour operator	-	-	-	-	10	3.00	0.60	1.80	5.00

Source: Field Survey, 2019

Table 5.23 shows the information about tourism skill development trainings attained by direct and direct/indirect beneficiaries. Of the total 416 direct beneficiaries, most of them attained culinary art (33.4% with 7.0% SE) training that is followed by hospitality (22.8% with 9.7% SE) and tour guide (6.2% with 3.4% SE). That means if the project value in population, percentage of those groups will lie between 18.9 percent to 51.9 percent, 7.1 percent to 53.3 percent and 1.6 percent to 21.6 percent respectively at 95 percent confidence interval. Of the total 329 direct/indirect tourism beneficiaries, majorities of them attained agriculture related trainings (50.8% with 8.0% SE) that is followed by trekking (35.6% with 95.8% SE) and culinary art trainings (34.0% with 1.9% SE). That means if the project value in population, percentage of those groups attained in such trainings will lie between 32.0 percent to 69.4 percent, 16.7 percent to 60.3 percent and 29.5 percent to 38.9 percent respectively at 95 percent confidence interval.

5.2.2 Composite Index II

This section presents ecotourism index that is calculated by indexing multiple variables. The 7 nominal variables* are recoded into binary variables first then single factor method was applied for generating the index (see Appendix O, Table 21). *Tourism training (Yes attained= 1 & Not attained= 0) + tourism benefit (direct and indirect= 1 & direct only= 0) + reasons for registering tourism enterprise (choosing one from receiving technical support, financial supports and business ethics= 0 & choosing both of that= 1) + parents involvement in direct tourism business (Yes= 1 & No= 0) + reasons for involvement in direct tourism business (choosing one from popular tourism destination, peak seasonal business and priority sector of government= 0 & choosing both = 1) + Parents involvement in indirect tourism services (Yes= 1 & No= 0) + reasons for involving in indirect tourism services (choosing one from following family occupation, diversified livelihood options and mobilize own resources= 0 & choosing both= 1).

The ecotourism index is calculated by compositing 7 binary variables. After then the index value is calculated with Min 0.00 and Max 3.31, \bar{x} 1.11 and 0.12 SE (see Appendix O, Table 22). That means if the project value in population, the mean value lies between 0.81 and 1.40 at 95 percent confidence interval. For the further analysis the same index value is used.

5.2.3 Relationship: Social Demographic Index and Ecotourism Index

Table 5.24: Correlation between Indexes I

Statistics	Pearson Correlation	Ecotourism Index
Socio Demographic Index	R	-.49**
	Sig.	0.00
	N	734

**Correlation is significant at the 0.01 level (2-tailed)

Source: Field Survey, 2019

Table 5.24 illustrates that Pearson correlation coefficient between socio demographic index and ecotourism index, $r=-0.49$, level of significance, $p=0.000$ (Probability of happening of null hypothesis), and population, $N=734$. While testing at the 0.01 significance level, it was found that $r=-0.49 < r^2=0.24$ and $p=0.00$. This implies that the null hypothesis is accepted and the relationship between indexes is significant (negative correlation).

5.2.4 Comparison of Mean based on Ecotourism Index

This section presented 4 hypotheses (hypothesis 2.1 to 2.2 for independent T-Tests and hypotheses 2.3 to 2.4 for one way ANOVAs) tests for the attributes based on ecotourism index (EI).

Null hypothesis 2.1, H_0 : EI is not significant between skilled and non-skilled groups.
Alternative Hypothesis 2.1, H_A : EI is a significant between such groups.

Table 5.25: Mean Difference between Tourism Service Training

Tourism Service Training	N	\bar{x}	σ'	SE	95% CI		Effect Size
					Lower	Upper	
TI_yes group	422	1.33	2.05	0.10	1.08	1.60	0.24
TI_no group	313	0.80	2.47	0.14	0.44	1.06	

Source: Field Survey, 2019

Table 5.25 shows that lower range and upper range of the attributes (EI based on attaining and not attaining skill development trainings related to tourism development groups) are not overlapping with each other. This implies that the null hypothesis is rejected at the 0.05 significance level. Thus, there is a significant relationship between EI of the people attaining and not attaining such trainings. The data shows that the EI of trained and skilled people is significantly better than those of untrained and unskilled. The effect size 0.24 shows that the difference between groups is moderately effective.

Null hypothesis 2.2, H₀: EI is not significantly difference between direct and direct/indirect beneficiaries.

Alternative Hypothesis 2.2, H_A: EI is a significantly difference between groups.

Table 5.26: Mean Difference between Beneficiaries Groups

Beneficiaries Groups	N	\bar{x}	σ'	SE	95% CI		Effect Size
					Lower	Upper	
TI_direct beneficiaries	416	0.28	0.81	0.04	0.16	0.40	2.00
TI_direct/indirect beneficiaries	329	2.16	1.08	0.06	2.00	2.31	

Source: Field Survey, 2019

Table 5.26 shows that lower range and upper range of the attributes (EI based on direct beneficiaries and direct/indirect beneficiaries groups) are not overlapping with each other. This implies that the null hypothesis is rejected at the 0.05 significance level. Thus, there is a significant relationship between EI of the people benefitted from tourism business directly and directly/indirectly. The data shows that the EI of direct/indirect beneficiaries groups are significantly better than those of direct beneficiaries groups. The effect size 2.00 shows that the difference between groups is very strongly effective.

Null hypothesis 2.3, H₀: EI is not significantly difference among ecology.

Alternative Hypothesis 2.3, H_A: EI is a significantly difference among groups.

Table 5.27: Mean Difference among/between Ecology

Ecology	N	\bar{x}	σ'	SE	95% CI		Effect Size		
					L	U	M and Hill	M and Tarai	H & Tarai
TI_Mountain	190	1.81	1.24	0.09	1.57	2.05			
TI_Hill	243	1.47	0.46	0.03	1.39	1.54	0.38	1.03	0.95
TI_Tarai	312	0.42	1.41	0.08	0.20	0.63			

Source: Field Survey, 2019

Table 5.27 shows that lower range and upper range of the attributes (EI based on ecological groups) are not overlapping with each other. This implies that the null hypothesis is rejected at the 0.05 significance level. Thus, there is a significant relationship between EI of people living different ecological regions. The data shows that the EI of Tarai region is significantly lower than that of Hill and Mountain. Again the EI of Mountain people are significantly better than that of Hill and Tarai. The effect size 0.38 shows that the difference between Mountain and Hill is moderately effective. The effect size 1.03 shows that the difference between Mountain and Tarai is strongly effective. The effect size 0.95 shows that the difference between Hill and Tarai is strongly effective.

Null hypothesis 2.4, H₀: EI is not significantly difference among types of tourism business groups.

Alternative Hypothesis 2.4, H_A: EI is a significantly difference among groups.

Table 5.28: Mean Differences between Tourism Entrepreneurships

Type of Tourism Entrepreneurships	N	\bar{x}	σ'	SE	95% Confidence	
					Lower	Upper
TI_hotel/resort	190	1.13	3.44	0.25	0.52	1.75
TI_lodge/guest house/homestay/Bhatti	295	1.30	4.98	0.29	0.58	2.03
TI_restaurant/bakery/coffee/tea stall	260	0.86	6.12	0.38	0.07	1.79

Source: Field Survey, 2019

Table 5.28 shows that lower range and upper range of the attributes (EI based on different types of tourism business) are overlapping with each other. This implies that the null hypothesis is accepted at the 0.05 significance level. Thus, there is not significant relationship between EI people involving in different types of tourism business. Most of the Bhatti are operating in Everest region:

In Namche, around 150 Bhattis are offering fooding and accommodation facilities to the 3500 porters. Each Bhatti has dormitory to accommodate 48 to 100 porters (Z. B Baniya, October 29th, 2019 [INT/M]).

5.2.5 Logistic Regression Model II

This section presents logistic regressions model (LRM) developed based on tourism related binary (nominal or dichotomous) variables. The multiple logistic regressions for the dependent variable types of entrepreneurs (lodging and fooding or fooding only) with respect to independent variables entrepreneurial characteristics (attained tourism related trainings, types of beneficiaries groups, parents' involvement in direct tourism services, parents' involvement in indirect tourism services, registration of enterprises and reasons for registrations) is given below. For each of the variables, two codes 0 (means non-existence) and 1 (means existence) are used.

$$y = e^{\beta_0 + \beta_1 x_1 + \dots + \beta_{19} x_{19} + \varepsilon}$$

where y is dependent variable

β s are regression coefficients

xs are independent variables

ε = error terms

Table 5.29: Logistic Regression Model Summary for Ecotourism

Omnibus Tests of Model Coefficients		Chi-square	df	Sig.	-2 Log likelihood=316.50 ^a Cox & Snell R Square=0.16 Nagelkerke R Square=0.22
Step	Step	49.61	6	0.00	
1	Block	49.61	6	0.00	
	Model	49.61	6	0.00	

Source: Field Survey, 2019

From the Table 5.29 the chi square value (63.90 with 4 degree of freedom) is found significant. So this study claims that the significant logistic model for types of entrepreneurs (lodging and fooding or fooding only) with respect to attained tourism related trainings (received or not), types of beneficiaries groups (direct and indirect or direct only), parents' involvement in direct tourism services (yes or not), parents' involvement in indirect tourism services (yes or not), registration of enterprises (yes or not) and reasons for registrations (choosing one or two from the options; receiving technical support, for receiving financial supports and business ethics or both) exist.

Accordingly, the Nagelkerrke r square value found significant $0.22 > 0.08$. This implies that types of entrepreneurs (providing lodging and fooding services or fooding only) is moderately described (22%) largely by tourism beneficiary groups, reason for registration tourism business and attaining tourism related capacity and skill development training as indicated in Table 5.29.1.

Table 5.29.1: Variables in the Equation

Variables in the Equation	B	SE	Wald	df	Sig.	Exp (B)
Received tourism related capacity/skill devt. training	0.00	0.29	0.00	1	0.98	1.00
Types of tourism beneficiaries	3.03**	0.78	14.90	1	0.00	20.79
Parents' involvement in direct tourism services	-0.38**	0.27	1.87	1	0.17	0.68
Parents' involvement in indirect tourism services	-1.81**	0.86	4.44	1	0.03	0.16
Registering own enterprise	-20.80	40,193.04	0.00	1	1.00	0.00
Reasons for registering own enterprise	1.40**	0.43	10.60	1	0.00	4.06
Constant	19.98	40,193.04	0.00	1	1.00	475,988,616.34

** $p < .01$

Source: Field Survey, 2019

From the coefficient Table 5.29.1, it is found that all the predictor variables were not found significant. Among them tourism beneficiaries ($t=14.90$ $p<0.01$), parent's involvement in direct tourism services ($t=1.87$ $p<0.01$), parent's involvement in indirect

tourism services ($t=4.44$ $p<0.01$) and reason for registering own enterprises ($t=10.60$ $p<0.01$) were significant predictors in the model. The types of tourism entrepreneurs are largely defined by the variable types of tourism beneficiaries. However, it was surprising to see that the variable tourism related capacity and skill development training has negatively contributed to the types of tourism entrepreneurs.

5.3.1 KAP on Tourism

The descriptive data regarding KAP on tourism are presented in Tables 5.30-5.32. More specifically, by applying computing method for likert scale variable (Chakrabarty, 2014), information about knowledge and attitude are presented in Tables 5.30, 5.31 and 5.32 by applying indexing method for binary variables (Sava, 2016).

5.3.1.1 Descriptive: Knowledge

Table 5.30: Knowledge Related Variables

Univariate Statistics	N	\bar{x}	Min	Max	SE	95% Confidence	
						Lower	Upper
Marketing role of government_48	745	4.77	1	5	0.03	4.69	4.85
Marketing role of private sector_49	745	4.72	1	5	0.04	4.61	4.82
Local government plan_50	745	4.59	1	5	0.08	4.39	4.79
Tourism strategy 2016 to 2025_51	745	3.79	1	5	0.11	3.51	4.08
Tourism year 2020_52	745	4.73	1	5	0.04	4.62	4.83
Tourism attractions_53	745	2.03	1	5	0.25	1.41	2.64
Environment funds_56	745	4.89	1	5	0.01	4.85	4.94

Source: Field Survey, 2019

Table 5.30 illustrates 5 points likert index data related to 7 knowledge related variables (marketing role of government agencies_48, marketing role of private sectors_49, tourism development programs of local government_50, national tourism strategy 2016-25_51, visit Nepal year 2020_52, environmental, cultural and religious attractions for tourism development_53 and conservation funds for bufferzone area development project_56). Of the total 7 variables (1 to 5 Min Max with 2.03 to 4.89 \bar{x}), the statement related to variable_56 has highest \bar{x} 4.89 with 0.01 SE. That means if the project value in population, the mean will lie between 4.85 to 4.94 at 95 percent confidence interval. The statement related to variable_53 has lowest \bar{x} 2.03 with 0.25 SE. However, other variables except 53 and 51 got >4 mean which proves that most of the denser views are the consistently with closer to I know and I know very well points. This is also supported by skewness value 0.01 to 0.08 (normality of data). This means majority of the respondents have good knowledge on tourism development related information.

5.3.1.2 Attitude

Table 5.31: Attitude Related Variables

Univariate Statistics	N	\bar{x}	Min	Max	SE	95% CI	
						Lower	Upper
Good hospitality_52	745	4.35	1	5	0.10	4.08	4.61
Major attractions of tourism_53	745	2.03	1	5	0.25	1.41	2.64
Govt. and non-govt. role_55	740	4.25	1	5	0.05	4.11	4.39
Domestic tourists' behaviour_57	745	4.12	1	5	0.06	3.95	4.29
Foreign tourists' behaviour_58	745	4.20	1	5	0.05	4.05	4.34
Local road network_59	745	3.11	1	5	0.28	2.42	3.81
Locally available accommodation_60	740	4.60	1	5	0.10	4.34	4.87
Marketing role of NTB_61	745	4.75	1	5	0.08	4.54	4.96
Marketing role or private sector_62	745	4.67	1	5	0.07	4.49	4.86
Training provided to local people_63	745	4.67	1	5	0.09	4.44	4.90
Community development practices_64	745	4.40	1	5	0.11	4.12	4.68
Tourism development practices_65	745	4.75	1	5	0.05	4.63	4.88

Source: Field Survey, 2019

Table 5.31 illustrates 5 points likert index data related to 12 attitude related variables (good hospitality_52, major attractions of tourism_53, govt. and non-govt. role_55, domestic tourists' behaviour_57, foreign tourists' behaviour_58, local road network_59, locally available accommodation facilities_60, marketing role of NTB_61, marketing role or private sector_62, training provided to local people_63 community development practices_64 and tourism development practices_65).

Of the total 12 variables (1 to 5 Min Max with 2.03 to 4.75 \bar{x}), the statement related to variable_61 and 65 have highest \bar{x} 4.75 with 0.08 SE and \bar{x} 4.75 with 0.05 SE. That means if the project value in population, the mean will lie between 4.54 and 4.96 as well as 4.63 to 4.88 at 95 percent confidence interval. The statement related to variable_53 has lowest \bar{x} 2.03 with 0.25 SE. However, other variables except 53 and 59 got $>4 \bar{x}$. Other variables except 53 and 51 got $>4 \bar{x}$ which proves that most of the denser views are the consistently with closer to positive and highly positive points. This is also supported by skewness value 0.05 to 0.11 (normality of data). This means majority of the respondents have positive attitude on tourism development related information.

5.3.1.3 Practice

Table 5.32: Practice Related Attributes

Variable	Attribute	N	%	SE%	95% CI	
					Lower	Upper
Business opening year	Before 2011	261	35.00	5.20	23.60	48.50
	After 2011	484	65.00	5.20	51.50	76.40
Serving organic foods	Yes	745	100.00	0.00	100.00	100.00
	Total	745	100.00			
Planning to change business?	No	745	100.00	0.00	100.00	100.00
Reasons for not changing	Primary source of earning	487	65.40	4.80	52.90	76.00
	High investment + recently involved +self-employment	258	34.60	4.80	24.00	47.10
Encouraging children to continue business	Yes	711	95.40	2.10	86.70	98.50
	No	34	4.60	2.10	1.50	13.30
Reasons for encouraging	Total	745	100.00	0.00		
	Self interested	34	4.60	2.10	1.50	13.30
Local government supports	Having business skills + hand over business	711	95.40	2.10	86.70	98.50
	Either financial or technical	455	61.10	4.20	50.60	70.60
	Financial + technical	290	38.90	4.20	29.40	49.40
	Total	745	100.00			

Source: Field Survey, 2019

Table 5.32 shows that of the total respondents, the majorities (65.0% with 5.2% SE) of them have started tourism business after 2011(2012-2019) and remaining have started before 2011 (35.0% with 5.2% SE). That means if the project value in population, percentage of such groups will lie between 51.5 percent to 76.4 percent and 23.6 percent to 48.5 percent respectively at 95 percent confidence interval. 100 percent respondents are serving local organic crop and vegetables to the guests. Again 100 percent respondents are not yet planning to change their tourism business as it is primary source of earning said by majorities (65.4% with 4.8% SE) and recently started business creating self employment opportunities by lowest (36.4% with 4.8% SE). That means if the project value in population, the percentages will lie between 52.9 percent to 76.0 percent and 24.0 percent to 47.1 percent respectively at 95 percent confidence interval.

Of the total respondents, majorities (95.4% with 2.1% SE) of them are encouraging their children to continue their tourism business as their children have business skills and they also want to hand over business and remaining are not encouraging (4.6% with 2.1% SE) as their children are self motivated and interested in tourism business. That means if

the project value in population, percentage of such groups will lie between 86.7 percent to 98.5 percent and 1.5 percent to 13.3 percent respectively at 95 percent confidence interval. Of the total respondents, majorities (61.1% with 4.2% SE) of them have received either financial or technical supports from local government and remainings have received both technical and financial supports (38.9% with 4.2% SE). That means if the project value in population, percentage of such groups will lie between 50.6 percent to 70.6 percent and 29.4 percent to 49.43 percent respectively at 95 percent confidence interval.

5.3.2.1 Composite Index III: Knowledge

This sub-section deals on knowledge index that is calculated by computing 7 likert index variables (marketing role of government agencies, marketing role of private sectors, tourism development programs of local government, national tourism strategy 2016-25, visit Nepal year 2020, environmental, cultural and religious attractions for tourism development and conservation funds for bufferzone area development project) through compute/addition method (see Table 5.35). The knowledge index is calculated by computing 7 likert scaled variables. After that the index value is calculated with Min 7 and Max 35, \bar{x} 4.22 and 0.39 SE (see Appendix O, Table 23). That means if the project value in population, the mean value lies between 28.56 and 30.52 at 95 percent confidence interval. For the further analysis the same index value is used.

5.3.2.2 Attitude

This sub-section deals on knowledge index that is calculated by computing 12 likert index variables (good hospitality, major attractions of tourism, govt. and non-govt. role, domestic tourists' behavior, foreign tourists' behavior, local road network, locally available accommodation facilities, marketing role of NTB, marketing role or private sector, training provided to local people, community development practices and tourism development practices) through compute/addition method. The attitude index is calculated by computing 12 likert scaled variables. After that the index value is obtained with Min 12 and Max 60, \bar{x} 3.99 and 0.39 SE (see Appendix O, Table 24). That means if the project value in population, the mean value lies between 46.78 and 49.06 at 95 percent confidence interval. For the further analysis the same index value is used.

5.3.2.3 Practice

This section presents practice index that is calculated by 5 nominal variables*. The variables are recoded into binary variables first then single factor method was applied for generating index (see Appendix O, Table 25).* Business duration (1970 – 2011= 1 & 2012 – 2019= 0) + planning to change tourism business (yes =0 & no= 1) + encouraging children to continue own tourism business (yes= 1 & no= 0) + reasons for encouraging children (they are self interested= 1 & they have business skills + for hand over own business= 0) + local government support (received either financial or technical supports = 0 & received both technical and financial supports = 1).

The practice index is obtained by compositing 5 binary variables. After that the index value is calculated with Min 0.00 and Max 5.21, \bar{x} 0.66 and 0.09 SE (see Appendix O, Table 26). That means if the project value in population, the mean value lies between 0.43 and 0.90 at 95 percent confidence interval. For the further analysis the same index value is used.

5.3.2.4 KAP

This sub-section presents KAP index (KAPI) that is computing through single factor method. The KAP index is calculated by indexing 3 scales (knowledge index + attitude index +practice index). After that the index value is obtained with Min 0.00 and Max 6.67, \bar{x} 5.13 and 0.10 SE (see Appendix O, Tables 27, 28). That means if the project value in population, the mean value lies between 4.88 and 5.39 at 95 percent confidence interval. For the further analysis the same index value is used.

5.3.2.5 Relationship: Socio Demographic Index, Tourism Index and KAP Index

Table 5.33: Correlation between the Indexes II

Statistics	Pearson Correlation	Attitude index	Practice index
Knowledge index	r	0.23**	-0.12**
	Sig.	0.00	0.00
	N	735	745

**Correlation is significant at the 0.01 level (2-tailed)

Source: Field Survey, 2019

Table 5.33 illustrates that Pearson correlation coefficient between knowledge index and attitude index, $r = 0.23$, level of significance, $p=0.000$ (Probability of happening of null hypothesis), and population, $N= 735$. While testing at the 0.01 significance level, it was found that $r =0.23 > r^2 = 0.05$ and $p=0.00$. This implies that the null hypothesis is rejected

and the relationship between indexes is significant (weak positive correlation). The correlation coefficient between knowledge index and practice index, $r = -.12$, level of significance, $p=0.000$ (Probability of happening of null hypothesis), and population, $N=745$. While testing at the 0.01 significance level, it was found that $r = -.12 < r^2 = 0.01$ and $p=0.00$. This implies that the null hypothesis is accepted and the relationship between indexes is significant (negative correlation).

Table 5.34: Correlation between the Indexes III

Statistics	Pearson Correlation	Tourism index	KAP index
Socio Demographic Index	r	-0.49**	0.40**
	Sig.	0.00	0.00
	N	734	734

**Correlation is significant at the 0.01 level (2-tailed)

Source: Field Survey, 2019

Table 5.34 illustrates that Pearson correlation coefficient between socio demographic index and tourism index, $r = -.49$, level of significance, $p=0.00$ (Probability of happening of null hypothesis), and population, $N=734$. While testing at the 0.01 significance level, it was found that $r = -.49 < r^2 = 0.24$ and $p=0.00$. This implies that the null hypothesis is accepted and the indexes are negatively correlated. The correlation coefficient between socio demographic index and KAP index, $r=0.40$, level of significance, $p=0.00$ (Probability of happening of null hypothesis), and population, $N=275$. While testing at the 0.01 significance level, it was found that $r = 0.40 > r^2 = 0.16$ and $p=0.00$. This implies that the null hypothesis is accepted and the indexes are positively correlated but moderately.

5.3.3 Comparison of Mean based on KAP Index

This section presented 4 hypotheses tests (hypothesis 3.1-3.2 for independent T-Tests and hypothesis 3.3-3.4 for one way ANOVAs) for the attributes based on KAPI.

Null hypothesis 3.1, H_0 : KAPI is not significant between sex groups.

Alternative Hypothesis 3.1, H_A : KAPI is significantly different between groups.

Table 5.35: Mean Differences between Sex Groups

Sex group	N	\bar{x}	σ'	SE	95% Confidence Interval	
					Lower	Upper
KAPI_female	180	4.85	2.95	0.22	4.30	5.40
KAPI_male group	565	5.22	3.32	0.14	5.02	5.43

Source: Field Survey, 2019

Table 5.35 shows that lower range and upper range of the attributes (KAPI based on female and male groups) are overlapping with each other. This implies that the null hypothesis is accepted at the 0.05 significance level. Thus, there is not significant relationship between KAPI of female and male groups.

Null hypothesis 3.2, H_0 : KAPI is not significant between such groups.

Alternative Hypothesis 3.2, H_A : KAPI is significantly different between groups.

Table 5.36: Mean Differences between Business Establishment Year

Business Establish year	N	\bar{x}	σ'	SE	95% Confidence Interval	
					Lower	Upper
KAPI_before 2011	475	5.07	2.39	0.11	4.80	5.35
KAPI_after 2011	270	5.25	2.30	0.14	4.88	5.61

Source: Field Survey, 2019

Table 5.36 shows that lower range and upper range of the attributes (KAPI based on tourism business opening year's groups) are overlapping with each other. This implies that the null hypothesis is accepted at the 0.05 significance level. Thus, there is not significant relationship between KAPI of business opening year's groups.

Null hypothesis 3.13, H_0 : KAPI is not significant among ecological groups.

Alternative Hypothesis 3.3, H_A : KAPI is significantly difference among groups.

Table 5.37: Mean Differences among Ecology

Ecology	N	\bar{x}	σ'	SE	95% Confidence Interval	
					Lower	Upper
KAPI_Mountain	190	4.55	1.10	0.08	4.35	4.75
KAPI_Hill	243	4.98	3.42	0.22	4.43	5.53
KAPI_Tarai	312	5.59	0.52	0.03	5.50	5.69

Source: Field Survey, 2019

Table 5.37 shows that lower range and upper range of the attributes (KAPI based on ecological regions) are overlapping with each other. This implies that the null hypothesis is accepted at the 0.05 significance level. Thus, there is not significant relationship between KAPI of people living in different ecological regions.

Null hypothesis 3.4, H_0 : KAPI is not significant among caste/ethnicity groups.

Alternative Hypothesis 3.4, H_A : KAPI is significantly difference among groups.

Table 5.38: Mean Differences among Caste/Ethnicity

Caste/Ethnicity	N	\bar{x}	σ'	SE	95% Confidence Interval	
					Lower	Upper
KAPI_Brahmin/Chhetri	217	5.48	0.88	0.06	5.32	5.63
KAPI_Janajati	508	5.01	2.93	0.13	4.68	5.34
KAPI_Dalits	9	3.91	0.84	0.28	3.22	4.60

Source: Field Survey, 2019

Table 5.38 shows that lower range and upper range of the attributes (KAPI based on caste/ethnicity groups) are overlapping with each other. This implies that the null hypothesis is accepted at the 0.05 significance level. Thus, there is not significant relationship between KAPI of people belong to different caste/ethnicity groups.

5.3.4 Logistic Regressions Model III

This section presents logistic regressions model (LRM) developed based on practice related binary (nominal or dichotomous) variables. The multiple logistic regressions for the dependent variable types of entrepreneurs (lodging and fooding or fooding only) with respect to independent variables tourism KAP (business duration, planning to change own business or not and encouraging own children to continue tourism entrepreneurship) is given below. For each of the variables, two codes 0 (means non-existence) and 1 (means existence) are used.

$$y = e^{\beta_0 + \beta_1 x_1 + \dots + \beta_{19} x_{19} + \varepsilon}$$

where y is dependent variable

β s are regression coefficients

xs are independent variables

ε = error terms

Table 5.39: Logistic Regressions Model Sumamry for Practice

Omnibus Tests of Model Coefficients		Chi-square	df	Sig.	-2 Log likelihood=936.75 ^a Cox & Snell R Square=0.08 Nagelkerke R Square=0.11
Step 1	Step Block Model	63.90	4	0.00	

Source: Field Survey, 2019

From the Table 5.39 the chi square value (63.90 with 4 degree of freedom) is found significant. So this study claims that the significant logistic model for types of entrepreneurship (lodging and fooding services or fooding only) with respect to business duration (1970 to 2011/2012 to 2019), plan to change business (No/Yes), encouraging children to continue own business (yes and no) and receiving any support from local government (both technical and financial supports and either technical or financial support) exist. The Nagelkerrke r square value found significant 0.111>0.08. This implies that types of entrepreneurs (providing lodging and fooding services or fooding only) is moderately described (11%) largely by business duration, planning to change own tourism business, encouraging own children to continue tourism business as indicated in Table 5.39.1.

Table 5.39.1: Variables in the Equation

Variables in the Equation		B	SE	Wald	df	Sig.	Exp (B)
Step	Business duration	-1.09**	0.22	22.83	1	0.00	0.33
1 ^a	Changing business	1.53**	0.22	46.00	1	0.00	4.62
	Encouraging children to continue business	-1.316**	0.38	11.91	1	0.00	0.26
	Any support received from local government	-0.09	0.16	0.35	1	0.55	0.90
	Constant	0.27**	0.17	2.61	1	0.10	1.32

** $p < .01$

Source: Field Survey, 2019

From the coefficient Table 5.39.1, it is found that all the predictor variables were not found significant. Among them business duration ($t=22.83$ $p<0.01$), planning to change tourism business ($t=46.00$ $p<0.01$) and encouraging own children to continue tourism business ($t=11.91$ $p<0.01$) were significant predictors in the model. The types of tourism entrepreneurs are largely defined by the variable planning to change tourism business. However, it was surprising to see that the variable any support received from local government has negatively contributed to the types of tourism entrepreneurs. More so, if the duration of business is 10 years or more it is less likely that people will have their business of lodging and fooding both. If the people have no intension of changing business it is more likely that they have both lodging and fooding business in comparison to only lodging business.

5.3.5 Factor Analysis Model I

This section presents factor analysis model (FAM) for knowledge, attitude and practices on tourism. The FAM simply develops few constructs or variables from the multiple constructs so that such construct can become new constructs or variables according to research issues and contexts (Field, 2009). Thereby, by applying principle component analysis, factor loading and hit and trial methods, total 15 likert scaled variables belonging to knowledge and attitude are developed into two different variables (government support marketing and plan as well as community, culture and hospitality) as well. KMO measure a sample adequacy 0.74, this signifies that there were adequate sample to run the exploratory factor analysis. Extraction value for each of the variables is more than 0.5 and cumulative sum square loading up to the second factor is 60.55 percent, this

clearly indicates that the new factor that are produced by the variables are well explained and model is statistically valid (see Appendix O, Tables 29-31).

Table 5.40: Factor Analysis Model and Rotated Component Matrix^a

Rotated Component Matrix ^a	Component	
	Govt. support marketing and plan	Community, culture and hospitality
Marketing role of government	0.74	
Marketing role of private sector	0.77	
Local government tourism plan	0.77	
Tourism year 2020	0.77	
Environment and cultural attractions	0.25	
Good hospitality		0.87
Equal role of govt. and non-govt. sectors		0.71
Environment fund of national park	0.57	
Local road network		0.84
Locally available accommodation facilities	0.44	
Marketing role of NTB	0.69	
Marketing role of tourism industries	0.81	
Trainings provided to local people	0.79	
Community development practices		0.75
Tourism development practices	0.68	
Extraction Method: Principal Component Analysis		
Rotation Method: Varimax with Kaiser Normalization		
a. Rotation converged in 3 iterations		

Source: Field Survey, 2019

Tables 5.40 shows the information about two significant factors; i) government support, marketing and plan and ii) community, culture and hospitality. The first factor is defined by 11 variables (6 from knowledge [government agencies for tourism development, private agencies for tourism development, local government plan for tourism development, visit Nepal year 2020, religious, cultural and environmental attractions for tourism development, environment and conservation fund of national park or conservation area development project] and 5 from [local accommodation services, marketing role of NTB, marketing role of private sectors, capacity and skill development trainings for tourism development provided to the local people and role of national parks and conservation areas in tourism development]). Accordingly, the second factor is defined by 4 attitude related variables like; good hospitality, need to equal role of govt. and non-govt. agencies for tourism development, conditions of local road networking and transformative role of national parks and conservation area development project in community development as well.

5.3.6 Discriminant Functions Model I

This section presents discriminant functions model for educational choice based on KAP. Discriminant function is one of the tools of cluster analysis that particularly describe level of choice and non-choice groups through the help of dependent variable (nominal, binary or dichotomous data) and independent variables (index data) (George & Mallery, 2011). Thereby, in this model educational choices of the respondents has been calculated through dependent variable (0=health and others subjects and 1=tourism, business and development studies subjects) and independent variables (knowledge index and attitude index).

- Is educational choice of the entrepreneurs based on their knowledge and attitude practice?
- The discriminant function is given by:

$$D = a + d_1x_1 + d_2x_2$$

Where, a=constant

x_1 = knowledge index value

x_2 = attitude index

d_1 and d_2 = discriminant coefficient

The statistical information (See Appendix O, Tables 32-40) and the pooled within group's matrices that explain correlation between the groups found weak (0.21) between knowledge and attitude. This means there is no issue of multicollinearity. Again information on the ranks and natural logarithms of determinants printed are those of the group covariance matrices. The log determinants of both groups are nearly equal and they are not significantly different. First 1 canonical discriminant functions analysis that is accepted level of canonical correlation. Wilks' lamda value also found significant and higher than 0.00 as well. The pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions variables have been ordered by absolute size of correlation within function. The function indicates that knowledge is a stronger predictor than attitude (knowledge influence more than attitude for the educational choice).

Table 5.41: Discriminant Function and Canonical Discriminant Function Coefficients

Unstandardized coefficients	Function
	1
Knowledge index	0.34
Attitude index	0.03
Constant	-11.90

Source: Field Survey, 2019

Table 5.41, depicts information on unstandardized coefficients functions of knowledge (0.34), attitude (0.03) and constant (-11.90) respectively. Based on those coefficients the required discriminant function model can be given by:

$$D = a + d_1x_1 + d_2x_2$$

$$d = 0.34 * \text{knowledge scale} + 0.03 * \text{attitude index} - 11.90$$

The model shows that the educational choice is significantly discriminated more by knowledge than that of attitude. This means the respondents having good knowledge on tourism entrepreneurship development related information are enrolling their children in tourism and business management related subjects. In the reference of sustainable rural livelihood approach, the entrepreneurs are investing in education for human capital formation that is regarded as means/ends of livelihood assets (Carney & Scoones, 1998).

5.3.7 Multiple Regressions Model I

This section presents multiple regressions model (MRM) for knowledge, attitude and practices of the respondents on tourism. MRM explains the relationship between multiple independent or predictor variables and one dependent or criterion variable. More so, MRM simply describes probability or likelihoods dependent variable (index data) through the helps of independent variable (nominal, binary or dichotomous) in certain value (Field, 2009). Thereby, MRM for the dependent variable (knowledge, attitude and practices [KAP] index: 735 N, 5.13 mean, 0.00 min, 6.67 max, 0.10 SE, 4.88 to 5.39 limits in 95 percent confidence interval) with respect to independent variables (ecology, types of tourism business, gender, qualification, food sufficiency and age) is given below. For each of the independent variables, two codes 0 (means non-existence) and 1 (means existence) are used.

$$y = \beta_0 + \beta_1x_1 + \dots + \beta_6x_6 + \varepsilon$$

Where

y is dependent variable

β s are regression coefficients

xs are independent variables

ε = error terms

Table 5.42: Multiple Regression Model Summary^b KAP

Model		SS	df	Mean Square	F	Sig.	R = 0.48 R ² = 0.23 Adjusted R ² = 0.23 SE of the estimate = 0.87 Durbin-Watson = 0.19
1	Regression	174.62	6	29.10	37.87	0.00 ^b	
	Residual	559.38	728	0.76			
	Total	734.00	734				

Source: Field Survey, 2019

Results of the multiple linear regression as presented in Table 5.42 indicated that there was a collective significant effect between the independent variables ecology, types of tourism business, gender, qualification, food sufficiency and age with the dependent variable the KAP index with $F(734) = 37.87, p < 0.05, R^2 = 0.23$. This implies that the KAP is moderately described (23 percent) by largely by the ecology, gender, food sufficiency and age groups of the respondents as indicated below (see Table 5.42.1).

Table 5.42.1: Coefficients^a

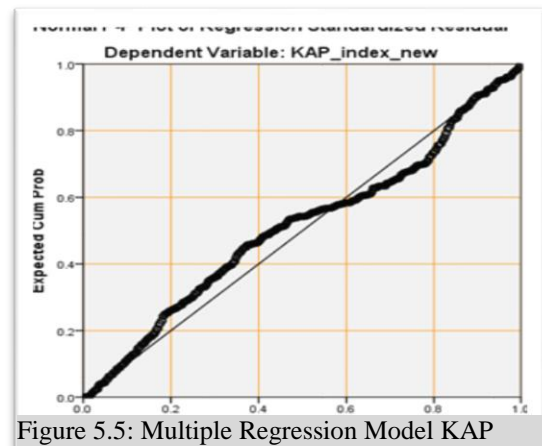
		B	SE B	β	T	Sig.	Tolerance	VIF
1	(Constant)	4.21**	0.15		27.97	0.00		
	Ecology	0.46**	0.04	0.36	10.17	0.00	0.80	1.24
	Type of business	-0.22**	0.04	-0.17	-5.13	0.00	0.95	1.05
	Gender	0.20**	0.07	0.09	2.63	0.00	0.90	1.10
	Qualification	-0.20**	0.06	-0.10	-2.93	0.00	0.89	1.12
	Food sufficiency	0.31**	0.08	0.12	3.58	0.00	0.89	1.11
	Age	0.17*	0.06	0.08	2.54	0.01	0.86	1.15

a. Dependent Variable: KAP index

* $p < .05, **p < .01$

Source: Field Survey, 2019

From the coefficient Table 5.42.1, it is found all the predictor variables were found significant. Among them ecology ($t = 27.97, p < 0.05$), types of tourism business ($t = -5.13, p < 0.05$), gender ($t = 2.63, p < 0.05$), qualification ($t = -2.93, p < 0.05$), family food sufficiency ($t = 3.58, p < 0.05$) and age ($t = 2.54, p < 0.05$) were significant predictors in the model. The model presented in the Table has no issue of multicollinearity as VIF for each of the predictors was less than 5. Moreover, the accepted level of the auto correlation (Durbin-Watson = 0.19) signifies that the KAP index is well explained by the above-mentioned predictor variables. Moreover, the KAP index of the tourism entrepreneurs is largely defined by the variable ecology. The P-P plots (Figure 5.5) also show that the residual is almost normally distributed thus the regression model does not have issue of heteroscedasticity.



5.4 Summary of the Chapter

This chapter summarizes general characteristics of the community people. In doing so, focus was given to appraise socio-demographic and entrepreneurial characteristics as well as knowledge, attitude and practices (KAP) regarding tourism entrepreneurship development among the community people selected from different ecological regions. Of the total 745 respondents; female respondents are about one fourth. The majority of the respondents belonging to Hindu and Buddhist religions are almost equal. However, only one third of respondents are from Brahmin/Chhetri ethnic group. About one fourth of the respondents have passed secondary and intermediate level education. Numbers of direct and indirect beneficiaries in Mountain are four folds more than those of direct beneficiaries, moderately more in Hill but direct beneficiaries in Tarai are eight folds more than those of direct/indirect beneficiaries. Majority of the direct as well as direct and indirect beneficiaries have attained tourism development related capacity/skill development trainings offered by local government mechanism. The logistic regression model for the dependent variable types of entrepreneurs (lodging/fooding and fooding only) with respect to socio demographic and entrepreneurial characteristics related independent variables also found significant

The mean score of knowledge, attitude and practices related variables falls between agree and strongly agree on each statement. More so, knowledge and attitude indexes as well as socio-demographic and KAP indexes are positively correlated. Knowledge and practice indexes as well as socio-demographic and tourism indexes also found significant but negatively correlated. The logistic regression model for the dependent variable types of entrepreneurs (lodging/fooding and fooding only) with respect to KAP related independent variables found significant. The factor analysis model has developed two significant factors; i) government support, marketing and plan and ii) community, culture and hospitality from KAP related variables. The discriminant functions model has explored knowledge as strong predictor than attitude for the educational choice of the entrepreneurs. The multiple regressions model for the dependent variable KAP with respect to socio-demographic related independent variables also found significant.

CHAPTER VI

MULTIPLE BENEFIT ANALYSIS OF ECOTOURISM

This chapter deals with third research objective (to explore the multiple benefits¹⁷ potentialities such as economic, social, cultural, environmental, educational, and health) of ecotourism and fourth research objective (to analyze the relationship between socio-demographic and entrepreneurial characteristics of the respondents with respect to multiple benefit potential index). The required data and information are presented in eight sections. First section presents descriptive statics of economic, social, cultural, environmental, educational and health benefits from heritage conservation and creative economy perspectives (Richards, 2018). Second and third sections highlight composite indexing of the study variables and comparison of mean based on multiple benefits index respectively. Fourth, fifth and sixth sections present logistic regression model, factor analysis model and discriminant analysis function model respectively. Finally, seventh and eighth sections highlight multiple regression model and summary of the chapter respectively.

6.1.1 Descriptive: Economic Benefit

The description of economic benefit related data are presented in Tables 6.1-6.19. More specifically, the information about business ownership, investment, employment and buying physical assets; annual kitchen expenses for households and tourism entrepreneurships; others annual expenses for tourism entrepreneurships; monthly household kitchen expenditures; annual other household expenditures; major sources of family earning; ecology wise opening year of tourism entrepreneurships; cross tabulation for highest sale of the day and types of tourism business; cross tabulation between investment and income of tourism business; cross tabulation between annual staff salary and tax, vat payments; cross tabulation for ecology and annual expenses for local crop, vegetables; educational, cultural, tour and travel expenditure; cross tabulation between ecology wise tourism business and annual income; cross tabulation between ecology wise beneficiaries group and annual income and respondents' suggestions for promoting

¹⁷ Responsible Ecological and Social Tour highlights economic, social, cultural, environmental, educational, political, and health benefits of community-based tourism (REST, 2003, p. 22). This reference has been taken as referent for measuring benefit analysis of tourism in Nepalese context.

economic benefits are highlighted in Tables 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.7, 6.8, 6.9, 6.10, 6.11, 6.12, 6.13, 6.14, 6.15, 6.16, 6.17, 6.18 and 6.19 respectively.

Table 6.1: Business Ownership, Investment, Employment and Buying Physical Assets

Variable	Attributes	N	%	SE	95% CI	
					Lower	Upper
House	≥ 2	665	89.30	2.20	82.50	93.60
	< 2	80	10.70	2.20	6.40	17.50
Floor (story)	≤ 2	665	89.30	3.50	77.40	95.30
	> 2	80	10.70	3.50	4.70	22.60
Room	≤ 10	200	26.80	7.30	12.90	47.60
	> 10	545	73.20	7.30	52.40	87.10
Ownership	Private	659	88.50	2.40	81.10	93.20
	Rent	86	11.50	2.40	6.80	18.90
Investment	≤ 5697429	573	76.90	10.20	45.10	93.10
	> 5697429	172	23.10	10.20	6.90	54.90
Sources of loan	Formal sources	744	100.00	0.00	10.00	100.00
	Informal source	0	0.00	0.00	0.00	0.00
Self-employment	> 2	239	32.10	6.00	19.40	48.00
	≤ 2	506	67.90	6.00	52.00	80.60
Employment	> 2	408	54.80	4.70	43.10	65.90
	≤ 2	337	45.20	4.70	34.10	56.90
Buying assets	Yes	451	60.50	7.70	41.00	77.20
	On plan	294	39.50	7.70	22.80	59.00
Total		745	100.00			

Source: Field Survey, 2019

Table 6.1 shows descriptive information about economic benefit. Of the total respondents, majorities (89.3% with 2.2% SE) of them have ≥ 2 houses and remainings of them (80) have only one house (10.7% with 2.2% SE). That means if the project value in population, percentage of groups having ≥ 2 houses and one house will lie between 82.5 percent to 93.6 percent and 6.4 percent to 17.5 percent respectively at 95 percent confidence interval. The majorities (89.3% with 3.5% SE) of them have ≤ 2 flats building and remaining of them have > 2 flats (10.7% with 3.5% SE). That means if the project value in population, percentage of groups having ≤ 2 flats and > 2 flats building will lie between 77.4 percent to 95.3 percent and 4.7 percent to 22.6 percent respectively at 95 percent confidence interval. The majorities (73.2% with 7.3% SE) of them have > 10 rooms and remaining of them have ≤ 10 rooms (26.8% with 7.3% SE). That means if the project value in population, percentage of groups having > 10 rooms and ≤ 10 rooms building will lie between 52.4 percent to 87.1 percent and 12.9 percent to 47.6 percent respectively at 95 percent confidence interval.

The majorities (88.5% with 2.4% SE) of their tourism business are privately run and remaining of business is in rented (11.5% with 2.4% SE). That means if the project value in population, percentage of groups having private and rented business will lie

between 81.1 percent to 93.2 percent and 6.8 percent to 18.9 percent respectively at 95 percent confidence interval. The majorities (76.9% with 10.2% SE) of them have invested Rs. \leq 5,697,429 average in their business and remaining of them have invested Rs. $>$ 5,697,429 (23.1% with 10.2% SE). That means if the project value in population, percentage of groups investing Rs. \leq 5,697,429 and Rs. $>$ 5,697,429 will lie between 45.1 percent to 93.1 percent and 6.9 percent to 54.9 percent respectively at 95 percent confidence interval. The majorities (67.9% with 6.0% SE) of them are operating own business by \leq 2 self- employee or family members and remaining are operating by $>$ 2 family members (32.1% with 6.0% SE). That means if the project value in population, percentage of groups having \leq 2 self-employees and $>$ 2 self-employees will lie between 52.0 percent to 80.6 percent and 19.4 percent to 48.0 percent respectively at 95 percent confidence interval.

The majorities (54.8% with 4.7% SE) of them have $>$ 2 employers and remaining of them have \leq 2 employees (45.2% with 4.7% SE). That means if the project value in population, percentage of groups having $>$ 2 and \leq 2 employees will lie between 43.1 percent to 65.9 percent and 34.1 percent to 56.9 percent respectively at 95 percent confidence interval. The majorities (60.5% with 7.7% SE) of them have bought physical assets and remainings are planning to buy such assets (39.5% with 7.7% SE). That means if the project value in population, percentage of groups bought physical assets and planning to buy such assets will lie between 41.0 percent to 77.2 percent and 22.8 percent to 59.0 percent respectively at 95 percent confidence interval. In the reference of theory of practice, physical assets are other major variable for measuring economic asset (Thomson, 2008).

Table 6.2: Annual Kitchen Expenses for both Households and Tourism Entrepreneurships

Attributes	N	\bar{x} Rs.	Min Rs.	Max Rs.	95 percent CI	
					Lower	Upper
Food grains	745	5,188,711	675,000	13,365,000	1,465,576	8,911,846
Vegetable	745	405,144	27,000	12,028,500	52,237	758,052
No veg. and fish	745	651,095	54,000	16,038,000	209,919	1,092,270
Sugar and stimulants	745	393,413	47,250	9,355,500	154,381	632,445
Lentils	745	566,199	20,250	13,365,000	196,563	935,835
Beverages	745	744,083	40,500	21,384,000	112,721	1,375,446
Fresh fruit and nut	745	375,492	13,500	10,692,000	62,494	688,489
Oil, ghee, butter, jam	745	439,599	33,750	10,692,000	144,252	734,947
Species/sauces/herbs	745	235,407	20,250	5,346,000	91,181	379,633
LP gas/fuel wood	745	340,533	48,600	8,019,000	136,268	544,797

Source: Field Survey, 2019

Table 6.2 shows the descriptive information about annual kitchen expenditure for both household and tourism business. Of the 745 respondents, the highest amount is expensed for food grains (\bar{x} 5,188,711 with 675,000 Min to 133,650,000 Max) that are followed by beverage (\bar{x} 744,083 with 40,500 Min to 21,384,000 Max) and non-vegetable items (\bar{x} 651,095 with 54,000 Min to 16,038,000 Max). That means if the project value in population, percentage of such expenditures will lie between 1,465,576 to 8,911,846; 112,721 to 1,375,446 and 209,919 to 1,092,270 respectively at 95 percent confidence interval. The lowest (\bar{x} 235,407 with 20,250 Min to 5,346,000 Max) amount is expended for spices, sauces and herb that is followed by LP gas/fuel wood (\bar{x} 340,533 with 486,000 Min to 8,019,000 Max) and fresh fruit/nuts (\bar{x} 375,492 with 135,000 Min to 10,692,000 Max). That means if the project value in population, percentage of such expenditures will lie between 91,181 to 379,633; 62,494 to 688,489 and 136,268 to 544,797 respectively at 95 percent confidence interval.

Table 6.3: Others Annual Expenses for Tourism Entrepreneurships

Attributes	N	\bar{x} Rs.	Min Rs.	Max Rs.	95% Confidence Int	
					Lower	Upper
Staff salary	573	459,361	54,000	9,000,000	00	945,977
Bill of electricity	745	114,579	9,000	900,000	24,526	204,633
Bill of daily use water	52	161,538	30,000	3,000,00.	40,443	282,633
Bill of wastage management	502	13,405	1,200	42,000	5,090	21,720
Tax, VAT and renewing	742	131,869	3,000	4,000,000	00	299,981
Marketing websites brochure	579	14,706	10,000	170,000	8,447	20,965
Painting/furniture/utensils/linen	745	209,393	20,250	7,016,625	19,854	398,932
Family tour, travel and visit	82	459,573	100,000	10,000,000	13,963	905,182

Source: Field Survey, 2019

Table 6.3 shows descriptive information about others annual expenditure of tourism business. Of the total respondents, the highest amount (\bar{x} n 459,361 with 54,000 Min to 9,000,000 Max) is paid for staff salary by 573 respondents that is followed by painting/furniture/utensil/linen (\bar{x} 209,393 with 20,250 Min to 7,016,625 Max) by 745 respondents and tax (\bar{x} 131,869 with 3,000 Min to 4,000,000 Max) by 742 respondents. That means if the project value in population, percentage of such expenditures will lie between 0 to 945,977; 19,854 to 398,932 and 0 to 299,981 respectively at 95 percent confidence interval. The lowest amount (\bar{x} 13,405 with 1,200 Min to 42,000 Max) is paid for wastage management by 502 respondents that is followed by marketing and advertisement (\bar{x} 14,706 with 10,000 Min to 170,000 Max) by 579 respondents. That means

if the project value in population, percentage of such expenditures will lie between 5,090 to 21,720 and 8,447 to 20,965 respectively at 95 percent confidence interval.

Table 6.4: Monthly Household Kitchen Expenditure

Attributes	N	\bar{x} Rs.	Min Rs.	Max Rs.	95% Confidence Int.	
					Lower	Upper
Food	743	15,564	4,500	50,000	13,335	17,792
Chicken, meat, fish	743	13,462	4,000	40,000	11,504	15,419
Milk and egg	743	11,116	3,700	30,000	9,697	12,535
Ghee, oil, spices and herbs	743	5,226	1,350	37,000	4,352	6,099
Fruit and dry fruits	743	5,328	1,000	1,800	4,575	6,080
Vegetables	743	6,872	1,500	25,000	5,992	7,751
Sweets and sugar	743	3,574	1,200	10,000	3,180	3,968
LP gas and fuel wood	742	5,080	1,000	20,250	4,266	5,895
Tea and coffee	743	3,704	1,200	20,000	3,194	4,213
Soft drinks	743	4,373	1,500	15,000	3,908	4,837
Hard drinks	725	4,840	2,500	56,000	3,990	5,690
Tobacco	589	10,257	1,500	36,000	8,055	12,460

Source: Field Survey, 2019

Table 6.4 shows descriptive information about monthly household kitchen expenditure. Of the total respondents, the highest amount (\bar{x} 15,564 with 4,500 Min to 50,000 Max) is expended or paid for food grains that is followed by fish/meat (\bar{x} 13,462 with 4,000 Min to 40,000 Max) and milk/eggs (\bar{x} 11,116 with 3,700 Min to 30,000 Max). That means if the project value in population, percentage of such expenditures will lie between

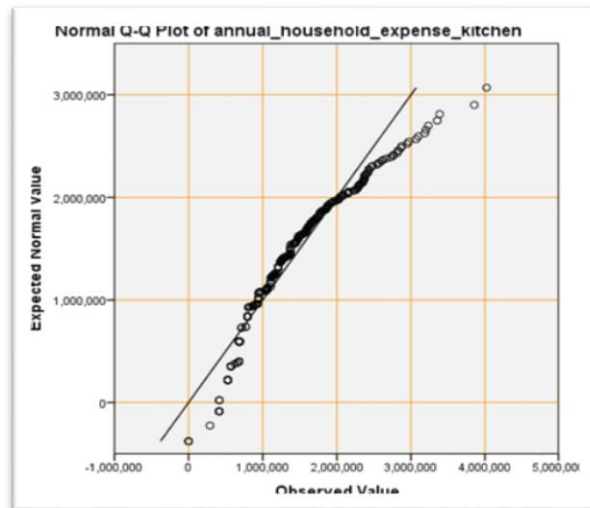


Figure 6.1: Annual HHs Expenditure for Kitchen

13,335 to 17,792, 11,504 to 15,419 and 9,697 to 12,535 respectively at 95 percent confidence interval. The lowest amount (\bar{x} 3,574 with 1,200 Min to 10,000 Max) is expended for sweet/sugar that is followed by tea/coffee (\bar{x} 3,704 with 1,200 Min to 20,000 Max) and soft drinks (\bar{x} 4,373 with 1,500 Min to 15,000 Max). That means if the project value in population, percentage of such expenditures will lie between 3,180 to 3,968; 3,194 to 4,213 and 3,908 to 4,837 respectively at 95 percent confidence interval.

Table 6.5: Annual Other Household Expenditure

Attributes	N	\bar{x} Rs.	Min Rs.	Max Rs.	95% Confidence In	
					Lower	Upper
Insurance	745	272,093	30,000	1,200,000	13,138	531,049
Education	605	154,717	5,000	1,550,000	114,912	194,522
Medicine	403	60,430	2,500	700,000	36,950	83,910
Cultural functions	743	76,605	13,000	150,000	69,941	83,269
Jewellery and dress up	318	77,468	10,000	300,000	71,263	83,673
Traveling and visits	743	391,860	50,000	3,200,000	324,044	459,675
Others edible animal fodder	382	171,201	20,000	1,320,000	109,817	232,585

Source: Field Survey, 2019

Table 6.5 shows descriptive information about other annual household expenditure. Of the total respondents, the highest amount (\bar{x} 391,860 with 50,000 Min to 3,200,000 Max) is expended for travelling and lodging fooding that is followed by insurance (\bar{x} 272,093 with 30,000 Min to 12,00,000 Max), animal fodder (\bar{x} 171,201 with 20,000 Min to 1,320,000 Max) and education (\bar{x} 154,717 with 5,000 Min to 1,550,000 Max). That means if the project value in population, percentage of such expenditures will lie between 324,044 to 459,675, 13,138 to 531,049 and 114,912 to 194,522 respectively at 95 percent confidence interval. The lowest amount (\bar{x} 60,430 with 2,500 Min to 700,000 Max) is expended for medicine by 403 respondents that is followed by culture (\bar{x} 76,605 with 13,000 Min to 150,000 Max). That means if the project value in population, percentage of such expenditures will lie between 36,950 to 83,910 and 69,941 to 83,269 respectively at 95 percent confidence interval. The community people are happily expensing for celebrating cultural functions and they are also transmitting their cultural norms and values to the young generations. In contrast of that Stevens (1993) and Nepal and Karst (2017) argue that westernization has forced for growing cultural depletion.

Table 6.6: Major Sources of Family Earning

Attributes	N	\bar{x} Rs.	Min Rs.	Max Rs.	95% Confidence Int.	
					Lower	Upper
Agriculture	659	263,510	24,000	3,150,000	214,072	312,948
General shop	24	881,250	300,000	1,600,000	342,564	1,419,935
Remittance	71	1,213,239	240,000	5,000,000	881,530	1,544,948
Govt /private job	11	485,454	240,000	6,000,000	350,068	620,840
Tourism	745	4,134,724	500,000	99,000,000	1,332,698	6,936,751
Other	123	866,495	240,000	3,520,000	551,230	1,181,761

Source: Field Survey, 2019

Table 6.6 shows descriptive information about major sources of family earnings. Of the total respondents, the highest portion of (\bar{x} 4,134,724 with 500,000 Min to 99,000,000 Max) family income is earned from tourism business that is followed by agriculture (\bar{x} 263,510 with 24,000 Min to 3,150,000 Max). That means if the project value in population, the family earning from tourism and agriculture will lie between 1,332,698 to 6,936,751 and 214,072 to 312,948 respectively at 95 percent confidence interval. The others (\bar{x} 866,495 with 240,000 Min to 3,520,000 Max), remittance (\bar{x} 1,213,239 with 240,000 Min to 5,000,000 Max), general shop (\bar{x} 881,250 with 300,000 Min to 1,600,000 Max) and government/private job (\bar{x} 485,454 with 240,000 Min to 6,000,000 Max) sectors are also contributing to 123, 71, 24 and 11 respondents respectively. The data show that tourism is a prominent source of family income normally distributed (see Figure 6.2).

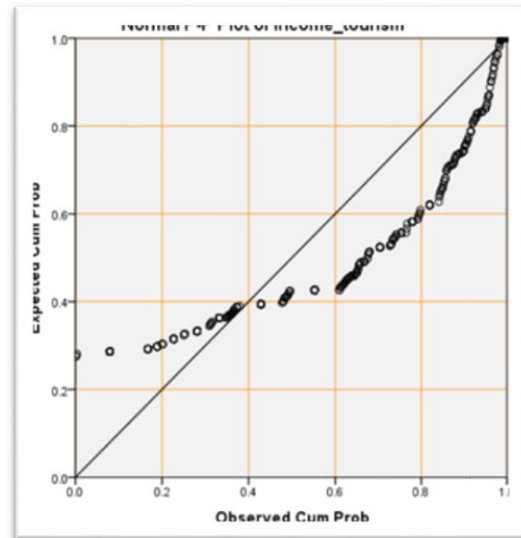


Figure 6.2: Annual Income from Tourism

Table 6.7: Ecology wise Opening Year of Tourism Entrepreneurships

Opening Year	Statistics		Ecology			
			Mountain	Hill	Tarai	Total
1970 to 2011	N		38	70	153	261
	%		5.10	9.40	20.50	35.00
	SE		1.80	3.10	7.10	
	95% CI	Lower	2.10	4.00	8.20	
		Upper	11.80	20.40	42.90	
2012 to 2019	N		152	173	159	484
	%		20.40	23.20	21.30	65.00
	SE		5.50	5.50	4.30	
	95% CI	Lower	10.10	12.40	12.70	
		Upper	37.00	39.30	33.60	
Total	N		190	243	312	745
	%		25.00	32.60	41.90	100.00
	SE		6.80	8.60	9.30	
	95% CI	Lower	12.40	15.60	22.00	
		Upper	45.20	55.90	64.80	

Source: Field Survey, 2019

Table 6.7 shows information about ecological wise opening year of tourism business. Of the total respondents, majorities (65.0%) of them have started their business in between 2012 to 2019 as compared to 35.0 percent business started in between 1970 to 2011. The number of tourism business established in between 2012 to 2019 seems slightly

more in Hill region (23.2% with 5.5% SE) as compared to Tarai (21.3% with 4.3% SE) and Mountain (20.4% with 5.5% SE). That means if the project value in population, percentage of tourism business opening years in those regions will lie between 12.4 percent to 39.3 percent, 12.7 percent to 33.6 percent and 10.1 percent to 37.0 percent respectively at 95 percent confidence interval. The number of tourism business established in between 1970-2011 seems 4 folds and double in Tarai region (20.5% with 7.1% SE) as compared to mountain (5.1% with 1.8% SE) and Hill region (9.4% with 3.1% SE). That means if the project value in population, percentage of tourism business opening years in those regions will lie between 8.2 percent to 42.9 percent, 2.1 percent to 11.8 percent and 4.0 percent to 20.4 percent respectively at 95 percent confidence interval.

Table 6.8: Cross Tabulation for Highest Sale of the Day and Types of Business

Tourism Business	Highest Sale of the Day		Ecology			Total
			Mountain	Hill	Tarai	
Cluster A	40,00 – 25,000	N	1	47	2	50
		%	0.50	24.70	1.10	26.30
	28,000 – 55,000	N	10	12	27	49
		%	5.30	6.30	14.20	25.80
	60,000 – 95,000	N	11	4	26	41
		%	5.80	2.10	13.70	21.60
	100,000 – 175,060	N	11	-	19	30
		%	5.80	-	10.00	15.80
	200,000 – 500,000	N	14	-	6	20
		%	7.40	-	3.20	10.50
Total	N	47	63	80	190	
	%	24.70	33.20	42.10	100.00	
Cluster B	4,000 – 25,000	N	17	101	29	147
		%	5.80	34.20	9.80	49.80
	28,000 – 55,000	N	34	31	31	96
		%	11.50	10.50	10.50	32.50
	60,000 – 95,000	N	18	1	3	22
		%	6.10	0.30	1.00	7.50
	100,000 – 175,060	N	25	-	-	25
		%	8.50	-	-	8.50
	200,000 – 500,000	N	5	-	-	5
		%	1.70	-	-	1.70
Total	N	99	133	63	295	
	%	33.60	45.10	21.40	100.00	
Cluster C	4,000 – 25,000	N	27	45	162	234
		%	10.40	17.30	62.30	90.00
	28,000 – 55,000	N	12	2	6	20
		%	4.60	0.80	2.30	7.70
	100,000 – 175,060	N	2	-	1	3
		%	0.80	-	0.40	1.20
	200,000 – 500,000	N	3	-	-	3
		%	1.20	-	-	1.20
	Total	N	44	47	169	260
		%	16.90	18.10	65.00	100.00

Source: Field Survey, 2019

Table 6.8 shows information about tourism business wise highest sale of the day. Of the total 190 first cluster (Hotel/resort) tourism business, most (42.1%) are operating in Tarai region that is followed by Hill (33.2%) and Mountain (24.7%). The most (7.4%) respondents of Mountain region are earning first range sale of the day (200,000 to 500,000) that is followed by Tarai (3.2%) whereas most (10.0%) respondents of Tarai region are earning second range sale of the day (100,000 to 175,000) that is followed by Mountain (5.8%). Most (24.7%) of the respondents from Hill region are earning lowest range sale of the day (4,000 to 25,000) that is followed by Tarai (1.1%) and Mountain (0.5%). Of the total 295 second cluster (Lodge/guest house/homestay/bhatti) tourism business, most (45.1%) are operating in Tarai region that is followed by Mountain (33.6%) and Tarai (21.4%). The 5 and 25 respondents from Mountain region are earning first range sale of the day (200,000 to 500,000) and second range sale of the day (100,000 to 175,000) respectively that categories seems nil in Hill and Tarai. Again, most (34.2%) of the respondents from Hill region are earning lowest range sale of the day (4,000 to 25,000) that is followed by Tarai (9.8%) and Mountain (5.8%). Of the total 260 third cluster (Restaurant/bakery cafe/coffee shop/tea shop) tourism business, majorities (65.0%) are operating in Tarai region that is followed by Hill (18.1%) and Mountain (16.9%). The 3 respondents from Mountain region are earning first range sale of the day (200,000 to 500,000) that is nil in Hill and Tarai. Accordingly, 2 respondents from Mountain region are earning second range sale of the day (100,000 to 175,000) that is followed by 1 respondent from Tarai. The majorities (62.3%) of the respondents from Tarai Region are earning lowest range sale of the day (4,000 to 25,000) that is followed by Hill (17.3%) and Mountain (10.4%) as well.

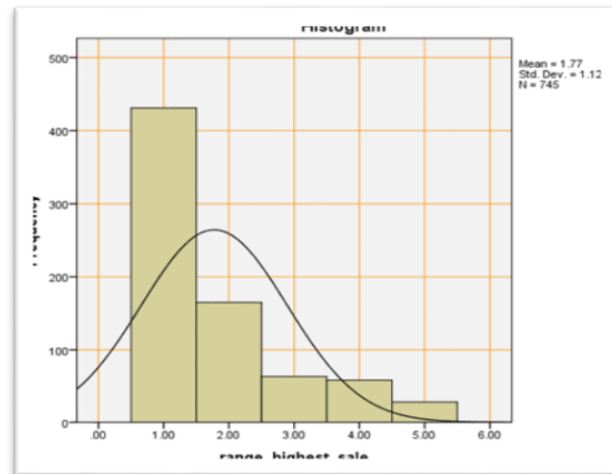


Figure.6.3: Range for Highest Sale of the Day

In this regard, echoes of the participants are also highlighted below:

Tourism is becoming major source of family income especially to the big tourism entrepreneurs of Namche. The range of highest sale of the day of such entrepreneurs can be crossed Rs. 300,000 to 600,000 during winter and summer seasons (D.P. Sherpa, October 24th, 2019 [INT/M]). We are serving our warm hospitality to the same day visitors. Tour and travel agencies thus need to revisit their itinerary for overnight stay herein Khumjung Valley (P.F. Sherpa, October 26th, 2019 [INT/M]). Tourism development stakeholders must offer creative tourism activities so that quality tourists can be attracted (S. Sherpa, October 26th, 2019 [INT/M]).

Table 6.9: Cross Tabulation between Investment and Income of Tourism Business

Tourism Business	Investment		Income from Tourism Business					Total
			500,000 – 1,000,000	125,000 – 3,150,000	3,200,000 – 7,450,000	7,500,000 – 9,950,000	10,000,000 – 99,000,000	
Cluster A	25,000 – 495,000	N	-	-	3	-	1	4
		%			1.70		0.60	2.20
	500,000 – 4,800,000	N	-	30	29	9	3	71
		%		16.60	16.00	5.00	1.70	39.20
	5,000,000 – 9,500,000	N%	-	9	15	7	4	35
				5.00	8.30	3.90	2.20	19.30
	1,000,000 – 18,500,000	N	-	5	23	7	5	40
		%		2.80	12.70	3.90	2.80	22.10
	2,000,000 – 4,000,000	N	-	2	8	4	17	31
		%		1.10	4.40	2.20	9.40	17.10
Total	N	-	46 (25.40)	78 (43.10)	27 (14.90)	30 (16.60)	181	
	(%)						(100.00)	
Cluster B	25,000 – 495,000	N	2	17	4	-	-	23
		%	0.7	5.80	1.40			7.80
	500,000 – 4,800,000	N	1	102	70	9	2	184
		%	0.3	34.60	23.70	3.10	0.70	62.40
	5,000,000 – 9,500,000	N	-	36	9	10	2	57
		%		12.20	3.10	3.40	0.70	19.30
	1,000,000 – 18,500,000	N	-	13	10	-	3	26
		%		4.40	3.40		1.00	8.80
	2,000,000 – 4,000,000	N	-	3	1	-	1	5
		%		1.00	0.30		0.30	1.70
Total	N (%)	3 (1.00)	171 (58.00)	94 (31.90)	19 (6.40)	8 (2.70)	295 (100.00)	
25,000 – 495,000	N	92	28	6	2	1	129	
	%	35.4	10.80	2.30	0.80	0.40	49.60	
Cluster C	500,000 – 4,800,000	N	57	60	3	4	2	126
		%	21.9	23.10	1.20	1.50	0.80	48.50
	5,000,000 – 9,500,000	N	-	2	-	1	-	3
		%		0.80		0.40		1.20
	1,000,000 – 18,500,000	N	-	-	-	-	1	1
		%					0.40	0.40
	2,000,000 – 4,000,000	N	-	-	-	-	1	1
		%					0.40	0.40
	Total	N	149	90 (34.60)	9 (3.50)	7 (2.7)	5 (1.9)	260
		(%)	(57.30)					(100.00)

Source: Field Survey, 2019

Table 6.9 shows information about investment and income of tourism business. Of the total 181 first cluster (Hotel/resort) tourism business, most (43.1%) of the respondents are earning 3,200,000 to 7,450,000 in which most 29 respondents invested 500,000 to 48,00,000 amount and lowest 3 respondents invested 25,000 to 495,000 amount. The lowest 27 respondents are earning 7,500,000 to 9,950,000 that is followed by 30 respondents earning 10,000,000 to 99,000,000 annually.

Of the total 295 second cluster (Lodge/guest house/homestay/bhatti) tourism business, majorities (58.0%) of the respondents are earning 125,000 to 3,150,000 in which most 102 respondents invested 500,000 to 4,800,000 amount and lowest 3 respondents invested 200,000 to 4,000,000 amount. The lowest 3 respondents are earning 500,000 to 1,000,000 that is followed by 8 respondents earning 10,000,000 to 99,000,000 annually. Of the total 260 third cluster (Restaurant/bakery cafe/coffee shop/tea shop) tourism business, majorities (57.3%) of the respondents are earning 500,000 to 1,000,000 in which most 92 respondents invested 25,000 to 495,000 amount and lowest 57 respondents invested 500,000 to 4,800,000 amount. The lowest 5 respondents are earning 10,000,000 to 99,000,000 that is followed by 7 respondents earning 7,500,000 to 9,950,000 annually.

Table 6.10: Creations of Self –Employments and Employments

Cluster	Ecology	Self-employment_76.0 (1785)			Number of Employees_76.3 (2409)				
		1	2-6	Total	1-2	3-6	7-70	Total	
Cluster A	Mountain	N	4	43	47	16	18	13	47
		%	2.10	22.60	24.70	8.40	9.50	6.80	24.70
	Hill	N		63	63	46	17		63
		%		32.20	32.20	24.20	8.90		33.20
	Tarai	N	36	44	80		24	56	80
		%	18.90	23.20	42.10		12.60	29.50	42.10
Cluster B	Mountain	N	4	95	99	42	28	14	84
		%	1.40	32.20	33.60	17.90	12.00	6.00	35.90
	Hill	N	2	131	133	89	15		104
		%	0.70	44.40	45.10	38.00	6.40		44.40
	Tarai	N	7	56	63	25	19	2	46
		%	2.40	19.00	21.40	10.70	8.10	0.90	19.70
Cluster C	Mountain	N		44	44	28	8	1	37
		%		16.90	16.90	18.70	5.30	0.70	24.70
	Hill	N		47	47	31	1		32
		%		18.10	18.10	20.70	0.70		21.30
	Tarai	N	12	157	169	57	21	3	81
		%	4.60	60.40	65.00	38.00	14.00	2.00	54.00

Source: Field Survey, 2019

Table 6.10 shows the information about 4,194 employments (1,785 self-employment+2,409 employments) created by tourism business. In the case of self-employment, majorities 680 (91.3%) have involved 2 to 6 and remaining 65 (8.7%) have involved at least one family member. From 1st cluster, majorities 150(78.9%) have



Figure 6.4: Numbers of Employees

involved 2 to 6 and remaining 40(21.1%) have involved one. The business operating by 2 to 6 family members >one family member seems higher in Mountain and Hill regions (22.6% and 32.2% >2.1% and 0.0%) but seems slightly higher in Tarai region (23.2% >18.9%).

From 2nd cluster, majorities 282(95.6%) respondents have involved 2 to 6 and remaining 13(4.4%) have involved one family member. The business operating by 2 to 6>one family member also seems equally higher in Mountain, Hill and Tarai regions (32.2% and 44.4% and 19.0% >1.4% and 0.7% and 2.4%). From 3rd cluster, majorities 248(95.4%) of the respondents have involved 2 to 6 and remaining 12(4.6%) have involved one family member. The business operating by 2 to 6>one family member also seems higher in Mountain and Hill regions (16.9% and 18.1% >0.0% and 0.0%) but slightly higher in Tarai region (60.4% >4.6%). The most (4 to 6) family members have been involving by 48, 66 and 5 respondents belonging to Mountain, Hill and Tarai region respectively.

Of the 574 (190 from first cluster+234 from second cluster+150 from third cluster) respondents, majorities 334 (58.2%) have created 1 to 2 employments that is followed by 151(26.3%) and 89 (15.5%) created 3 to 6 and 7 to 70 employments. Ecologically, 168(29.3%) belong to Mountain region (creating 1 to 2 employments by 15.0%, 3 to 6 by 9.4% and 7 to 15 by 4.9% respectively), 199 (34.7%) belong to Hill region (creating 1 to 2 employments by 28.9%, 3 to 6 by 5.7% respectively) and 207 (36.1%) belong to Tarai region (crating 1 to 2 employments by 14.3%, 3 to 6 by 11.1% and 7 to 70 by 10.6% respectively). From 1st cluster, the respondents from Tarai and Mountain regions are

providing comparatively more employments than Hill region (3 to 70 by 42.1% and 3 to 15 by 16.3% >8.9% provided 3 to 6 employments). From 2nd cluster, the respondents from Tarai and Mountain regions are providing more employments than Hill region (3 to 70 by 9.0% and 3 to 15 by 18.0% >3 to 6 by 6.4%). From 3rd cluster, the respondents from Tarai and Mountain regions are providing more employments than Hill region (3-70 by 16.0% and 3 to 15 by 6.0% >3 to 6 by 0.7%). The 45 respondents from Tarai region have created ≥ 10 employments as well.

Table 6.11: Cross Tabulation between Annual Staff Salary and Tax, Vat Payments

Ecology	Annual Staff Salary in Rs.		Annual Tax, Vat and Registration Payments in Rs.					Total
			3,000 – 85,000	100,000 – 187,000	20,000- 450,000	500,000 – 900,000	1,000,000 – 4,000,000	
Mountain	54,000 –	N	17	-	-	-	-	17
	90,000	%	10.30					10.30
	102,000 –	N	40	-	-	-	-	40
	192,000	%	24.20					24.20
	210,000 –	N	36	17	7	-	-	60
	480,000	%	21.80	10.30	4.20			36.40
	540,000 –	N	5	22	8	2	-	37
	960,000	%	3.00	13.30	4.80	1.20		22.40
	1,008,000 –	N	-	1	5	2	3	11
	90,000,000	%		0.60	3.00	1.20	1.80	6.70
Total	N	98	40	20	4	3	165	
	%	59.40	24.20	12.10	2.40	1.80	100.00	
Hill	54,000 –	N	32	33	-	-	-	65
	90,000	%	16.10	16.60				32.70
	102,000 –	N	17	65	-	-	-	82
	192,000	%	8.50	32.70				41.20
	210,000 –	N	6	40	3	-	-	49
	480,000	%	3.00	20.10	1.50			24.60
	540,000 –	N	-	2	1	-	-	3
	960,000	%		1.00	0.50			1.50
	Total	N	55	140	4	-	-	199
		%	27.60	70.40	2.00			100.00
Tarai	54,000 –	N	27	-	-	-	-	27
	90,000	%	13.00					13.00
	102,000 –	N	56	3	-	-	-	59
	192,000	%	27.05	1.44				28.50
		N	38	7	1	2	-	48
		%	18.40	3.40	0.50	1.00		23.20
	540,000 –	N	7	5	9	4	-	25
	960,000	%	3.40	2.40	4.30	1.90		12.10
	1,008,000 –	N	-	2	10	21	15	48
	90,000,000	%		1.00	4.80	10.10	7.20	23.20
Total	N	128	17	20	27	15	207	
	%	61.80	8.20	9.70	13.00	7.20	100.00	

Source: Field Survey, 2019

Table 6.11 shows information about ecology wise annual staff salary and tax/vat payment amount. Of the total 165 respondents from Mountain region, 59.4 percent of them paid 3,000 to 85,000 Tax/Vat to government in which most 40 respondents paid 102,000 to 192,000 annual salaries to their staffs and lowest 5 respondents paid in between 540,000 to 960,000. Accordingly, lowest 3 respondents are paying 1,000,000 to 4,000,000 tax and 1,008,000 to 9,000,000 staff salary that is followed by 4 respondents paying 500,000 to

900,000 tax and 540,000 to 9,000,000 staff salary. Of the total 199 respondents from Hill region, 70.4 percent of them paid 100,000 to 187,000 Tax/Vat to government in which most 65 respondents paid 102,000 to 192,000 annual salaries to their staffs and lowest 2 respondents paid in between 540,000 to 960,000.

Accordingly, lowest 4 respondents are paying 200,000 to 450,000 tax and 210,000 to 960,000 staff salary that is followed by 55 respondents paying 3,000 to 85,000 tax and 540,000 to 480,000 staff salary. Of the total 207 respondents from Tarai region, 61.8 percent of them paid 3,000 to 85,000 Tax/Vat to government in which most 56 respondents paid 102,000 to 192,000 annual salaries to the staffs and lowest 7 respondents paid in between 540,000 to 960,000. Accordingly, lowest 15 respondents are paying 1,000,000 to 4,000,000 tax and 1,008,000 to 9,000,000 staff salary that is followed by 17 respondents paying 100,000 to 187,000 tax and 102,000 to 9,000,000 staff salary.

Table 6.12: Cross Tab for Ecology and Annual Expenses for Local Crop, Vegetables

Tourism Business	Ecology	Annual Expense for Buying Local Crop, Vegetable and Others in Rs.					Total	
		775,575-1,085,805	114,817-1,986,120	2,085,750-4965300	5,127,300	10,067,490		
					9,983,655	169,200,900		
Hotel/resort	Mountain	N	-	-	4	9	34	47
		%			2.10	4.70	17.90	24.70
	Hill	N	-	-	-	45	18	63
		%				23.70	9.50	33.20
	Tarai	N	-	-	8	21	51	80
		%			4.20	11.10	26.80	42.10
Total	N	-	-	12	75	103	190	
	%			6.30	39.50	54.20	100.00	
Lodge/guest house/home stay/bhatti	Mountain	N	-	4	37	22	36	99
		%		1.40	12.50	7.50	12.20	33.60
	Hill	N	-	-	63	66	4	133
		%			21.40	22.40	1.40	45.10
	Tarai	N	-	4	53	5	1	63
		%		1.40	18.00	1.70	0.30	21.40
Total	N	-	8	153	93	41	295	
	%		2.70	51.90	31.50	13.90	100.00	
Restaurant/bakery cafe/coffee shop/tea stall	Mountain	N	-	6	26	2	10	44
		%		2.30	10.00	0.80	3.80	16.90
	Hill	N	-	13	22	12	-	47
		%		5.00	8.50	4.60		18.10
	Tarai	N	67	86	15	-	1	169
		%	25.80	33.10	5.80		0.40	65.00
Total	N	67	105	63	14	11	260	
	%	25.80	40.40	24.20	5.40	4.20	100.00	

Source: Field Survey, 2019

Table 6.12 shows information about tourism business wise annual expenditure for buying local crop, vegetable and dairy products. Of the total 190 first cluster (Hotel/resort) tourism business, majorities (54.2%) of the respondents are expensing 100,067,490 to 169,200,900 amount for buying such products (17.9%, 9.5% and 26.8% respectively from Mountain, Hill and Tarai regions).

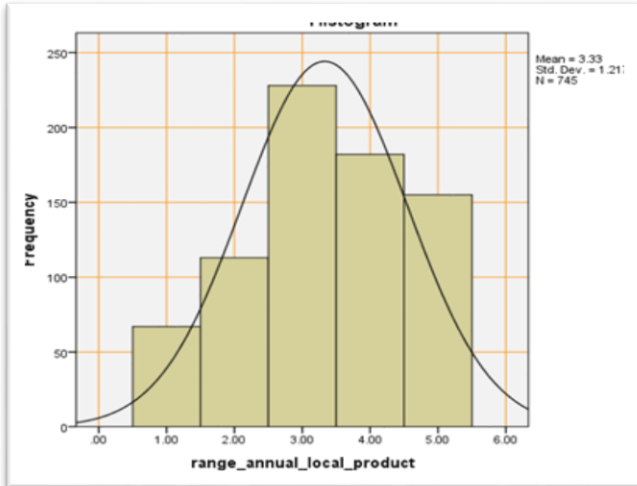


Figure 6.5: Normality of Buying Local Agro-products

169,200,900 amount for buying such products (17.9%, 9.5% and 26.8% respectively from Mountain, Hill and Tarai regions). The lowest 12 respondents are expensing 2,085,750 to 4,965,300 amount for buying such products (2.1%, and 4.2% respectively from Mountain and Tarai regions) that is followed by 75 respondents expensing 5,127,300 to 9,983,655 amount for buying such products

(4.7%, 23.7% and 11.1% respectively from Mountain, Hill and Tarai regions).

Of the total 295 second cluster (Lodge/guest house/homestay/bhatti) tourism business, majorities (51.9 percent) of the respondents are expensing 2,085,750 to 4,965,300 amount for buying such products (12.5%, 21.4% and 18.0% respectively from Mountain, Hill and Tarai regions). The lowest 8 respondents are expensing 1,148,175 to 1,986,120 amounts for buying such products (1.4% and 1.4% respectively from Mountain and Tarai regions) that is followed by 41 respondents expensing 110,067,490 to 169,200,900 amount for buying such products (12.2%, 1.4% and 0.3% respectively from Mountain, Hill and Tarai regions). Of the total 260 third cluster (Restaurant/bakery cafe/coffee shop/tea shop) tourism business, most (40.4 percent) of the respondents are expensing 1,148,175 to 1,986,120 for buying such products (2.3%, 5.0% and 33.1% respectively from Mountain, Hill and Tarai regions).

The lowest 11 respondents are expensing 10,067,490 to 169,200,900 amount for buying such products (3.8% and 0.4% respectively from Mountain and Tarai regions) that is followed by 14 respondents expensing 5,127,300 to 9,983,655 amount for buying such products (0.8% and 4.6% respectively from Mountain and Tarai regions). The data indicates that entrepreneurs from Tarai region are expensing comparatively higher amounts to buy local products. In the reference of creative tourism, local community people have greater degree of commercial supply and participation (UNESCO, 2006).

Table 6.13: Educational, Cultural, Tour and Travel Expenditure

Variables	Attributes in Rs.	N	%	SE %	95 % Confidence Interval	
					Lower	Upper
Educational expenditure	50,00 – 99,000	236	39.00	7.10	23.60	57.00
	100,000 – 499,000	348	57.50	6.80	40.60	72.80
	500,000 – 1,550,000	21	3.50	1.00	1.80	6.70
	Total	605	100.00			
Cultural festival expenditure	13,000 – 49,000	30	4.00	0.70	2.60	6.20
	50,000 – 99,000	558	75.10	4.80	61.50	85.00
	100,000 – 150,000	155	20.90	4.50	11.90	34.00
	Total	743	100.00			
Tour and travel expenses	50,000 – 299,000	88	11.80	4.60	4.30	28.40
	300,000 – 699,000	631	84.90	3.30	74.90	91.40
	700,000 – 3,200,000	24	3.20	2.20	0.60	15.80
	Total	743	100.00			

Source: Field Survey, 2019

Table 6.13 shows information about educational, cultural and tour expenditures of the respondents. For educational expenditure, majorities (57.5%) of the respondents are investing 100,000 to 499,000 with 6.8 percent SE that is followed by 39.0 percent respondents investing 5,000 to 99,000 with 7.1 percent SE. That means if the project value in population, the percentage of those investing groups will lie between 40.6 percent to 72.8 percent and 23.6 percent to 57.0 percent at 95 percent confidence interval.

For cultural expenditure, majorities (75.1%) of the respondents are expensing 50,000 to 99,000 with 4.8 percent SE that is followed by 20.9 percent respondents expensing 100,000 to 150,000 with 4.5 percent SE. That means if the project value in population, the percentage of those expensing groups will lie between 61.5 percent to 85.0 percent and 11.9 percent to 34.0 percent at 95 percent confidence interval. In the case of tour expenditure, majorities (84.9%) of the respondents are expensing 300,000 to 699,000 with 3.3 percent SE that is followed by 11.8 percent respondents expensing 50,000 to 299,000 with 4.6 percent SE. That means if the project value in population, the percentage of those expensing groups will lie between 74.9 percent to 91.4 percent and 4.3 percent to 28.4 percent at 95 percent confidence interval.

Table 6.14: Cross Tabulation between Tourism Business and Annual Income

Tourism Business	Ecology	Annual Family Income in Rs.					Total		
		622,500-2,000,000	2,025,000-5,096,000	510,000-7,448,000	752,000-9,872,000	10,000,000-99,000,000			
Cluster A	Mountain	N	-	10	11	7	19	47	
		%		5.30	5.80	3.70	10.00	24.70	
	Hill	N	-	43	7	7	6	63	
		%		22.60	3.70	3.70	3.20	33.20	
	Tarai	N	-	23	31	7	19	80	
		%		12.10	16.30	3.70	10.00	42.10	
	Total	N		76	49	21	44	190	
		%		40.00	25.80	11.10	23.20	100.0	
	Cluster B	Mountain	N	17	29	20	19	14	99
			%	5.80	9.80	6.80	6.40	4.70	33.60
Hill		N	10	89	31	3	-	133	
		%	3.40	30.20	10.50	1.00		45.10	
Tarai		N	18	40	4	1	-	63	
		%	6.10	13.60	1.40	0.30		21.40	
Total		N	45	158	55	23	14	295	
		%	15.30	53.60	18.60	7.80	4.70	100.0	
Cluster C		Mountain	N	5	22	6	5	6	44
			%	1.92	8.46	2.30	1.92	2.30	16.92
	Hill	N	17	29	1			47	
		%	6.50	11.20	0.40			18.10	
	Tarai	N	157	11			1	169	
		%	60.40	4.20			0.40	65.00	
	Total	N	179	62	7	5	7	260	
		%	68.80	23.80	2.70	1.90	2.70	100.0	

Source: Field Survey, 2019

Table 6.14 shows information about tourism business wise annual family income. Of the total 190 first cluster (Hotel/resort) tourism business, most (40.0%) of the respondents are earning 2,025,000 to 5,096,000 annually (5.3%, 22.6% and 12.1% respectively from Mountain, Hill and Tarai regions). The lowest 21 respondents are earning 7,520,000 to 9,872,000 amount (3.7%, 3.7% and 3.7% respectively from Mountain and Tarai regions) that is followed by 44 respondents earning 10,000,000 to 99,000,000 amount (10.0%, 3.2% and 10.0% respectively from Mountain, Hill and Tarai regions). Of the total 295 second cluster (Lodge/guest house/homestay/bhatti) tourism business, majorities (53.6%) of the respondents are earning 2,025,000 to 5,096,000 annually (9.8%, 30.2% and 13.6% respectively from Mountain, Hill and Tarai regions).

The lowest 14 respondents are earning 10,000,000 to 99,000,000 amounts (4.7% from Mountain region only) that is followed by 23 respondents earning 7,520,000 to 9,872,000 amount (6.4%, 1.0% and 0.3% respectively from Mountain, Hill and Tarai regions). Of the total 260 third cluster (Restaurant/bakery cafe/coffee shop/tea shop) tourism business, majorities (68.8%) of the respondents are earning 622,500 to 2,000,000

annually (1.92%, 6.5% and 60.4% respectively from Mountain, Hill and Tarai regions). The lowest 5 respondents are earning 7,520,000 to 9,872,000 amounts (1.9 percent from Mountain region only) that are followed by 7 respondents earning 10,000,000 to 99,000,000 amounts (2.30% and 0.4% respectively from Mountain and Tarai regions).

Table 6.15: Cross Tabulation between Beneficiaries Group and Annual Income

Group	Ecology		Annual Family Income in Rs.					Total
			62,250-2,000,000	202,500-5,096,000	510,000-7,448,000	752,000-9,872,000	1,000,000-99,000,000	
Direct beneficiaries	M	N	13	10	4	4	5	36
		%	3.10	2.40	1.00	1.00	1.20	8.70
	Hill	N	12	81	7	2	2	104
		%	2.90	19.50	1.70	0.50	0.50	25.00
	Tarai	N	158	70	28	6	14	276
		%	38.00	16.80	6.70	1.40	3.40	66.30
	Total	N	183	161	39	12	21	416
		%	44.00	38.70	9.40	2.90	5.00	100.0
		SE	23.10	14.20	6.70	1.70	4.10	
		95% CI	7.40	12.80	1.50	0.70	0.70	
		88.60	73.20	41.70	11.30	30.10		
Direct and indirect beneficiaries	M	N	9	51	33	27	34	154
		%	2.70	15.50	10.00	8.20	10.30	46.80
	Hill	N	15	80	32	8	4	139
		%	4.60	24.30	9.70	2.40	1.20	42.20
	Tarai	N	17	4	7	2	6	36
		%	5.20	1.20	2.10	0.60	1.80	10.90
	Total	N	41	135	72	37	44	329
		%	12.50	41.00	21.90	11.20	13.40	100.0
		SE	7.10	4.50	5.50	3.00	3.80	
		95% CI	2.80	30.70	11.30	5.80	6.50	
		41.20	52.30	38.20	20.80	25.70		

Source: Field Survey, 2019

Table 6.15 shows information about tourism business wise annual family income of the beneficiaries groups. Of the total 416 direct beneficiaries operating tourism business, most (44.0%) of them are earning 622,500 to 2,000,000 annually (3.1%, 2.9% and 38.0% respectively from Mountain, Hill and Tarai regions) with 23.1 percent SE that is followed by 38.7 percent respondents earning 2,025,000 to 5,096,000 (2.4%, 19.5% and 16.8% respectively from Mountain, Hill and Tarai regions) with 14.2 percent SE. That means if the project value in population, the percentage of such earning groups will lie between 7.4 percent to 88.6 percent and 12.8 percent to 73.2 percent in 95 percent confidence interval. The lowest 12 respondents are earning 7,520,000 to 9,872,000 amounts (1.0%, 0.5% and 1.5% respectively from Mountain and Tarai regions) with 1.7 percent SE that is followed by 21 respondents earning 10,000,000 to 99,000,000 amount (1.2%, 0.5% and 3.4% respectively from Mountain, Hill and Tarai regions) with 4.1 percent SE. That means if the

project value in population, the percentage of such earning groups will lie between 0.7 percent to 11.3 percent and 0.7 percent to 30.1 percent in 95 percent confidence interval.

Of the total 329 direct and indirect beneficiaries operating tourism business, most (41.0%) of them are earning 2,025,000 to 5,096,000 annually (15.5%, 24.3% and 120% respectively from Mountain, Hill and Tarai regions) with 4.5 percent SE that is followed

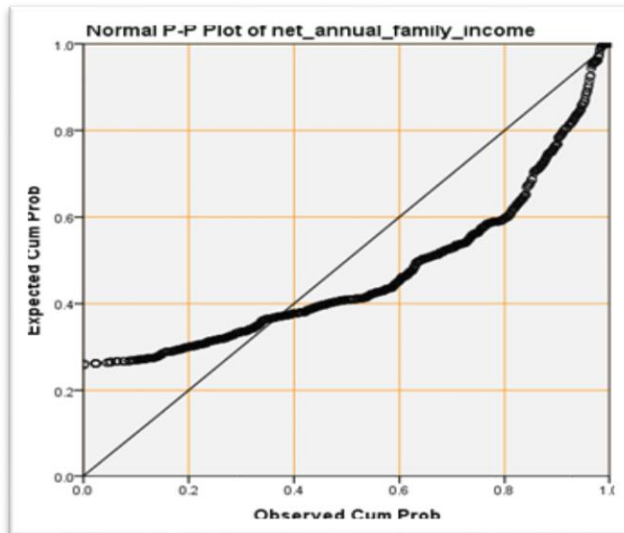


Figure 6.6: Normality of Annual Family Income

by 21.9 percent respondents earning 5,100,000 to 7,448,000 (10.0%, 9.7% and 2.1% respectively from Mountain, Hill and Tarai regions) with 5.5 percent SE. That means if the numbers project in population, the percentage of such earning groups will lie between 30.7 percent to 52.3 percent and 11.3 percent to 38.2 percent in 95 percent confidence interval. The lowest 11.2 percent

respondents are earning 7,520,000 to 98,72,000 amount (8.2%, 2.4% and 0.6% respectively from Mountain and Tarai regions) with 3.0 percent SE that is followed by 13.4 percent respondents earning 10,000,000 to 99,000,000 amount (10.3%, 1.2% and 1.8% respectively from Mountain, Hill and Tarai regions) with 3.8 percent SE. That means if the project value in population, the percentage of such earning groups will lie between 5.8 percent to 20.5 percent and 6.5 percent to 25.7 percent in 95 percent confidence interval.

Majority of the entrepreneurs belonging to Mountain region are earning from indirect tourism services. The following remarks also proved that:

Hotel Everest view opened in 1971 by Japanese owner has been listed on the Guinness Book of World Records (2004) as the Highest Placed Hotel in the world at 13000ft (Hotel Everest View, 2022). Most of the staffs working in this hotel are also operating their own tourism business (A.C. Sherpa, October 27th, 2019 [INT/M]). There are more than 60 mules' teams and more than 200 porters for supplying good and foods in this. The transportation cost is Rs. 70 per KG by mules and Rs. 120 per KG by porter (B. Sherpa, October 30th, 2019 [INT/M]). I have been working as a porter for 15 years. I hardly get 10 treks per year and earning net 200000 per year (Y.S. Nepali, October 29th, 2019 [INT/M]).

Table 6.16: Respondents' Suggestions for Promoting Economic Benefits

Attributes	Mountain		Hill		Tarai	
	N	%	N	%	N	%
District tourism office set up	168	88.4	212	99.6	248	79.4
Promote local products	112	99.5	203	83.6	226	72.4
Need to provide soft loan	184	96.8	174	71.6	267	85.5
Homestay promotion	106	55.8	209	86	119	38.1
Accessible road networks	170	89.5	198	81.4	205	65.7
Promoting agro-tourism	138	73	126	51.8	233	74.6
Opening art/craft centers	159	83.6	169	69.6	278	89.1

Source: Field Survey, 2019

Table 6.16 shows information about ways for promoting more economic benefits from tourism business. In Mountain region, majorities 99.5 percent of the respondents suggested to produce and supply local organic products that are followed by accessible soft loan packages (96.8%) and accessible road infrastructures (89.5%). In Hill region, majorities 99.6 percent of the respondents suggested to establish district tourism office that is followed by promoting homestay (86.0%) and producing and supplying local organic products (89.5%). In Tarai region, majorities 89.1 percent of the respondents suggested to open art/craft centers that is followed by accessible soft loan package (85.5%) and establishment of district tourism office (79.4%) respectively.

Table 6.17: Normal Distribution of Business Expenditure

Statistics	N	Range Rs.	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
			Statistic	df	Sig.	Statistic	df	Sig.
Food and good	745	132,975,000	0.29	745	0.00	0.40	745	0.00
Vegetable, egg	745	12,001,500	0.30	745	0.00	0.38	745	0.00
Non-veg, fish	745	15,984,000	0.27	745	0.00	0.43	745	0.00
Stimulants, sugar, milk	745	9,308,250	0.28	745	0.00	0.38	745	0.0
Food grains, lentils	745	13,344,750	0.25	745	0.00	0.45	745	0.00
Beverages and juices	745	21,343,500	0.29	745	0.00	0.39	745	0.00
Fruits and dry fruits	745	10,678,500	0.28	745	0.00	0.40	745	0.00
Oil, ghee, butter, honey	745	10,658,250	0.27	745	0.00	0.43	745	0.00
Species, sauces, herbs	745	5,325,750	0.26	745	0.00	0.45	745	0.00
LP gas and fuel wood	745	7,970,400	0.30	745	0.00	0.40	745	0.00

a. Lilliefors Significance Correction

Source: Field Survey, 2019

Table 6.17 shows the information on normality of business expenditure of the respondents. The range expenditure for food and non-vegetable items seems higher than other items whereas ranging amount of spices, sauce and herbs, LP gas and fuel wood and stimulants, sugar, milk was found comparatively low. While testing normality in 95 percent significance level, Kolmogorov-Smirnov value and Shapiro-Wilk value found insignificant

for all the variables ($0.00 < 0.05$). This means the business expenditure of the respondents are not normally distributed in Mountain, Hill and Tarai regions.

Table 6.18: Normal Distributions of Local Product Expenditure

Statistics	N	Range Rs.	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
			Statistic	df	Sig.	Statistic	df	Sig.
Vegetable, egg	745	240,1650	0.21	524	0.00	0.64	524	0.00
Non-veg, fish	745	4,796,820	0.19	524	0.00	0.65	524	0.00
Stimulants, sugar, milk	745	1,752,030	0.18	524	0.00	0.61	524	0.00
Food grains, lentils	745	2,529,630	0.16	524	0.00	0.72	524	0.00
Beverages and juices	745	4,287,195	0.22	524	0.00	0.62	524	0.00
Fruits and dry fruits	745	1,071,495	0.16	524	0.00	0.70	524	0.00
Oil, ghee, butter, honey	745	2,127,195	0.18	524	0.00	0.67	524	0.00
Species, sauces and herbs	745	893,025	0.19	524	0.00	0.66	524	0.00
LP gas and fuel wood	524	400,140	0.23	524	0.00	0.72	524	0.00

a. Lilliefors Significance Correction

Source: Field Survey, 2019

Table 6.18 shows the information on normality of local product expenditure of the respondents. The ranging expenditure for beverage, juice; non-vegetable and vegetable items seems higher than other items whereas ranging amount of spices, sauce and herbs, and LP gas found comparatively low. While testing normality in 95 percent significance level, Kolmogorov-Smirnov value and Shapiro-Wilk value found insignificant for all the variables ($0.00 < 0.05$). This means the local product expenditure of the respondents are not normally distributed in Mountain, Hill and Tarai regions.

Table 6.19: Normal Distributions of Annual Income and Expenditures

Statistics	N	Range Rs.	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
			Statistic	df	Sig.	Statistic	df	Sig.
HHs expense kitchen	745	4,023,000	0.11	745	0.00	0.92	745	0.00
HHs expense others	745	3,410,000	0.12	745	0.00	0.83	745	0.00
Hotel expense kitchen	745	23,935,500	0.29	745	0.00	0.40	745	0.00
Hotel expense others	745	18,934,800	0.29	745	0.00	0.46	745	0.00
Total family expense	745	253,235,625	0.27	745	0.00	0.43	745	0.00
Net family income	745	98,377,500	0.26	745	0.00	0.47	745	0.00

a. Lilliefors Significance Correction

Source: Field Survey, 2019

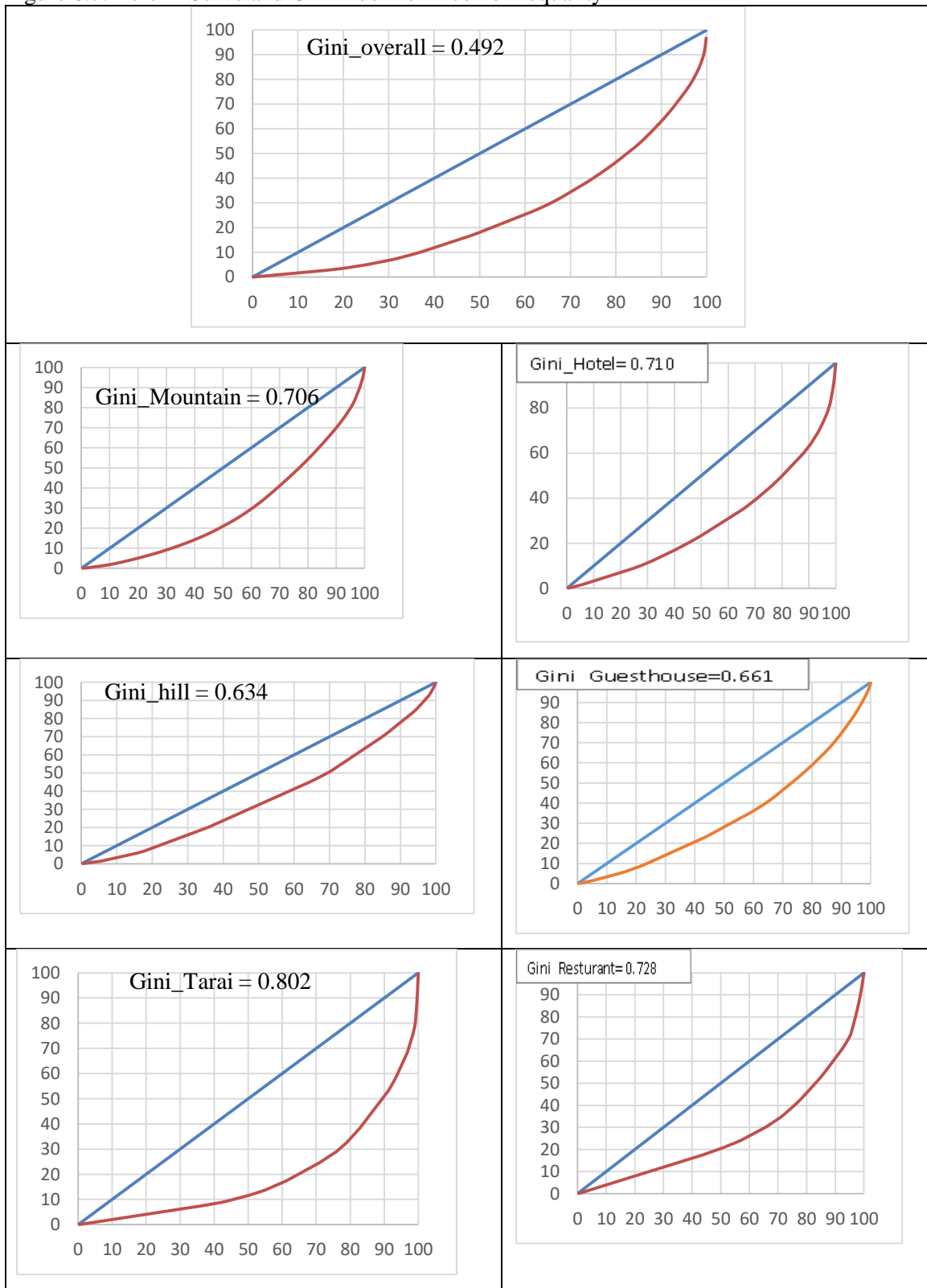
Table 6.19 shows the information about non-normality of income and expenditure distributions of the respondents. Here of, the range for HHs expense kitchen and other was found 4,023,000 and 3,410,000; range for hotel expense kitchen and other was found 23,935,500 and 18,934,800 and range for total family expenditure and net family income was found 253,235,625 and 98,377,500 respectively. While testing normality in 95 percent

significance level, Kolmogorov-Smirnov value and Shapiro-Wilk value found insignificant for all the variables ($0.00 < 0.05$). This means the local product expenditure of the respondents are not normally distributed in Mountain, Hill and Tarai regions.

Finally, the dispersion of annual earnings from tourism (transaction amounts) also has been presented below (Figure 6.7). For that purpose, Lorenz curve has provided a simple visual reference of income inequality (Urtasun & Gutierrez, 2006) whereas Gini coefficient index has measured seasonality and tourism income (Kulendran & Wong, 2005). The overall Gini coefficient index 0.492 shows the income inequality of the entire respondents is described by 49 percent. The index value seems more than double comparing to Slovenia having lowest index (24.6%) and 14 percent smaller than South Africa having highest index (63.0%) in the world (World Fact Book & WB, 2021). The index value seems 10 percent larger than national average 39.5 percent (Oxfam International & HAMI, 2019).

The index seems somewhat different according to strata and cluster. The high income inequality is found in Tarai region (0.802) as most of the big entrepreneurs belong to this region. The business investment, highest sale of the day, annual earning and job creation of the big entrepreneurs was found ranging from Rs. 20,000,000 to 40,000,000; Rs. 200,000 to 500,000; Rs. 10,000,000 to 99,000,000 and 7 to 70 persons respectively. Similarly, the high income inequality was found in restaurant (0.728) comparing to other clusters. Furthermore, for more economic benefits, the respondents belonging to Mountain and Hill region suggested upgrading road connectivity. Even in Los Tuxtlas (Mexico), ecotourism firms established since three decades recently have been facing many crisis like; climate change, a lack of promotion, poor road conditions, visitors' safety and security (Neger, 2021).

Figure 6.7: Lorenz Curve and Gini Index for Income Inequality



Source: Field Survey, 2019

6.1.2 Social Benefit

Social capital simply means affiliations and networks of the individual in the community level organizations (Thomson, 2008). The descriptions of social benefit related data are presented in Tables 6.20-6.21. More specifically, information about involvements of the respondents in different social organizations; social benefit related variables and suggestions for promoting social benefits are highlighted in Tables 6.20, 6.21 and 6.22 respectively.

Table 6.20: Involvements of the Respondents in Different Social Organizations

Types	Mountain		Hill		Tarai		Total	%
	N	%	N	%	N	%		
Construction committee	47	24.90	74	30.50	0	0.00	121	16.30
Agriculture committee	9	4.80	35	14.40	1	0.30	45	6.00
Wastage management	17	9.00	17	7.00	3	0.90	37	4.90
Community forest	17	9.00	23	9.50	33	10.60	73	9.80
Cooperative	184	97.40	239	98.40	312	100.00	735	98.80
SMC	31	16.40	41	16.90	1	0.30	73	9.80
Mother group	175	92.60	216	88.90	258	82.70	649	87.30
Youth club	137	72.50	148	60.90	17	5.40	302	40.60
Total							744	100.00

Source: Field Survey, 2019

Table 6.20 shows information about involvement of the respondents' family members in different social organizations. From Mountain region, majorities (97.4%) of the respondents' family members are involved in cooperative/microfinance that is followed by mother group (92.6%) and youth club (72.5%) respectively. Similarly, the lowest (4.8%) respondents' family members are involved in agriculture committee that is followed by wastage management committee (9.0%) and community forestry (9.0%) respectively.

From Hill region, majorities (98.4%) of the respondents' family members are involved in cooperative/microfinance that is followed by mother group (88.9%) and youth club (60.9%) respectively. Similarly, the lowest (7.4%) respondents' family members are involved in wastage management committee that is followed by community forestry (9.5%) and agriculture committee (14.4%) respectively. From Tarai region, all the (100%) respondents' family members are involving in cooperative/microfinance that is followed by mother group (82.2%) and community forestry (10.6%) respectively. Similarly, the lowest (0%) respondents' family members are involved in Construction Committee that is followed by School Management Committee (9.5%) and Agriculture Committee (0.3%) respectively. Through organizational effort, community people are mobilizing individuals,

associations, and institutions for empowering community and promoting community wellbeing (Ellis & Sheridan, 2014).

Table 6.21: Social Benefit Related Variables

Univariate Statistics	N	\bar{x}	Min	Max	SE	95% CI	
						Lower	Upper
Female increased income_85	745	4.12	1	5	0.04	4.02	4.21
Identity international market_86	745	4.33	1	5	0.08	4.12	4.54
Good hospitality_87	745	4.03	1	5	0.01	4.00	4.06
Relation tourist guide_88	745	4.76	1	5	0.09	4.53	4.99
Relation politician_89	745	4.67	1	5	0.11	4.39	4.95
Fund for physical infrastructure_90	745	4.32	1	5	0.08	4.12	4.52
Community development_91	745	4.33	1	5	0.08	4.12	4.54

Source: Field Survey, 2019

Table 6.21 illustrates 5 points likert index data related to social benefit variables (family income with female entrepreneurship_85, local identity in national and international tourism market_86, good hospitality with domestic and international tourists_87, good relationships with domestic and international tourists' guides_88, good relationships with local and national levels politicians_89, basket fund for infrastructure development projects_90 and conservation fund for infrastructure and community development projects_91). Of the total 7 variables (1-5 Min Max and 4.03-4.76 \bar{x}), the statement related to variable_88 has highest mean value 4.76 with 0.09 SE. That means if the project value in population, the mean will lie between 4.53 to 4.99 at 95 percent confidence interval.

The statement related to variable_87 has lowest mean 4.03 with 0.01 SE. That means if the project value in population, the mean will lie between 4.00 and 4.06 at 95 percent confidence interval. However, all the variables got >4 mean that means the denser views of the respondents in each statements falls between agree and strongly agree points. The data indicate that being a member in such organization, female respondents are playing social role in the local level. Through the institutional efforts, tourism entrepreneurs are acquiring social capital and transforming social capital into tourism entrepreneurship development (Bourdieu, 1986; 1990). On the flip side, because of tourism, even in the study area there is a rise in alcohol abuse and prostitution (Zambrano et al., 2010) as well as locals who live modest lives yet have financial wants are susceptible to Western

influence (Catibog-Sinha & Wen, 2008). Social benefit related remarks of the participants also have been highlighted below:

My family members are members of community forestry user group, school management committee, mother group and youth club (B. Gurung, October 19th, 2019 [INT/H]). I migrated from Sarlahi district before two decades. Since then I have been operating fooding and lodging services especially to the domestic tourists and visitors (B.K. Sing October 20th, 2019 [INT/H]). I passed Bachelor Degree in Sociology subject in 2017. Since then I have been involving in community based organization voluntarily. Along with my volunteer job, I have also opened a restaurant this year for economic purpose (R. Chaudhary, October 17th, 2019 [INT/T]). I passed grade 12 in management subject. I am educated Janjati women in my locality thus partly involving in Forest User Group and School Management Committee (R. Chaudhary, October 16th, 2019 [INT/T]). Most of the hotel enterprises are operated by incoming entrepreneurs migrated from Kaski, Parbat, Myagdi, Mustang, and Sankhuwasabha districts (M. Rai, October 19th, 2019 [INT/H]).

Contrary to that there are very few incoming entrepreneurs in Everest region. In this line one of the participant shared:

We three partners had started joint venture business in Luka before couple of years. We pay Rs. 1, 200, 000 annual rents (A. Maharjan, October 30th, 2019 [INT/M]).

Table 6.22: Respondents' Suggestions for Promoting Social Benefits

Attributes	Mountain		Hill		Tarai	
	N	%	N	%	N	%
Local entrepreneur support	148	77.90	207	85.20	278	89.10
Appreciation letter to entrepreneurs	129	67.90	168	69.10	214	68.60
Technical and financial support	186	97.90	243	100.00	312	100.00
Homestay support	123	64.70	230	94.70	54	17.30
Security	160	84.20	197		254	
Maintain social integrity	182	95.80	224	92.20	258	82.70
Encourage youth direct service	137	72.10	211	86.80	312	100.00
Mobilize youth in indirect services	166	87.40	231	95.10	207	66.30

Source: Field Survey, 2019

Table 6.22 shows information about ways for promoting social benefits from tourism business. From Mountain region, majorities (97.9%) of the respondents suggested to offer technical/financial support to the social organizations that is followed by maintaining social integrity (95.8%) and mobilize local youths in indirect tourism services (87.4%) respectively. From Hill region, majorities (95.1%) of the respondents suggested mobilizing youths in indirect tourism service that is followed by homestay support (94.7%) and maintaining social integrity (92.2%) respectively. From Tarai region, all the (100%) respondents suggested encouraging youths to involve in indirect tourism services that is followed by providing financial support to the local entrepreneurs (89.1%) and maintaining

social integrity (82.7%) respectively. All the suggestions seem meaningful from tourism development viewpoints thus concerned government authorities need to address properly. Morea (2021) also found that positive social feedbacks provided by community people in Bahía de San Antonio Protected Natural Area in Argentina promoted environmental justice and wellbeing. More so, the suggestions of the respondents might becoming a road map to the tourism development stakeholders as knowledge and skills of the local entrepreneurs is becoming key assets for community development (Phillips & Pittman, 2009).

6.1.3 Cultural Benefit

Culture itself is core component of livelihood assets. In the reference of theory of practice, livelihood practices of any particular ethnic groups are the culture that materializes economic, cultural, social and symbolic capitals (Calhoun, 1999). The descriptions of cultural benefit related data are presented in Tables 6.23-6.25. More precisely, information regarding ecology wise caste and ethnicity groups, cultural benefit related variables and respondents' suggestions for promoting cultural benefit are highlighted in Tables 6.23, 6.24 and 6.25 respectively.

Table 6.23: Ecology wise Caste and Ethnicity Groups

Category	Mountain		Hill		Tarai		Total	
	N	%	N	%	N	%	N	%
Tagadhari (Brahmin+Chhetri)	4	2.10	46	19.80	192	61.50	242	32.50
Matwali (Janjati+Dalits)	185	97.90	189	84.20	119	38.50	493	66.17
Matwali (Dalits)	0	0	8	3.29	1	0.03	9	1.21
Total	189	100.00	243	100.00	312	100.00	744	100.00

Source: Field Survey, 2019

Table 6.23 shows information about caste and ethnicity of the respondents (majorities 67.5% *Matawali* and remaining 32.5% *Tagadhari*). In Mountain region, majorities (97.9%) of the respondents are *Matwali* (Kulung, Lama, Maharjan, Pun magar, Rai, Sherpa, Sherpa Rai, Shrestha, Tamang, Thapa magar) and remaining 2.1 percent are *Tagadhari* (Baniya, Kanwar, Sharma, Sunuwar). In Hill region, majorities (84.2%) of the respondents are *Matwali* (Bishowkarma, Garbuja, Gauchan, Gurung [(125], Lalchan, Lama, Paija, Pun, Rai, Rasaili, Sherpa, Sherpa/Thakali, Shrestha, Sunar, Tamang, Thakali [16], Thapa magar and remaining 19.8 percent are *Tagadhari* (Acharya, Adhikari, Baral, Bhandari, Bhattarai, Bista, Chapagain, Devokata, Ghartee Chhetri, Guragain, Kafle, Karki, Khadka, Khatri, Kunwar, Lohani, Pokhrel, Poudel, Puri, Sharma, Sing, Subedi).

In Tarai region, majorities (61.5%) are *Tagadhari* (Adhikari, Amgai, Baniya, Baral, Bastola, Bhandari, Bhattarai, Bidari, Bista, Chapagain, Chhetri, Dahal, Dallakoti, Dawadi, Dhami, Dhungana, Gajurel, Ghimire, Ghising, Gindi, Giri, Hada, Kattel, Khanal, Khatiwoda, Khatri, Kuikel, Lamichhane, Timilsina, Tiwari, Tripathi, Wagle, Regmi, Rijal, Rimal, Sapkota, Shahi, Sharma (9), Silwal, Simkhada, Subedi, Thapaliya, Nepal, Neupane, Neure, Pandey, Pant, Parajuli, Pathak, Paykurel, Pokhrel, Poudel (19), Godar and remaining 38.5 percent are *Matwali* (Gurung, Kumal, Lama, Tharu [71: Mahato 9 +Chaudhary 45+Tharu 17], Mali, Praja, Pun, Rawat, Shrestha (40), Tamang, Thapa, Waiba. The data indicates that Tagadhari or so called upper caste groups are also involved in tourism especially in Hill and Tarai regions. In the reference of theory of practice, cultural practices and livelihood strategies of local people is the product and part of habitus (Thieme, 2006) that takes place in social field of ecological regions.

Table 6.24: Cultural Benefit Related Variables

Univariate Statistics	N	\bar{x}	Min	Max	95% CI	
					Lower	Upper
Preserving local values_95	745	4.03	1	5	4.00	4.05
Guest visiting during festive season_96	745	4.75	1	1	4.51	4.99
Earning from local culture_97	745	4.73	1	5	4.48	4.97
Young generation following own culture_98	745	4.43	1	5	3.97	4.89
Interaction among local and tourists_99	745	4.50	1	5	4.18	4.83
Interactive women children and youth_100	745	4.40	1	5	4.17	4.63
Marital relation with foreigners_101	745	2.97	1	5	2.77	3.18
Project support by married foreigners_102	745	3.30	1	5	3.00	3.61

Source: Field Survey, 2019

Table 6.24 illustrates 5 points likert index data related to cultural benefit variables (local organizations are preserving cultural values and norms_95, the peak season starts during cultural festivals periods_96, local people are performing cultural programs for creating money_97, young generations are following own traditional cultural norms values_98, local people and tourists are getting opportunities to learn/understand cultural norms and values of each others_99, local women, children and youths are becoming more interactive in front of tourists than before_100, some of the local youths are establishing marital relationships with foreigners_101 and the foreigners established marital relationships with local youths are supporting to implement community development projects in local level_102). Of the total 8 variables (1 to 5 Min Max with 2.97 to 4.75 \bar{x}),

the statement related to variable_96 has highest mean value 4.75. That means if the project value in population, the mean will lie between 4.51 and 4.99 at 95 percent confidence interval. The statement related to variable_101 has lowest mean 2.97 with 0.08 SE. That means if the project value in population, the mean will lie between 2.77 to 3.18 at 95 percent confidence interval. However, other variables except 101 and 102 got >4 mean that means the denser views of the respondents in those statements falls between agree and strongly agree points. The following remarks of the respondents proved that Dumji festival celebrated in Mountain region is also becoming cultural attraction to the guest:

We are total 95 households which are divided into 13 groups (6 to 9 households for each group). On the rotation basis, every group collects Rs. 700,000 from each household for celebrating cultural festival *Dumji* (A.C. Sherpa, October 27th, 2019 [INT/M]). Local people residing in Mongla have stopped celebrating Dumji festival since 15 years because of financial burden (A. Sherpa, October 27th, 2019 [INT/M]). We are performing cultural dance program to the guest who stayed in our Community Homestay managing by Tharus of Bachhyauli village (O.R. Mahato, October 14th, 2019 [INT/T]).

Table 6.25: Respondents' Suggestions for Promoting Cultural Benefit

Attributes	Mountain		Hill		Tarai	
	N	%	N	%	N	%
Cultural museum	167	87.90	231	95.10	54	17.30
Tourism year	180	94.70	241	99.20	295	94.60
Cultural program (Mahotsav)	186	97.90	238	97.90	299	95.80
Religious tourism	79	41.60	228	93.80	303	97.10
Cultural tourism	178	93.70	231	95.10	299	95.80
Cultural code of conduct	95	50.00	196	80.70	277	88.80
Financial support to cultural institution	98	51.60	196	80.70	312	100.00
Documentary	183	96.30	235	96.70	276	88.50

Source: Field Survey, 2019

Table 6.25 shows information about ways for promoting cultural benefits from tourism business. From Mountain region, majorities (97.9%) of the respondents suggested to celebrate cultural fairs (Mahotsavs) that is followed by preparing visual documentary (96.3%) and celebrating tourism year (94.7%) respectively. From Hill region, majorities (99.2%) of the respondents suggested celebrating tourism year that is followed by celebrating Mahotsavs (97.9%) and preparing visual documentary (96.7%) respectively. From Tarai region, all the (100%) respondents suggested to provide financial supports to cultural institutions that is followed by promoting religious tourism (97.1%) as well as promoting cultural tourism (95.8%) and celebrating Mahotsavs (95.8%) respectively. Majorities of the respondents have prioritized to preserve their culture thus suggested to

celebrate cultural programs equally in Mountain, Hill and Tarai regions. Mischen and Lipo (2021) also argue that role of cultural heritage must be considered in efforts to change and perpetuate sustainability-related behaviors within a community.

6.1.4 Environmental Benefit

The descriptive data regarding environmental benefit are presented in Tables 6.26-6.28. More specifically, information about environmental benefit related variables, quantity of garbage producing by the entrepreneurs and respondents' suggestions for promoting environmental benefit are highlighted in Tables 6.26, 16.27 and 6.28 respectively.

Table 6.26: Environmental Benefit Related Variables

Univariate Statistics	N	\bar{x}	Min	Max	SE	95% Confidence Int.	
						Lower	Upper
Dustbin garbage management_106	745	4.09	1	5	0.04	3.98	4.20
Garbage management committee_107	745	4.39	1	5	0.09	4.17	4.61
Organic edible items_108	745	4.38	1	5	0.10	4.13	4.63
Climate change trainng_109	745	4.05	1	5	0.08	3.85	4.26
Renewal energy_110	745	4.38	1	5	0.08	4.16	4.59
Climate change_111	745	4.33	1	5	0.08	4.12	4.53

Source: Field Survey, 2019

Table 6.26 illustrates 5 points likert index data related to environmental benefit variables (dustbins/litter houses are supporting to maintain wastage management_106, wastage management committee are playing active role_107, producing local organic agro products_108, climate change related training helping to understand negative impact of climate change_109, alternative sources of energy helping to preserve forest resources_110 and negative effects of climate change on tourism business_111). Of the total 6 variables (1 to 5 Min Max with 4.05 to 4.39 \bar{x}), the statement related to variable_107 has highest mean value 4.39 with 0.09 SE. That means if the project value in population, the mean will lie between 4.17 and 4.61 at 95 percent confidence interval. The statement related to variable_109 has lowest mean 4.05 with 0.08 SE. That means if the project value in population, the mean will lie between 3.85 and 4.26 at 95 percent confidence interval. However, all the variables got >4 mean that means the denser views of the respondents for the statements falls between agree and strongly agree points. The findings indicates that

climate change has been negatively affected tourism activities in the study areas. This might be reason Becken and Clapcott (2011) suggested to develop strong leadership, commitment, and appropriate resources to deal with the effects of climate change on the tourism.

Table 6.27: Quantity of Garbage Producing by the Entrepreneurs

Statistics		Garbage_Decomposable_104.1	Garbage_Undecomposable_104.2
N	Valid	745	745
	Missing	0	0
	\bar{x}	15.84	19.03
	Median	15	18
	Mode	15	15
	σ'	7.23	8.78
	Min	4	2
	Max	60	55
	SE	1.26	1.62
95% CI	Lower	12.75	15.07
	Upper	18.92	23.00

Source: Field Survey, 2019

Table 6.27 shows statistical information about garbage produced by the hotel entrepreneurs. The quantity of indecomposable garbage (\bar{x} 19.03 Kg with 2 Kg Min to 55 Kg Max and 1.62 Kg SE) seems slightly more than decomposable garbage (\bar{x} 15.84 Kg with 4 Kg Min to 60 Kg Max and 1.26 Kg SE). That means if the project value in population, the production of such types of garbage will lie between 15.07 Kg to 23 Kg and 12.75 Kg to 18.92 Kg respectively at 95 percent confidence interval. The highest frequencies of indecomposable and decomposable garbage are equal 15 Kg that is produced by 255 and 234 respondents respectively.

Of the 190 respondents in mountain region, majorities (52.11%) of them are giving decomposable garbage to the pig farmers especially in Namche and Lukla and remaining 47.89 percent are using for making compost themselves. Of the 243 respondents in Hill region, majorities (67.90%) of them are making animal fodder and compost themselves and remaining 32.09 percent are giving to the pig farmers. Of the 312 respondents in Tarai region, majorities (78.84%) are giving to the pig farmers and remaining 21.15 percent are using themselves. In the case of China, 44 percent of the nature reserves also had litter issues, 12 percent had water pollution, 11 percent had noise pollution, and 3 percent had air pollution (Nianyong & Zhuge, 2001). In this line one of the participants expressed that:

There are total 14 pig farms in Lukla. Pig farmers collect kitchen wastages from hotel and restaurant (K.T. Sherpa, October 30th, 2019 [INT/M]).

Table 6.28: Respondents' Suggestions for Promoting Environmental Benefit

Attributes	Mountain		Hill		Tarai	
	N	%	N	%	N	%
Ecotourism	181	95.30	237	97.50	296	94.90
Coordination BMC	188	98.90	240	98.80	304	97.40
Organic farming	186	97.90	239	98.40	307	98.40
Cooperative farming	174	91.60	236	97.10	306	98.10
Wastage management centers	14	7.40	243	100.00	312	100.00
Climate change study	138	72.60	223	91.80	276	88.50
Environment impact adaptation	158	83.20	185	76.10	257	82.40

Source: Field Survey, 2019

Table 6.28 shows information about ways for promoting environmental benefits. From Mountain region, majorities (98.9%) of the respondents suggested local government to coordinate with waste management committees that is followed by supporting organic farming (97.9%) and promoting ecotourism (95.3%) respectively. From Hill region, majorities (98.8%) of the respondents suggested local government to coordinate with waste management committees that is followed by supporting organic farming (98.4%) and promoting ecotourism (97.5%) respectively. From Tarai region, all the (100%) respondents suggested to establish waste management centers that is followed by promoting organic farming (98.4%) and cooperative farming (98.1%) respectively. The data indicates that respondents seem to be quiet aware with environmental issues and principles of sustainable tourism (UNEP & UNWTO, 2005). Majority of them suggested sustaining wellbeing of the local people through promoting ecotourism (TIES, 2019).

6.1.5 Educational Benefit

Education is the key driver for tourism development. Knowledge, learning and education, knowledge and learning are interrelated to each other (UNESCO, 2015). In this respect, tourism entrepreneurs are not only investing in child education but also acquiring tourism entrepreneurship and bufferzone management knowledge and skills. The descriptive data belonging to educational benefit are presented in Tables 6.29-6.32. More precisely, information regarding education related variables and attributes; cross tabulation between studying private schools and remittance receiving; respondents' participation in skill development training and educational benefit related variables are highlighted in Tables 119, 126, 121 and 122 respectively.

Table 6.29: Education Related Variables and Attributes

Variable	Attribute	N	%	SE	95% Confidence Int.	
					Lower	Upper
Child schooling	Yes	485	65.20	3.00	57.60	72.10
	No	259	34.80	3.00	27.90	42.40
Govt. School	Yes	123	16.50	2.50	11.30	23.50
	no	621	83.50	2.50	76.50	88.70
Institutional school	Yes	367	49.30	2.80	42.40	56.20
	No	377	50.70	2.80	43.80	57.60
Higher education in the country	Yes	385	51.70	2.70	45.10	58.20
	No	360	48.30	2.70	41.80	54.90
Subject specification	Tourism	70	41.20	3.80	32.40	50.60
	Business	74	43.50	1.90	38.90	48.30
	Devt studies	8	4.70	2.20	1.50	13.80
	Education	6	3.50	2.10	0.80	13.90
	Others	12	7.10	3.40	2.10	21.10
Abroad study	Yes	97	13.00	1.40	10.00	16.80
	No	648	87.00	1.40	83.20	90.00
Subject specification	Tourism	10	9.70	4.60	2.90	28.10
	Business	39	37.90	7.80	21.20	57.90
	Devt studies	8	7.80	2.20	3.80	15.10
	Others	46	44.70	6.60	29.60	60.70
	Total	745	100.00			

Source: Field Survey, 2019

Table 6.29 shows that of the total respondents, the majorities (65.2% with 3.0% SE) of them have school going children and remaining have not (34.8% with 3.0% SE). That means if the project value in population, percentage of such groups will lie between 57.6 percent to 72.1 percent and 27.9 percent to 42.4 percent respectively at 95 percent confidence interval. Most (49.4% with 2.8 SE) of the respondents are enrolling their children in institutional schools and lowest (16.5% with 2.5% SE) are enrolling in government schools. That means if the project value in population, percentage of such groups will lie between 42.4 percent to 56.2 percent and 11.3 percent to 23.5 percent respectively at 95 percent confidence interval.

The majorities (51.7% with 2.7% SE) of them have college going children and remainings don't have (48.3% with 2.7% SE). That means if the project value in population, percentage of such groups will lie between 45.1 percent to 58.2 percent and 41.8 percent to 54.9 percent respectively at 95 percent confidence interval. Most (43.5% with 1.9% SE) of the children are studying business and management subject, that is followed by tourism subject (41.2% with 3.8% SE). That means if the project value in population, percentage of such groups will lie between 38.9 percent to 48.3 percent and 32.4 percent to 50.6 percent respectively at 95 percent confidence interval.

The majorities (87.0% with 1.4% SE) of them have not abroad studying children and remainings have abroad studying children (13.0% with 1.4% SE). That means if the project value in population, percentage of not having and having abroad studying children will lie between 83.2 percent to 90.0 percent and 10.0 percent to 16.8 percent respectively at 95 percent confidence interval. Most (44.7% with 6.6% SE) of them are studying others subjects that is followed by business (37.9% with 7.8% SE) and tourism subject (9.7% with 4.6% SE). Of the respondents, there are 848 total school going children (418 girls [49.3%] and 430 boys [50.7%]) in which 209 children (106 girls and 109 boys) are studying in community school and 633 children (312 girls and 321 boys) are studying in institutional schools. Accordingly, total 320 youths (174 female [54.4%] and 146 male [45.6%]) are studying in college in which 101 female and 94 male are studying in their own Province and remaining 73 female and 52 male are studying in other Province. And total 109 youths (38 female [34.9%] and 72 male [66.0%]) are studying in foreign countries.

Table 6.30: Cross Tabulation between Studying Private Schools and Remittance

Ecology	Studying_Private_Schools_14.2		Remittance_Receiving_12.1		
			Yes	No	Total
Mountain	Yes	N (%)	6 (3.20)	59 (31.10)	65 (34.20)
	No	N (%)	11 (5.80)	114 (60.00)	125 (65.80)
	Total	N (%)	17 (8.90)	173 (91.10)	190 (100.00)
		SE	1.40	1.40	0.00
		95%CI	Lower	6.00	86.90
		Upper	13.10	94.00	100
Hill	Yes	N (%)	18 (7.40)	98 (40.30)	116 (47.70)
	No	N (%)	23 (9.50)	104 (42.80)	127 (52.30)
	Total	N (%)	41 (16.90)	202 (83.10)	243 (100.00)
		SE	1.10	1.10	0.00
		95% CI	Lower	14.50	80.40
		Upper	19.60	85.50	100
Tarai	Yes	N (%)	8 (2.60)	178 (57.10)	186 (59.6)
	No	N (%)	13 (4.20)	113 (36.20)	126 (40.4)
	Total	N (%)	21 (6.70)	291 (93.30)	312 (100.0)
		SE	0.80	0.80	0.00
		95%CI	Lower	5.00	90.90
		Upper	9.10	95.00	100

Source: Field Survey, 2019

Table 6.30 shows the information about remittance and child school education types. Of the total 190 respondents from Mountain region, most (31.1%) of the respondents are not receiving remittance and lowest (3.2%) of the respondents receiving remittance are enrolling their children in institutional schools. Of the total 243 respondents from Hill region, most (40.3%) of the respondents are not receiving remittance and lowest (7.4%) of the respondents receiving remittance are enrolling their children in institutional schools.

Of the total 312 respondents from Tarai region, majorities (57.1%) of the respondents are not receiving remittance and lowest (2.6%) of respondents receiving remittance are enrolling their children in institutional schools.

Table 6.31: Respondents' Participation in Skill Development Training

Types	Mountain		Hill		Tarai		Total
	F	M	F	M	F	M	
CIT	24	30	40	104	21	165	384
Parlor and tailoring	6	0	0	0	2	0	8
automobile	0	6	0	17	0	23	46
Agriculture	9	21	5	74	0	12	121
Hospitality/language	40	8	31	9	19	68	175
Culinary art	31	28	34	27	29	89	238
Tour guide/climbing	0	121	0	13	2	35	171
Wastage management	16	14	20	8	19	4	81
Community forestry	6	9	4	12	3	16	50
Total	132	237	134	264	95	412	1274

Source: Field Survey, 2019

Table 6.31 shows the information about vocational and skill development trainings attained by the respondents. In Mountain region, 369 community people (132 female and 237 male) have attained different types of vocational trainings. The most 40 numbers of female attained hospitality/language related training that is followed by culinary art (31) and CIT (24). Most 121 numbers of male attained tour guide, trekking and climbing related trainings that is followed by CIT (30) and culinary art (28). In Hill region, 398 community people (134 female and 264 male) have attained different types of vocational trainings. Most 40 numbers of female attained CIT related training that is followed by culinary art (34) and hospitality/language (31).

Most 104 numbers of male attained CIT related trainings that is followed by agriculture (74) and culinary art (27). In Tarai region, 507 community people (95 female, 412 male) have attained different types of vocational trainings. Most 29 numbers of female attained culinary arts training that is followed by CIT (21) and hospitality/language (19). Most 165 numbers of male attained CIT related training that is followed by culinary art (89) and hospitality/language (68). The time periods for CIT trainings is 3 to 6 months, tailoring is 3 to 6 months, auto mobile engineering is 45 days to 6 months, agriculture is 7 days to 15 days, hospitality/language is 7 days to 6 months, culinary art is 7 days to 6 months, tour guide is 7 days to 6 months, health sanitation and waste management is 7 to 4 months and community forestry is 9 days to 45 days. Besides, many travel and tour agencies functioning in Kathmandu are also offering non-formal practical knowledge and

skills to the interested youths as education and language barriers are regarded as big barrier for the growth of the tourism industry (Schellhorn, 2010; Clifton & Benson, 2006). In this line, one of the participants shared:

I returned back from Qatar last year. I have recently joined Nepal hiking office having 62 tourist guide and 200 porters and working as assistant trekking guide (S. Chhetri, October 29th, 2019 [INT/M]).

Table 6.32: Educational Benefit related Variables

Univariate Statistics	N	\bar{x}	Min	Max	SE	95% Confidence Int.	
						Lower	Upper
Hotel_management_training_117	745	4.68	1	5	0.06	4.51	4.85
ATM_internet_118	745	4.27	1	5	0.08	4.06	4.48
Training_NGOs_119	745	4.73	1	5	0.10	4.47	5.00
Practical_knowledge_120	745	3.66	1	5	0.15	3.28	4.04

Source: Field Survey, 2019

Table 6.32 illustrates 5 points likert index data related to educational benefit variables (The trend of studying tourism and hotel management subject and participating in tourism related vocational trainings have been increased_117, The flow of tourists is increasing due to ATM, internet and remittance facilities_118, tourism services are upgrading and becoming efficient due to the capacity/skill development trainings provided by govt. and non-govt. agencies_119 and local entrepreneurs are acquiring entrepreneurial knowledge/skills practically due to tourism development_120). Of the total 4 variables (1 to 5 Min Max with 3.66 to 4.73 \bar{x}), the statement related to variable_119 has highest mean value 4.73 with 0.10 SE. That means if the project value in population, the mean will lie between 4.47 and 5.00 at 95 percent confidence interval. The statement related to variable_118 has lowest mean 4.27 with 0.08 SE. That means if the project value in population, the mean will lie between 4.06 and 4.48 at 95 percent confidence interval. However, all the variables got >4 mean that means the denser views of the respondents for the statements falls between agree and strongly agree points.

A total of 4,126 tour guide licenses were distributed in FY 2018/19 whereas the number has increased by 74 and has reached 4,200 in mid-March of FY 2019/20. Likewise, 16,248 trekking guide licenses were issued in FY 2018/19 whereas the number has increased by 1,377 and reached 17,625 by mid-March of FY 2019/20 (MoF, 2020). In FY 2018/19, Nepal Tourism and Hotel Management Academy has prepared 420 human resources for academic courses and 2,539 human resources in other skill training courses. Similarly, 110 persons are studying mountain academic courses in Nepal Mountain

Training Institute till mid-January of FY 2018/19 and 857 persons have been trained in various disciplines related to tourism (MoF, 2020).

6.1.6 Health Benefit

The descriptive data related to health benefit are presented in Tables 6.33-6.37. More specifically, information about health benefit related variables, illness and treatment related information, health service delivery places and sex wise death reasons are highlighted in Tables 6.33, 6.34, 6.35, 6.36 and 6.37 respectively.

Table 6.33: Health benefit related Variables

Univariate Statistics	N	\bar{x}	Min	Max	SE	95% CI	
						L	U
Well facilitated hospital_126	740	4.92	1	5	0.03	4.84	5.00
Enhanced health awarness_127	740	4.90	1	5	0.10	4.65	5.16
Locals clean environment_128	740	4.48	1	5	0.11	4.20	4.77
Eating organic foods/vegetables_129	740	4.03	1	5	0.01	3.99	4.06
Changing food habits_130	740	4.89	1	5	0.06	4.74	5.05

Source: Field Survey, 2019

Table 6.33 illustrates 5 points likert index data related to health benefit variables (need to well equipped hospitals in local level_126, knowledge regarding good health and sanitation have been increased in local level due to tourism development _127, local people are maintaining their houses and surroundings neat and clean_128, local people are using organic crops/vegetable producing by them_129, and the fooding habits of the local people have been changing due to increased level of awareness regarding food and nutrition_130). Of the total 5 variables (1 to 5 Min Max with 4.03 to 4.92 \bar{x}), the statement related to variable_126 has highest mean value 4.73 with 0.03 SE. That means if the project value in population, the mean will lie between 4.84 and 5.00 at 95 percent confidence interval. The statement related to variable_129 has lowest mean 4.03 with 0.01 SE. That means if the project value in population, the mean will lie between 3.99 and 4.06 at 95 percent confidence interval. However, all the variables got >4 mean that means the denser views of the respondents for the statements falls between agree and strongly agree points.

Table 6.34: Illness and Treatment related Information

Attributes		N	%	SE	95 percent CI	
					Lower	Upper
Suffered from any diseases	Yes	407	100	0.00	100	100
Got treatment	Yes	407	100	0.00	100	100
Source of treatment cost	Self	407	100	0.00	100	100

Source: Field Survey, 2019

Table 6.34 shows the information about illness and treatment related information. Of the total 745 total respondents from Mountain, Hill and Tarai regions, majorities (54.6%) or 407 respondents or their family members suffered from some kind of diseases. All the 100 percent respondents got treatment by their self efforts. Of the respondents, most 140 respondents' family members from Tarai suffered from communicable diseases that are followed by 69 respondents belonging to Mountain. Most 81 respondents' family members from Tarai suffered from chronic diseases that are followed by 42 respondents belonging to Hill. Accordingly, 21 respondents' family members from Tarai also suffered from more than one disease. Females from Mountain and Hill regions are facing more health problems than males whereas in Tarai region males are facing more health problems than females. One of the participants shared that:

Our younger brother is suffering from mental disease Palsei. We are paying Rs. 10,000 per month for his treatment in Kathmandu (K.T. Sherpa, October 30th, 2019 [INT/M]).

Table 6.35: Health Service Delivery Places

Medical Treatment Places	N	%	SE	95% Confidence Interval	
				Lower	Upper
Bharatpur	239	32.10	6.80	6.80	18.10
Pokhara	74	9.90	2.20	5.70	16.60
Kathmandu	42	5.50	2.50	2.50	2.00
Namche	23	3.50	0.70	0.70	1.40
Lukla	18	0.10	0.10	0.10	0.00
Khumjung	9	1.20	0.90	0.90	0.20
Okhaldhunga	1	0.30	0.30	0.30	0.00
Kharikhola	1	0.10	0.10	0.10	0.00
Total	407	100.00	136.51	410.82	1079.17

Source: Field Survey, 2019

Table 6.35 shows the information about treatment places offering health delivery services. Of the total 407 respondents, majorities (32.1% with 6.8% SE) of them have visited Bharatpur city for treatment purpose that is followed by Pokhara (9.9% with 2.2% SE), Kathmandu (5.5% with 2.5% SE) and Namche (3.5% with 0.7% SE). That means if the project value in population, the percentage of visits to such cities will lie between 6.8 percent to 18.1 percent, 5.7 percent to 16.6 percent and 2.5 percent to 2.0 percent at 95 percent confidence interval.

Table 6.36: Sex wise Death Reasons

Sex Group		N	%	SE	95% Confidence Interval	
					Lower	Upper
Female	Cancer	1	0.10	0.10	0.00	1.10
	Chronic disease	3	0.40	0.40	0.00	5.00
	Diseases	5	0.70	0.40	0.20	2.60
	Pressure	1	0.10	0.10	0.00	1.90
	Total	10	100.00			

Sex Group		N	%	SE	95% Confidence Interval	
					Lower	Upper
Male	Accident	2	0.30	0.30	0.00	3.40
	Cancer	1	0.10	0.10	0.00	1.30
	Chronic disease	1	0.10	0.10	0.00	1.70
	Chronic diseases	1	0.10	0.10	0.00	1.70
	Diseases	10	1.30	1.00	0.20	8.60
	Suicide	1	0.10	0.10	0.00	1.30
	Total	16				

Source: Field Survey, 2019

Table 6.36 shows the information about sex wise deaths and death reasons. Of the total 744 respondents, 10 respondents' female members' age ranging from 60 to 80 years died. Most 5 death cases (0.7% with 0.4% SE) were due to diseases that are followed by 3 chronic diseases (0.4% with 0.4% SE). That means if the project value in population, the percentage of such categories will lie between 0.2 percent to 2.6 percent and 0.0 percent to 5.0 percent at 95 percent confidence interval. Accordingly of the total respondents, 16 respondents' male members' age ranging from youths 17-47 years and aged 62 to 80 years died. The most 10 death cases (1.3% with 1.0% SE) were due to diseases that are followed by 2 accident cases (0.3% with 0.3% SE). That means if the project value in population, the percentage of such categories will lie between 0.2 percent to 8.6 percent and 0.0 percent to 3.4 percent at 95 percent confidence interval.

Table 6.37: Normal Distributions of Households Food Expenditure

Statistics	N	Range	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
			Statistic	df	Sig.	Statistic	df	Sig.
Food	743	45,400	0.22	588	0.00	0.81	588	0.00
Vegetable	743	23,000	0.19	588	0.00	0.81	588	0.00
Fish, meat and chicken	743	36,000	0.22	588	0.00	0.80	588	0.00
Milk and egg	743	26,300	0.21	588	0.00	0.80	588	0.00
Ghee, oil, spices	743	35,650	0.19	588	0.00	0.63	588	0.00
Fruit and dry fruits	743	16,500	0.22	588	0.00	0.78	588	0.00
Sweets and sugar	743	8,800	0.23	588	0.00	0.81	588	0.00
LP gas and fuel wood	742	18,850	0.24	588	0.00	0.77	588	0.00
Tea and coffee	743	18,800	0.21	588	0.00	0.75	588	0.00
Soft drinks	743	13,500	0.20	588	0.00	0.87	588	0.00
Hard drinks	725	42,500	0.33	588	0.00	0.49	588	0.00
Tobacco	589	34,500	0.26	588	0.00	0.71	588	0.00

a. Lilliefors Significance Correction

Source: Field Survey, 2019

Table 6.37 shows the information on normality of household food expenditure of the respondents. The ranging expenditure for food and non-vegetable items seems higher than other items whereas ranging amount of sweet and sugar as well as soft drink found comparatively lowest. While testing normality in 95 percent significance level, Kolmogorov-Smirnov value and Shapiro-Wilk value found insignificant for all the variables

(0.00<0.05). This means the household food expenditure of the respondents are not normally distributed in Mountain, Hill and Tarai regions.

6.2.1 Composite Index IV: Economic Benefit

This section presents indexing of economic benefit index. The 9 nominal variables* are recoded into binary variables first then single factor method was applied in this regard (see Appendix O, Table 41). *Numbers of houses ($\geq 2 = 1$ & $< 2 = 0$) + number of flats ($\leq 2 = 1$ & $> 2 = 0$) + numbers of lodging rooms ($\geq 10 = 1$ & $< 10 = 0$) + types of business ownership (private ownership = 1 & on rent = 0) + investment amount ($< \text{Rs. } 5697429$ average amount = 1 & $>$ that average amount = 0) + numbers of self employment (> 2 family members = 1 & ≤ 2 family members = 0) + numbers of employment (> 2 employees = 1 & ≤ 2 employees = 0) + highest sale of the day ($> \text{Rs. } 47414$ average amount = 1 & $<$ that average amount = 0) + buying any physical assets (yes = 1 & no + planning to buy = 0). The economic benefit index is calculated by compositing 9 binary variables. After then the index value is calculated with Min 0.00 and Max 4.18, \bar{x} 2.87 and 0.23 SE (see Appendix O, Table 42). That means if the project value in population, the mean value lie between 2.29 to 3.45 at 95 percent confidence interval. For the further analysis the same index value is used.

6.2.2 Social Benefit

This section deals with social benefit index that is calculated by computing 7 likert index variables (family income with female entrepreneurship_85, local identity in national and international tourism market_86, good hospitality with domestic and international tourists_87, good relationships with domestic and international tourists' guides_88, good relationships with local and national levels politicians_89, basket fund for infrastructure development projects_90 and conservation fund for infrastructure and community development projects_91) through compute/addition method. After then the index value is calculated with Min 7 and Max 35 as well as \bar{x} 4.37 and 0.29 SE (see Appendix O, Table 43). That means if the project value in population, the mean value lie between 29.88 and 31.31 at 95 percent confidence interval. For the further analysis the same index value is used.

6.2.3 Cultural Benefit

This section deals with cultural benefit index that is calculated by computing 8 likert index variables (local organizations are preserving cultural values and norms_95, the peak season starts during cultural festivals periods_96, local people are performing cultural programs for creating money_97, young generations are following own traditional cultural norms values_98, local people and tourists are getting opportunities to learn/understand cultural norms and values of each others_99, local women, children and youths are becoming more interactive in front of tourists than before_100, some of the local youths are establishing marital relationships with foreigners_101 and the foreigners established marital relationships with local youths are supporting to implement community development projects in local level_102) through compute/addition method. After then the index value is calculated with Min 8 and Max 40 as well as \bar{x} 4.14 and 0.43 SE (see Appendix O, Table 44). That means if the project value in population, the mean value lies between 32.08 and 34.20 at 95 percent confidence interval. For the further analysis the same index value is used.

6.2.4 Environmental Benefit

This section deals with environmental benefit index that is calculated by computing 6 likert index variables (dustbins/litter houses are supporting to maintain wastage management_106, wastage management committee are playing active role_107, producing local organic agro products_108, climate change related training helping to understand negative impact of climate change_109, alternative sources of energy helping to preserve forest resources_110 and negative effects of climate change on tourism business_111) through compute/addition method. After then the index value is calculated with Min 6 and Max 30, \bar{x} 4.27 and 0.40 SE (see Appendix O, Table 45). That means if the project value in population, the mean value lies between 24.65 and 26.63 at 95 percent confidence interval. The index value indicates that community people are not only maintaining their surrounding clean but also participating in environmental management activities as tourism has upon the environment. Rather than having an adverse impact, this positive effect also helps keep the economy afloat, as the economy mainly depends upon the overall environment (Ma et al., 2019). For the further analysis the same index value is used.

6.2.5 Educational Benefit

This section deals with educational benefit index that is calculated by computing 4 likert index variables (The trend of studying tourism and hotel management subject and participating in tourism related vocational trainings have been increased_117, The flow of tourists is increasing due to ATM, internet and remittance facilities_118, tourism services upgrading and becoming efficient due to the capacity/skill development trainings provided by govt. and non-govt. agencies_119 and local entrepreneurs are acquiring entrepreneurial knowledge/skills practically due to tourism development_120) through compute/addition method. After then the index value is calculated with Min 4 and Max 20, \bar{x} 4.34 and 0.20 SE (see Appendix O, Table 46). That means if the project value in population, the mean value lies between 16.85 and 17.87 at 95 percent confidence interval. For the further analysis the same index value is used. The educational benefit related remarks of the participants also have been highlighted below:

I am studying in grade six. During season time, I work as a porter with my father. We together supply meat in Namche bazaar from Kharikhola. It takes four days for one trip up and down (T. Sherpa, October 25th, 2019 [INT/M]). I spent seven years in trekking job. This year I am planning to enroll in Tribhuvan University Central Department of Sociology (T. Lama, October 27th, 2019 [INT/M]). My two sons are studying in USA and Australia. It is possible with earning from tourism business (L.N. Sapkoata, October 14th, 2019 [INT/T]). I have completed bachelor Degree in Hotel Management subject. My parents encouraged me to enroll in this subject so that I could continue our tourism business properly (G.S. Chaudhary, October 12th, 2019 [INT/T]).

6.2.6 Health Benefit

This section deals with health benefit index that is calculated by computing 5 likert index variables (need to well equipped hospitals in local level_126, knowledge regarding good health and sanitation have been increased in local level due to tourism development _127, local people are maintaining their houses and surroundings neat and clean_128, local people are using organic crops/vegetable producing by them_129, and the fooding habits of the local people have been changing due to increased level of awareness regarding food and nutrition_130) through compute or addition method. After then the index value is calculated with Min 4 and Max 20, \bar{x} 27.24 and 0.26 SE (see Appendix O, Table 47). That means if the project value in population, the mean value lies between 26.59 and 27.89 at 95 percent confidence interval. This indicates that community people are not only

maintaining their health and hygiene but they can also offer wellness and health tourism services to the physically and mentally suppressed tourists. However, in Mountain and Hill region community people are questioning for health service delivery practices of local government. In this line some of the participants shared that:

We have very poor health services. The health center, Khunde hospital is located far from our village Fortse. We need to manage 3 hours trek to reach hospital even in emergency cases (D. Sherpa, October 27th, 2019 [INT/M]). Health service delivery facilities are not yet satisfactory in Ghandruk though it is a popular tourism destination of ACAP region (N. Shrestha, October 18th, 2019 [INT/H]). We are compelled to reach Pokhara and Kathmandu cities for curing chronic diseases (S. Gurung, October 18th, 2019 [INT/H]). Hunter-Jones et al., (2040) also reveal needs of terminally ill patients and their families and role of tourism providers do to better meet these needs. For the further analysis the same index value is used.

6.2.7 Multiple Benefits

This section presents multiple benefit index (MBI) that is computing through single factor method. The multiple benefit index is calculated by indexing 6 benefits scales (economic benefit index + social benefit index + cultural benefit index+ environmental benefit index + educational benefit index + health benefit index. After that the index value is obtained with Min 0.00 and Max 8.10, \bar{x} 3.08 and 0.17 SE (see Appendix O, Tables 48, 49). That means if the project value in population, the mean value lies between 2.65 to 3.50 at 95 percent confidence interval. For the further analysis the same index value is used.

6.2.8 Relationships: SDI, EI, KAPI and Multiple Benefits Potential Indexes

Table 6.38: Correlations between the Indexes_IV

Correlations	Pearson Correlation	EBI	SBI	CBI	ENBI	EDBI	HBI
Economic Benefit Index (EBI)	r	1	-0.00	0.21**	-0.15**	-0.25**	0.06
	Sig.		0.83	0.00	0.00	0.00	0.08
	N	745	745	745	745	745	740
Social Benefit Index (SBI)	r	-0.00	1	0.26**	0.76**	0.11**	-0.05
	Sig.	0.83		0.00	0.00	0.00	0.168
	N	745	745	745	745	745	740
Cultural Benefit Index (CBI)	r	0.21**	0.26**	1	0.21**	0.04	-0.11**
	Sig.	0.000	0.00		0.00	0.20	0.00
	N	745	745	745	745	745	740

** Correlation is significant at the 0.01 level (2-tailed)

Source: Field Survey, 2019

ENBI: Environmental Benefit Index, EBI: Educational Benefit Index, HBI: Health Benefit Index

Table 6.38 illustrates on Pearson correlation coefficient between 6 benefit indexes. The economic benefits index is positively correlated with cultural benefit index ($r= 0.21 > r^2= 0.04$ and $N=745$), and health benefit index ($r= 0.06 > r^2= 0.00$ and $N= 740$) but negatively correlated with social benefit index ($r=-.00 < r^2= 0.00$ and $N=745$), environmental benefit index ($r=-.15 < r^2= 0.02$ and $N=745$), and educational benefit index ($r=-.25 < r^2= 0.06$ and $N=745$) at 0.01 significance level. The social benefit index is positively correlated with cultural benefit index ($r=0.26 > r^2= 0.06$ and $N= 745$), environmental benefit index ($r=0.76 > r^2= 0.57$ and $N=745$), and educational benefit index ($r= 0.1 > r^2= 0.01$ and $N=745$), but negatively correlated with health benefit index ($r=-.05 < r^2= 0.00$ and $N=745$), at 0.01 significance level. The cultural benefit index is positively correlated with economic benefit index ($r=0.21 > r^2= 0.04$ and $N=745$), social benefit index ($r= 0.26 > r^2= 0.06$ and $N= 745$), environmental benefit index ($r = 0.21 > r^2= 0.04$ and $N=745$) and educational benefit index ($r=0.04 > r^2=0.00$ and $N=745$), but negatively correlated with health benefit index ($r= -.11 < r^2= 0.01$ and $N=740$), at 0.01 significance level.

Table 6.39: Correlation between the Indexes_V

Correlations	Pearson Correlation	Social Demographic Index	Eotourism Index	KAP Index
Multiple Benefit Potential Index	r	-0.41**	0.38**	0.17**
	Sig.	0.00	0.00	0.00
	N	739	730	735

** Correlation is significant at the 0.01 level (2-tailed)

Source: Field Survey, 2019

Table 6.39 illustrates that Pearson correlation coefficient between multiple benefits potential index and socio demographic index, $r= -.41$, level of significance, $p=0.000$ (Probability of happening of null hypothesis), and population, $N = 739$. While testing at the 0.01 significance level, it was found that $r= -.41 < r^2 = 0.16$ and $p= 0.00$. This implies that the null hypothesis is accepted and the indexes are negatively correlated. The correlation coefficient between multiple benefits potential index and ecottourism index, $r = 0.38$, level of significance, $p = 0.000$ (Probability of happening of null hypothesis), and population, $N= 730$. While testing at the 0.01 significance level, it was found that $r = 0.38 > r^2 = 0.14$ and $p=0.00$. This implies that the null hypothesis is rejected and the relationships between indexes are significant (low positive correlation). The correlation coefficient between multiple benefits potential index and KAP index, $r= 0.17$, level of significance,

$p=0.000$ (Probability of happening of null hypothesis), and population, $N= 735$. While testing at the 0.01 significance level, it was found that $r= 0.17 > r^2 = 0.02$ and $p = 0.00$. This implies that the null hypothesis is rejected and the relationships between the indexes are significant (low positive correlation).

6.3 Comparison of Mean based on Multiple Benefits Potential Index

This section presented 6 hypotheses tests (hypothesis 4.1-4.3 for independent T-Tests and hypothesis 4.4-4.6 for one way ANOVAs) of the attributes based on multiple benefits potential index (MBPI).

Null hypothesis 4.1, H_0 : MBPI is not significant between beneficiaries groups.

Alternative Hypothesis 4.1, H_A : MBPI is significantly difference between groups.

Table 6.40: Mean Differences between beneficiaries Group

Beneficiary Groups	N	\bar{x}	σ'	SE	95% Confidence Interval	
					Lower	Upper
MBPI_direct beneficiaries	416	2.77	2.24	0.11	2.50	3.04
MBI_direct and indirect beneficiaries	329	3.47	4.53	0.25	2.86	4.09

Source: Field Survey, 2019

Table 6.40 shows that lower range and upper range of the attributes (MBPI based on different types of beneficiaries groups) are overlapping with each other. This implies that the null hypothesis is accepted at the 0.05 significance level. Thus, there is not significant relationship between MBPI of direct and direct/indirect beneficiaries groups.

Null hypothesis 4.2, H_0 : MBPI is not significant between tourism businesses groups.

Alternative Hypothesis 4.2, H_A : MBPI is significantly difference between groups.

Table 6.41: Mean Differences between Tourism Services

Types of Services	N	\bar{x}	σ'	SE	95% Confidence Interval	
					Lower	Upper
MBI_lodging and fooding	485	2.87	5.72	0.26	2.23	3.51
MBI_fooding only	260	3.39	4.03	0.25	2.77	4.00

Source: Field Survey, 2019

Table 6.41 shows that lower range and upper range of the attributes (MBPI based on different types of tourism businesses groups) are overlapping with each other. This implies that the null hypothesis is accepted at the 0.05 significance level. Thus, there is not significant relationship between MBPI of people operating lodging/fooding and fooding services.

Null hypothesis 4.3, H_0 : MBPI is not significantly difference between the groups having numbers of lodging rooms.

Alternative Hypothesis 4.3, H_A : MBPI is significantly difference between groups.

Table 6.42: Mean Differences of Lodging Rooms

Numbers of Lodging Rooms	N	\bar{x}	σ'	SE	95% Confidence Int.		Effect Size
					Lower	Upper	
MBI_≤10 rooms	200	3.94	1.13	0.08	3.75	4.14	0.48
MBI_>10 rooms	540	2.76	2.82	0.12	2.46	3.05	

Source: Field Survey, 2019

Table 6.42 shows that lower range and upper range of the attributes (MBPI based on having numbers of lodging room groups) are not overlapping with each other. This implies that the null hypothesis is rejected at the 0.05 significance level. Thus, there is a significant relationship between MBPI of people having ≤10 and >10 rooms. The data shows that the MBPI of people having ≤10 rooms are significantly better than those people who have >10 rooms. The effect size 0.48 shows that the difference between groups is moderately effective.

Null hypothesis 4.4, H₀: MBPI is not significantly difference among ecology.

Alternative Hypothesis 4.4, H_A: MBPI is significantly difference among ecology.

Table 6.43: Mean Differences among Ecology

Ecology	N	\bar{x}	σ'	SE	95% CI		Effect Size		
					L	U	M and hill	M and Tarai	Hill Tarai
MBI_Mountain	190	3.72	4.27	0.31	2.95	4.48			
MBI_Hill	243	3.37	4.52	0.29	2.64	4.10			
MBI_Tarai	312	2.47	1.05	0.06	2.31	2.63	0.08	0.45	0.29

Source: Field Survey, 2019

Table 6.43 shows that lower range and upper range of the attributes (MBPI based on ecological regions) are not overlapping with each other. This implies that the null hypothesis is rejected at the 0.05 significance level. Thus, there is a significant relationship between MBI of people living in different ecological regions. The data shows that the MBPI of Tarai is significantly lower than that of Hill and Mountain regions. Again the MBPI of Hill is better than Tarai and the MBPI of Mountain significantly better than that Tarai and Hill regions. The effect size 0.08 shows that the difference between Mountain and Hill is moderately effective. The effect size 0.45 shows that the difference between Mountain and Tarai is also moderately effective. The effect size 0.29 shows that the difference between Hill and Tarai is also found moderately effective.

Null hypothesis 4.5, H₀: MBPI is not significant among caste/ethnicity groups.

Alternative Hypothesis 4.5, H_A: MBPI is significantly difference among such groups.

Table 6.44: Mean Differences between Caste/Ethnicity

Caste_Ethnicity	N	\bar{x}	σ'	SE	95% Confidence Interval	
					Lower	Upper
MBI_Brahmin/Chhetri	217	2.69	1.47	0.10	2.43	2.94
MBI_Janajati	513	3.25	4.75	0.21	2.74	3.77
MBI_Dalits	9	2.32	0.72	0.24	1.71	2.92

Source: Field Survey, 2019

Table 6.44 shows that lower range and upper range of the attributes (MBPI based on caste/ethnicity groups) are overlapping with each other. This implies that the null hypothesis is accepted at the 0.05 significance level. Thus, there is not significant relationship between MBI of people belong to different caste/ethnicity groups.

Null hypothesis 4.6, H_0 : MBPI is not significantly difference among the business investment groups.

Alternative Hypothesis 4.6, H_A : MBI is a significantly difference among groups.

Table 6.45: Mean Differences between Business Investment

Business Investment Amount (Rs.)	N	\bar{x}	σ'	SE	95% CI	
					Lower	Upper
MBI_25,000 – 495,000	156	2.57	1.24	0.09	2.32	2.81
MBI_500,000 – 4,800,000	378	3.26	4.20	0.21	2.73	3.79
MBI_5,000,000 – 9,500,000	94	3.32	2.49	0.25	2.69	3.95
MBI_1,000,000 – 18,500,000	66	3.05	2.30	0.28	2.35	3.74
MBI_2,000,000 – 4,000,000	37	3.02	3.45	0.56	1.63	4.41

Source: Field Survey, 2019

Table 6.45 shows that lower range and upper range of the attributes (MBPI based on business investment groups) are overlapping with each other. This implies that the null hypothesis is accepted at the 0.05 significance level. Thus, there is not significant relationship between MBPI of people invested different amount for establishing their tourism business (Rs. 25,000 to 495,000, 500,000 to 4,800,000; 5,000,000 to 9,500,000; 1,000,000 to 18,500,000 and 2,000,000 to 40,000,000) as well.

6.4 Logistic Regressions Model IV

This section presents logistic regressions model (LRM) developed based on economic benefit related binary (nominal or dichotomous) variables. The multiple logistic regressions for the dependent variable types of beneficiaries (direct or direct and indirect both) with respect to independent variables economic benefit (numbers of house, numbers of flats, numbers of room, types of business ownership, investment amount numbers of self-employees, numbers of employees, highest sale of the day and buying any physical

assets) is given below. For each of the variables, two codes 0 (means non-existence) and 1 (means existence) are used.

$$y = e^{\beta_0 + \beta_1 x_1 + \dots + \beta_{19} x_{19} + \varepsilon}$$

where y is dependent variable

β s are regression coefficients

x s are independent variables

ε = error terms

Table 6.46: Logistic Regression Model Summary for Economic Benefit

Omnibus Tests of Model Coefficients		Chi-square	df	Sig.	-2 Log likelihood=813.23 ^a Cox & Snell R Square=0.24 Nagelkerke R Square=0.32
Step	Step	209.37	9	0.00	
1	Block	209.37	9	0.00	
	Model	209.37	9	0.00	

Source: Field Survey, 2019

From the Table 6.46 the chi square value (209.37 with 9 degree of freedom) is found significant. So this study claims that the significant logistic model for types of beneficiaries (direct or direct and indirect both) with respect to numbers of houses (≥ 2 or < 2), number of flats (≤ 2 or > 2), numbers of lodging rooms (≥ 10 or < 10), types of business ownership (private & on rent), investment amount ($<$ Rs. 5697429 average or $>$ that average amount), numbers of self employment (> 2 or ≤ 2), numbers of employment (> 2 or ≤ 2), highest sale of the day ($>$ Rs. 47414 average or $<$ that average amount) and buying any physical assets (yes or no but planning) exist.

Accordingly, the Nagelkerke r square value found significant $0.32 > 0.08$. This implies that types of entrepreneurs (providing lodging and fooding services or fooding only) is moderately described (32%) largely by numbers of room, types of business ownership, self-employment, highest sale of the day and buying physical assets as indicated in Table 6.46.1.

Table 6.46.1: Variables in the Equation

Variables	B	SE	Wald	df	Sig.	Exp (B)	
Step							
1 ^a	Numbers of house	-0.20	0.29	0.49	1	0.48	0.81
	Numbers of flat	.36	0.29	1.53	1	0.21	1.44
	Numbers of room	.76**	0.22	11.64	1	0.00	2.14
	Ownership types	.82**	0.28	8.59	1	0.00	2.28
	Investment	-0.46	0.24	3.56	1	0.05	0.62
	Self-employment	-0.79**	0.20	15.79	1	0.00	0.45
	Employment	.31	0.18	2.87	1	0.09	1.37
	Highest sale of the day	-0.97**	0.23	17.40	1	0.00	0.37
	Buying physical asset	-1.33**	0.19	47.52	1	0.00	0.26
	Constant	1.58**	0.39	16.34	1	0.00	4.87

** $p < .01$

Source: Field Survey, 2019

From the coefficient Table 6.46.1, it is found that all the predictor variables were not found significant. Among them numbers of room ($t=11.64$ $p<0.01$), business property ownership types ($t=8.59$ $p<0.01$), self-employment ($t=15.79$ $p<0.01$), highest sale of the day ($t=17.40$ $p<0.01$), and buying physical assets ($t=47.52$ $p<0.01$) were significant predictors in the model. The types of tourism entrepreneurs are largely defined by the variable business property ownership types. However, it was surprising to see that the variable numbers of house has negatively contributed to the types of tourism entrepreneurs.

6.5 Factor Analysis Model II

This section presents factor analysis model for tourism benefits. The 18 likert scaled variables belonging to social, cultural, environmental, educational and health benefits are developed into four different variables (Community building and infrastructure; cultural sentiments and social capital; transformative role of women and hospitality as well as agro-ecotourism and garbage management) as well. KMO measure a sample adequacy 0.69, this signifies that there were adequate sample to run the exploratory factor analysis. Extraction value for each of the variables is more than 0.5 and cumulative sum square loading up to the second factor is 75.90 percent, this clearly indicates that the new factor that are produced by the variables are well explained and model is statistically valid (see Appendix O, Tables 50-52).

Table 6.47: Factor Analysis Model and Rotated Component Matrix^a

Rotated Component Matrix ^a	Component			
	Community building and infrastructure	Cultural sentiments and social capital	Transformative role of women and hospitality	Agro-ecotourism and garbage management
Increased family income with female role			0.73	
Supplying products in local and foreign	0.95			
Good hospitality			0.88	
Relation with politician		0.84	-0.30	
Physical infrastructure development	0.93			
Community development practices	0.94			
Preserving local cultural values			0.87	
Guest visiting in festival season		0.93		
Earning from local cultural program		0.91		
Interactive women, children and youth	0.90			0.28
Dustbin garbage management		-0.45	0.62	
Garbage management committee	0.91			0.29
Serving organic edible items	0.84			0.32
Use of renewal energy	0.95			
Climate change impact on tourism	0.95			
ATM and internet facilities	0.84			
Types of training provided by NGOs				
Eating organic foods and vegetables				0.95

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 5 iterations.

Source: Field Survey, 2019

Tables 6.47 shows the information about four significant factors (i: community building and infrastructure, ii: cultural sentiments and social capital, iii: transformative role of women and hospitality and iv: agro-ecotourism and garbage management). The first factor is defined by 9 variables (3 from social benefit [establish local identity in national and international tourism market_86, physical infrastructure development_90, community development_91]; 1 from cultural benefit [women-children-youth are becoming more interactive_100]; 4 from environmental benefit [active role of garbage management committee_107, serving organic fooding items_108, using renewable or alternative energy_110 and negative impacts of climate change in tourism_111] and 1 from educational benefit [role of ATM, internet and remittance services in tourism development_118]). The second factor is defined by 3 variables (1 from social benefit [good relationship of hotel associations' members with central/local level politician_89]; 2 from cultural benefit [pick season for tourists flow is during festivals_96 and earning from local cultural program_97]). The third factor is defined by 4 variables (2 from social benefit [increased family income due to women's' involvement in tourism business_85 and maintaining good hospitality by the entrepreneurs_87]; 1 from cultural benefit [role of local organizations for preserving local cultural values and norms_95]; and 1 from environmental benefit [maintaining surrounding clean by use of dustbins_106]). The fourth factor is defined by 4 variables (1 from cultural benefit [the interactive habits of women, children and youth is increased_100]; 2 from environmental benefit [active role of garbage management committee_107 and increasing trend of producing local organic products_108]; and 1 from health benefit [use of own local organic products by the local people themselves_129]).

6.6 Discriminant Functions Model II

This section presents discriminant functions model for migration decision based on multiple benefits of tourism. The level of choice and non-choice groups for migration decisions are calculated through dependent variable (1=migrated from home district & 0=migrated from other districts) and independent variables (economic benefit index, social benefit index and cultural benefit index).

- Is the migration choices of the entrepreneurs based on economic, social and cultural benefits?
- The discriminant function is given by:

$$D=a+d_1x_1+d_2x_2+d_3x_3$$

Where, a=constant

x_1 = economic benefit index value

x_2 = social benefit index value

x_3 = social benefit index value

d_1, d_2 and d_3 = discriminant coefficients

The statistical information (See Appendix O, Tables 53-61) shows that pooled within group's matrices that explain correlation between economic and social benefit scales, economic and cultural benefit scales, social and cultural benefit scales found 0.22, 0.34, and 0.13 respectively. From the weak correlation coefficient it can be said that there is no issue of multicollinearity. Again the ranks and natural logarithms of determinants printed are those of the group covariance matrices. The log determinants of both groups are nearly equal and they are not significantly different. The first 1 canonical discriminant functions analysis that is accepted level of canonical correlation. Likewise, value of wilks' lambda found significant $0.93 > 0.03$ as well. Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions variables ordered by absolute size of correlation within function. The functions indicate that economic and cultural benefits are strong predictors than social benefit (economic and cultural benefits influence more than social benefit for the migration choices of the respondents).

Table 6.48: Canonical Discriminant Function Coefficients

Canonical Discriminant Function	Function
Coefficients	1
Economic Benefit Index	0.30
Social Benefit Index	-.39
Cultural Benefit Index	0.27
Constant	2.05

Source: Field Survey, 2019

Table 6.48, depicts information on Unstandardized coefficients functions of economic benefit index (0.30), social benefit index (-.39), cultural benefit index (0.27) and

constant (2.05) respectively. Based on the coefficients, required discriminant function model can be given by:

$$d = 0.30 * \text{economic benefit index} + 0.39 * \text{social benefit index} + 0.27 * \text{cultural benefit index} + 2.05$$

The model shows that the migration choice is significantly discriminated more by economic benefit and cultural benefit than that of social benefit.

6.7 Multiple Regressions Model II

This section presents multiple regressions model (MRM) for benefits of tourism. The MRM for the dependent variable (multiple benefit potential index [MBPI]: 740 N, 3.08 mean, 0.00 min, 8.10 max, 0.17 SE, 2.65 to 3.50 limits in 95 percent confidence interval) with respect to independent variables (food sufficiency, qualification, types of tourism business and ecology) is given below. For each of the independent variables, two codes 0 (means non-existence) and 1 (means existence) are used.

$$y = \beta_0 + \beta_1 x_1 + \dots + \beta_6 x_6 + \varepsilon$$

Where

y is dependent variable

β s are regression coefficients

x_s are independent variables

ε = error terms

Table 6.49: Multiple Regressions Model of Benefits Potential of Ecotourism

Model		SS	df	Mean	F	Sig.	R = 0.57
ANOVA ^a				Square			R ² = 0.33
1	Regression	246.23	4	61.55	91.81	0.00 ^b	Adjusted R ² = 0.33
	Residual	492.77	735	0.67			SE of the estimate = 0.81
	Total	739.00	739				Durbin-Watson = 0.27

Source: Field Survey, 2019

Results of the multiple linear regression as presented in Table 6.49 indicated that there was a collective significant effect between the independent variables food sufficiency, ecology, types of tourism business and qualification with the dependent variable the MBPI with $F(735) = 91.81, p < 0.05, R^2 = 0.33$. This implies that the MBPI is moderately described (33 percent) by largely by the variable food sufficiency as indicated in Table 6.56.1.

Table 6.49.1: Coefficients^a

	B	SE B	β	T	Sig.	Tolerance	VIF
1 (Constant)	5.06**	0.12		39.68	0.00		
Ecology	-0.64**	0.04	-0.51	-15.78	0.00	0.84	1.18
Type of tourism business	-0.30**	0.04	-0.23	-7.70	0.00	0.96	1.04
Qualification	-0.18**	0.06	-0.09	-2.96	0.00	0.94	1.06
Family food sufficiency	0.20*	0.08	0.08	2.50	0.01	0.90	1.10

* $p < .05$, ** $p < .01$

Source: Field Survey, 2019

From the Table 6.49.1, we found that all the predictor variables were found significant. Among them ecology ($t = -15.78$, $p < 0.05$), types of tourism business ($t = -7.70$, $p < 0.05$), qualification ($t = -2.96$, $p < 0.05$) and family food sufficiency ($t = 2.50$, $p < 0.05$),

having any domestic animal ($t = 6.33$, $p < 0.05$) were significant predictors in the model. The model presented in the Table has no issue of multicollinearity as VIF for each of the predictors was less than 5. Moreover, the accepted level of the auto correlation (Durbin-Watson=0.27) (see Table 6.49) signifies that the MBI is well explained by the above-mentioned predictor variables. More so, the MBI of the tourism entrepreneurs is largely defined by the variable family food

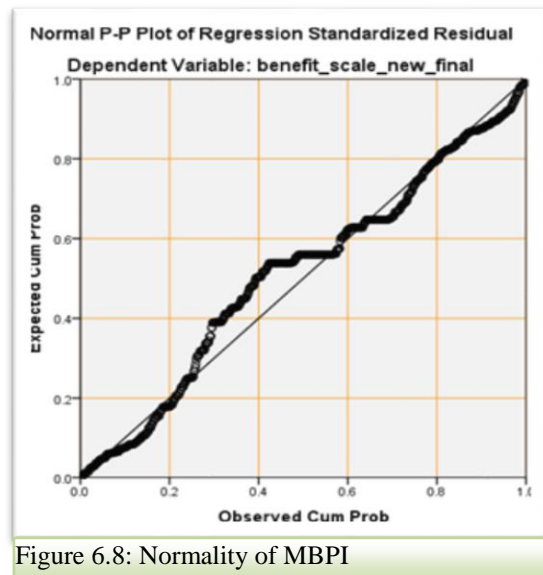


Figure 6.8: Normality of MBPI

sufficiency. That means, the MBPI of tourism entrepreneurs having food sufficiency was significantly higher than others having poor food sufficiency. The P-P plots also show that the residual is almost normally distributed thus the regression model does not have issue of heteroscedasticity.

6.8 Summary of the Chapter

This chapter summarizes multiple benefits of ecotourism in Nepalese context. In doing so focus was given to assess economic, social, cultural, environmental, educational, and health benefits of ecotourism. For the economic benefit, tourism is creating self-

employment and employment opportunities in community levels and becoming prominent source of family earning. For the social benefit, tourism is promoting social capital, community sentiments and community resiliency. For the cultural benefit, community people are not only preserving their own traditional cultural norms and values but also transmitting to the younger generations and also performing cultural programs to the guests. For environmental benefit, community people are thoughtfully involving in bufferzone management and wastage management committees for the conservation and development. For educational benefit, tourism is creating informal, non-formal and formal education and learning opportunities to the community people including children and tourists. And for health benefit, community people have access to better health facilities, local farmers including tourism entrepreneurs are producing and serving organic products to the guest and they are also changing their food habits.

Logistic regression model for the dependent variable beneficiary types with respect to economic benefit related independent variables found significant. Factor analysis model for tourism benefits has developed four significantly explainable factors: community building and infrastructure; cultural sentiments and social capital; transformative role of women and hospitality; agro-ecotourism and garbage management. Discriminant function model has explored economic and cultural benefits strong predictors than social benefit for migration decision of the entrepreneurs. Multiple regressions model for the dependent variable multiple benefits index with respect to socio-demographic characteristics related independent variables found significant.

Finally, social demographic index of female and male groups, family food sufficiency group, having and not having personal means of transportation group, ecological group and land ownership group found significant whereas different caste/ethnicity groups found insignificant. The tourism index of skilled and non-skilled groups, direct/indirect beneficiaries groups and different ecological group are found significant whereas business types found insignificant. The KAP index of business opening year's groups, different ecological regions and different caste/ethnicity groups are found insignificant. Multiple benefit index of people having ≤ 10 and > 10 lodging rooms, lodging/fooding service, ecology and business investment group found significant whereas beneficiary types and caste/ethnicity groups are found insignificant.

CHAPTER VII

FINDING, CONCLUSION AND IMPLICATION

This chapter highlights gist of the study presented in the chapters from I to VI of the study. The required data and information are presented in seven sections. First section is about summary of findings generated based on research questions and objectives. Second section highlights discussions of the findings developed based on convergence and divergence with reviewed literatures. Third section is about theoretical interfaces that tried to theorize findings based on reviewed theoretical propositions. Fourth, fifth, sixth and seventh sections deal with theoretical generalization, collusion, implication and further areas of the study respectively.

7.1 Summary of Finding: Response to Research Objectives

Contextually speaking, visiting trend of international and domestic tourists and financing of government agencies in tourism development projects was found well (RO_I). Total 57,289 inter/national tourists visited Khumbu region in FY 2018/19 (DNPWC, 2020). Mount Everest, the tallest peak in the world; UNESCO heritage site Sagarmatha national park; historical Khumbu valley; Trans Himalayan culture of Bhotiya and Sherpa (Himalayan Tigers); Tengboche monastery popular for viewing mountain range in 360 and Lukla airport (one of the world's highest airports) are the major natural, cultural and religious attractions of this region located in Khumbu Pasanglhamu rural municipality. In tourism sector; province, federation/province and local government have implemented 131, 4 and 13 projects respectively (see Tables 4.12, 4.14, 4.16, 4.17). Besides, national park also has implemented various infrastructure and capacity development realted projects to the community people (see Tables 4.19, 4.20, 4.21).

Total 181,746 inter/national tourists visited Annapurna conservation area in 2018/19 (DNPWC, 2020). World deepest gorge (Andha galchhi); world highest altitude lake (Tilicho); world famous Annapurna circuit trekking route; Annapurna/Machapuchre base camps; Annapurna conservation area and multi-lingual, multi-cultural and multi-religious ethnic groups (>100,000 residents) are the major natural, cultural and religious attractions of this region partly located in Annapurna rural municipality. In tourism sector; province, federation/province and local government have implemented 143, 6 and 21

projects respectively (see Tables 4.12, 4.14, 4.16, 4.17). Besides, ACAP has also implemented 36 projects in 8 conservation areas (upgrading 14 check posts; 127 sign board management; wastage management (see Tables 4.19, 4.20, 4.21).

Total 142,486 inter/national tourists visited Chitwan national park in 2018/19 (DNPWC, 2020). World heritage site Chitwan national park; elephant and crocodile breeding centers; 14 wetland including Bishazari lake covered 32 km² listed in Ramsar and Tharu indigenous culture following Hindu religion are the major natural, cultural and religious attractions of this national park partly located in Ratnanagar. In tourism sector; province, federation/province and local government have implemented 148, 5 and 18 projects respectively (see Tables 4.12, 4.14, 4.16, 4.17). Besides, the national park has also implemented various projects that have been contributing to the community people directly and indirectly (see Tables 4.19, 4.20, 4.21, and 4.22).

Accordingly, tourism related KAP of the respondents belonging to different socio demographic and tourism characteristics found satisfied (RO_II). The respondents from Mountain, Hill and Tarai regions contain 25.5 percent, 32.6 percent and 41.9 percent respectively. Female respondents are about one fourth (24.3%) only. The respondents belong to Hindu (49.5%) and Buddhist (48.3%) religions seem almost equal and remaining belonging to Kirat (1.6%) and Christian (0.5%). Majorities (69.1%) of the respondents speak in mother tongues medium (MTM) whereas remaining in Nepalese medium. About one third of population (29.2%) respondents are Brahmin/Chhetri, majorities (69.6%) are Janjati and remaining (1.2%) are Dalits.

About one fourth (24.3%) of the respondents have passed secondary and intermediate level education whereas the least (2.4%) have completed Master Degree and above. Most (13.8%) of the respondents have studied business and management subjects whereas tourism subject is studied by (4.2%) respondents. Majorities (98.4% and 73.3%) of the respondents in Mountain and Hill are Janjati whereas in Tarai, Brahmin/Chhetri (50.3%) and Janjati (49.4%) seem almost equal. Numbers of direct and indirect beneficiaries in Mountain (81.1%) are 4 folds more than those of direct beneficiaries (18.9%), Hill (57.2 percent) are moderately more than direct beneficiaries (42.8%) but Tarai, numbers of direct beneficiaries (88.5%) are 8 folds more than those of direct/indirect beneficiaries (11.5%) as well.

Of the total 416 direct beneficiaries, most of them attained culinary, hospitality and tour guide trainings whereas of the total 329 direct/indirect beneficiaries, majorities of them attained agriculture, trekking and culinary art trainings. The majorities (65.0%) of the respondents have started their business after 2011 (2012-2019) and remaining have started before 2011 (35.0%). The logistic regression model for the dependent variable types of entrepreneurs (lodging/fooding and fooding only) with respect to independent variables socio demographic characteristics (migration, age, gender, marital status, academic qualification, studied subject, school going children, college going children, abroad study, remittance, source of drinking water, foundation of building, toilet, household accessories, means for personal transportation, active age, agriculture production, domestic animal and food sufficiency) found significant ($0.32 > 0.08$ or independent variables describe dependent variables by 32%).

The logistic regressions model for the dependent variable types of entrepreneurs (lodging/fooding and fooding only) with respect to independent variables entrepreneurial characteristics (attained tourism related trainings, types of beneficiaries groups, parents' involvement in direct tourism services, parents' involvement in indirect tourism services, registration of enterprises and reasons for registrations found significant ($0.22 > 0.08$ or independent variables describe dependent variables by 22%). The logistic regressions for the dependent variable types of entrepreneurs (lodging/fooding and fooding only) with respect to independent variables tourism KAP (business duration, planning to change own business or not and encouraging own children to continue tourism business) also found significant ($0.11 > 0.08$ or independent variables describe dependent variables by 11%).

The factor analysis model for KAP develops two significant factors: government support, marketing and plan; community, culture and hospitality. For the discriminant functions model for educational choice of the entrepreneurs, knowledge found strong predictor and attitude. The multiple regressions model for KAP found significant ($0.23 > 0.08$) that means the independent variables (ecology, types of tourism business, gender, qualification, food sufficiency and age) describe the dependent variable (KAP index, Min 0.00 and Max 6.67, \bar{x} 5.13 and 0.10 SE) by 23.8 percent. The Durbin-Watson value (0.19) indicates no issue of autocorrelation, F-value ($37.87 > 0.00$) with 734 degree of freedom shows that the model can be explained and the sample is random and VIF (< 10

for each of the coefficients) indicates neither a multi-collinearity issue nor a heteroscedasticity one. Accordingly, economic, social, cultural, environmental, educational, and health benefits of ecotourism in the study areas found well (RO_III). The majorities (88.5%) of the respondents have own private property for operating tourism services. Only less than one fourth (23.1%) respondents have invested >5697429 average investment amounts. The mean annual expenditure for staff salary; electricity; daily use water; wastage management; tax/vat; marketing; painting/furniture/utensils/linen and building rent are 459,361; 114,579; 161,538; 13,405; 131,869; 14,706; 209,393 and 459,573 respectively. Tourism business has created 1,785 self-employments and 2,409 employments (1 to 15 in Mountain, 1 to 6 in Hill and 1 to 70 in Tarai). Majority of the respondents have generated their business investment fund from formal sources like bank, micro credit and cooperatives. Contrary to that in Romanian, majority of the entrepreneurs are generated investment funds from their own resources, their relatives and friends (Rusu et al., 2017).

The mean amount of major sources of family income such as agriculture; general shop; remittance; government /private job; tourism and others are Rs. \bar{x} 263,510; 881,250; 1,213,239; 485,454; 4,134,724; 866,495 respectively. Of the total 181 first clusters, most (43.1%) of the respondents are earning 3,200,000 to 7,450,000 with 500,000 to 4,800,000 investment (29 respondents) and 25,000 to 495,000 investment (3 respondents). Of the total 295 second clusters, majorities (58.0%) of the respondents are earning 125,000 to 3,150,000 with 500,000 to 4800,000 investments (102 respondents) and 200,000 to 4,000,000 investments (3 respondents). Of the total 260 third cluster, majorities (57.3%) of the respondents are earning 500,000 to 1,000,000 with 25,000 to 495,000 investments (92 respondents) and 500,000 to 4,800,000 investments (57 respondents).

Of the total 190 first clusters, majorities (54.2%) of the respondents are expensing 100,067,490 to 169,200,900 for buying local products (17.9%, 9.5% and 26.8% respectively from Mountain, Hill and Tarai regions). Of the total 295 second clusters, majorities (51.9%) are expensing 2,085,750 to 4,965,300 for buying such products (12.5%, 21.4% and 18.0% respectively from Mountain, Hill and Tarai regions). Of the total 260 third clusters, most (40.4%) are expensing 1,148,175 to 1,986,120 for buying such products which is 2.3%, 5.0% and 33.1% respectively from Mountain, Hill and Tarai regions.

For social benefit, majorities (97.4%) of the respondents' family members from Mountain region are involving in cooperative/microfinance that is followed by mother group (92.6%) and youth club (72.5%) respectively. Majorities (98.4%) of the respondents' family members from Hill region are involving in cooperative/microfinance. Accordingly, all the (100%) respondents' family members from Tarai region are involving in cooperative/microfinance that is followed by mother group (82.2%) and community forestry (10.6%) respectively. The community people are actively involving in financial institutions for managing family their family income through saving and credit activities.

For cultural benefit, majorities (97.9%) of the respondents are Matwali (9 casts) and remaining 2.1 percent are Tagadhari (4 casts) in Mountain region. In Hill region, majorities (84.2%) of the respondents are Matwali (16 casts) and remaining 19.8 percent are Tagadhari (23 Caste groups). In Tarai region, majorities (61.5%) are Tagadhari (53 caste groups) and remaining 38.5 percent are Matwali (14 caste groups).

For environmental benefit, the quantity of indecomposable garbage (\bar{x} 19.03 Kg with 2 Kg Min to 55 Kg Max and 1.62 Kg SE) seems slightly more than decomposable garbage (\bar{x} 15.84 Kg with 4 Kg Min to 60 Kg Max and 1.26 Kg SE) managing by wastage management committees. The highest frequencies of indecomposable and decomposable garbage are equal 15 Kg that is producing by 255 and 234 respondents respectively. Of the 190 respondents in mountain region, majorities (52.11%) of them are giving decomposable garbage to the pig farmers especially in Namche and Lukla and remaining 47.89 percent is being used for making compost themselves. Of the 243 respondents in Hill region, majorities (67.90%) of them are making animal fodder and compost themselves and remaining 32.09 percent is being given to the pig farmers. Of the 312 respondents in Tarai region, majorities (78.84%) are giving to the pig farmers and remaining 21.15 percent is being used by themselves.

For educational benefit, majorities (65.2%) of the respondents have school going children. Most (49.4%) of them are enrolling their children in institutional schools and lowest (16.5%) in government schools. The majorities (51.7%) of them have college going children mostly (43.5%) studying business and management subject that is followed by tourism (41.2%). The lowest (13.0%) of them have abroad studying children mostly (44.7%) studying technical subjects followed by business (37.9%) and tourism subject

(9.7%). Most of the respondents have attained some kind of capacity/skill development trainings (CIT and tailoring [3 to 6 months], auto mobile engineering [45 days to 6 months], agriculture [7 days to 15 days], hospitality/language, culinary art and tour guide [7 days to 6 months], health sanitation and wastage management [7 days to 4 months] and community forestry [9 days to 45 days]).

For health benefit, of the total 745 total respondents from Mountain, Hill and Tarai regions, majorities (54.6%) or 407 respondents or their family members were suffering from some kind of diseases. All the 100 percent respondents got treatment by their self efforts. Of the total 407 respondents, majorities (32.1%) of them have visited Bharatpur city for medical treatment that is followed by Pokhara (9.9%), Kathmandu (5.5%) and Namche (3.5%) as well.

The logistic regression model for the dependent variable business types with respect to independent variables economic benefit (numbers of house, numbers of flats, numbers of room, types of business ownership, investment amount numbers of self-employees, numbers of employees, highest sale of the day and buying any physical assets) also found significant ($0.32 > 0.08$ or the independent variables 32 percent better explain the dependent variables) as well.

The factor analysis model for tourism benefits has developed four significantly explainable factors: community building and infrastructure; cultural sentiments and social capital; transformative role of women and hospitality; agro-ecotourism and garbage management. For the discriminant functions for migration decision economic and cultural benefits seem strong predictors than social benefit. The multiple regressions model for tourism benefits found significant ($0.33 > 0.08$) that means the independent variables (food sufficiency, qualification, types of tourism business and ecology) describe the dependent variable (Multiple benefit index, Min 0.00 and Max 8.10, \bar{x} 3.08 and 0.17 SE) by 33.7 percent. The Durbin-Watson value (0.27) indicates no issue of autocorrelation, F-value (91.81) with 739 degree of freedom depicts that the model can be explained and the sample is random and VIF (< 10 for each of the coefficients) indicates neither a multi-collinearity issue nor a heteroscedasticity one.

Accordingly, the correlation between respondents' socioeconomic factors and entrepreneurial traits with respect to socio demographic index, tourism index, KAP index

and multiple benefits index found both significant and insignificant (RO_IV). The socio demographic index of sex groups, food sufficiency groups (effect size 0.25 described moderately effective differences), having and not having personal means of transportation (effect size 0.30 described moderately effective differences), ecological groups (effect size 0.84 described strongly effective difference between Mountain and Hill, 1.43 described very strongly effective difference between Mountain and Tarai and 1.08 described very strongly effective difference between Hill and Tarai) and land ownership types found significant. However, index of people belonging to different caste/ethnicity groups found insignificant.

The tourism index of skilled and non-skilled groups (effect size 0.24 described moderately effective differences), beneficiaries groups (the effect size 2.00 described very strongly effective differences) and ecological groups (effect size 0.38 described moderately effective differences between Mountain and Hill, 1.03 described strongly effective difference between Mountain and Tarai and 0.95 described strongly effective difference between Hill and Tarai) found significant. However, index of the entrepreneurs involving in different types of tourism business found insignificant.

The KAP index of ecology, caste/ethnicity and business opening year's groups found insignificant. And the multiple benefits index of of people having lodging rooms (effect size 0.48 described moderately effective differences) and ecological groups (effect size 0.08 described moderately effective difference between Mountain and Hill, 0.45 described also moderately effective difference between Mountain and Tarai and 0.29 described also moderately effective difference between Hill and Tarai) found significant. However, the index of caste/ethnicity groups and tourism business investor groups (25,000 to 495,000; 500,000 to 4,800,000; 5,000,000 to 9,500,000; 1,000,000 to 18,500,000 and 2,000,000 to 40,000,000) found insignificant.

7.2 Discussions of Findings: Convergence/Divergence with Literature

Table 7.1: The 24 Major Finding¹⁸

1. Flow of tourists in SNP, ACAP and CNP found well due to the hard and soft ecotourism activities
2. Ecotourism becoming priority sector of provincial and local government
3. Social demographic index of Mountain, Hill and Tarai people found significant
4. Ecotourism index of Mountain, Hill and Tarai people also found significant
5. Ecotourism index of female and male groups found insignificant
6. Ecotourism index of attaining and not attaining vocational training groups found significant
7. Lodging and fooding service demands quality building infrastructure and facilities
8. Educated and skillful young generations are thoughtfully involving in tourism entrepreneurship development process due to the community resiliency
9. Ecotourism expanse to multiple traits after retaining it for a decade or long
10. Government support, marketing and plan; and community, culture and hospitality are two significant factors developed from KAP variables
11. Educational choice of the entrepreneurs is more discriminates by knowledge
12. KAP index found not varies with respect to sex group and ecology
13. Ecotourism is becoming prominent source of family economy and livelihood
14. Ecotourism services found more professional and creating more employments in Tarai
15. Ecotourism services in Mountain and Hill region looks like family business
16. Brahmin and Cheetri ethnicity of Tarai region are also getting more economic benefit
17. Wastage management committee in Mountain region is functioning well comparing to others
18. Hosts from all the ecological regions are equally serving local products to the guests
19. Hosts from Mountain and Hill regions are equally offering direct tourism services as well as direct and indirect tourism services
20. Multiple benefits index of direct beneficiaries group and direct as well as indirect beneficiaries groups found insignificant
21. Tourism creates earning opportunities to the bufferzone people through creating self-employment and employment
22. Community building and infrastructure; cultural sentiments and social capital; transformative role of women and hospitality and agro-ecotourism and garbage management are four significant factors developed from multiple benefits variables
23. Migration choice of the entrepreneurs is more discriminates by economic benefit
24. Ecotourism equally benefits to the local people living in Mountain, Hill and Tarai

Source: Developed by the Researcher, 2020

¹⁸ The digital root of 24 is 6(2+4) which is one of the code numbers (369) of the universe (Kaleena, 2021).

First; flow of tourists in Khumbu valley, Annapurna region and Sauraha sector is increasing due to growing craze of tourists in hard and soft ecotourism, mountain tourism, cultural tourism and family tourism activities. The trend of family tourism especially in Chitwan national park has been increasing as 36,000 domestic family tourists were visited in FY 2018/19 (CNP, 2075/76). Family tourists made up 23.9 percent of all foreign visitors to China in 2013 (Euromonitor, 2014a). According to Yeoman (2012), as affluence rises, the families in China and India are the new family markets for the Disneyland parks in Paris, Los Angeles, and Tokyo. These and other rising markets will influence the direction of global tourism in the future.

Ecotourism emphasizes on communities welfare, and employment and wellbeing of people associated with it (Snyman, 2014). So this tourism is transforming as a responsive, participatory and community based tourism in today's context. This might be the reason the tourism entrepreneurs are actively forming hotel association in local level. During the field survey, one of the key participants expressed that:

I have been working as a president of hotel association since couple of years. The association is responsible for offering cheap and quality services to the international and domestic tourists (S.R. Dawadi, October 12th, 2019 [INT/T]).

Carvache-Franco, Segarra-Ona and Carrascosa-Lopez (2018) also argue that nature, multiple motives, and reward and escapes are major motivating factors for tourists in ecotourism destinations in Guayas, Ecuador. One of the motivational factors is ecotherapy or wellness tourism services offering by the entrepreneurs. Wellness travel accounted for a US\$ 639 BN business in 2018 which is expected to reach US\$ 919 BN by 2022 (Sanchez, 2020). Even in the study areas some of the entrepreneurs are also offering Spa, yoga and meditations facilities to the guests.

Second; SNP, CNP and ACAP are natural and cultural heritage sites of Nepal thus becoming popular ecotourism destinations in international and domestic tourism market. The ecotourism activities in these regions are not only conserving natural and cultural resources but also transforming livelihood of the local people. That is the reason why tourism is becoming priority sector of the governments. Akhilesh (2017) further demonstrates following five main stages for promoting specific tourist destination: need identification, data collection, substitute assessment, purchase special products, and post-purchase behavior. More so, provincial and local governments are establishing the linkage

between tourism and livelihoods through strategic plan and programs. This might be reason Treephan, Visuthismajarn and Isaramalai (2019) also argue that incorporation of the community's key positions in tourist planning and development benefits from locally crafted policies by local leaders. In this line, reflecting upon ecotourism, park revenue also has been invested to implement socio-cultural, economic and environmental dimensions related program and projects in the study area (WWF, 2017). Besides, cooperation within the community Parks and protected areas require effective participation from the public for successful resource management (Singh & Singh, 2004). More so, government agencies need to apply remote sensing, GIS, and the utilization of electronic educational tools for monitoring tourism activities which are being applying in Asian natural regions (Newsome et al., 2013).

Third; tourism entrepreneurs from Tarai have higher social demographic index than that of Hill and Mountain people. This might be due to the high agricultural land holding pattern, accessibility of road connectivity and marketing facilities. In this respect, tourist-dependent households in Northwest Yunnan had larger farms than non-tourist-dependent households, with tourism accounting for 34 percent of all household income (Yang, Hens, Ou & Wulf, 2009). In the reference of theory of practice, social field is composed of the availability of multiple forms of capitals which possess different individuals (Ball, 2004).

Fourth; ecotourism index of Mountain people was found comparatively better than that of Hill and Tarai people. Probably this could be natural and cultural attractions as well as warm hospitality of Sherpa people though the entire ethnic group has also shared Nepalese culture which has embedded values such as "*atithi devo vaba*". Culture positively supports the tourism culture of a nation and adds competitive advantage in the tourism industry (Fernandez et al., 2020). However, community people of each ecological region are equally benefitted from tourism and their life and livelihood have been improved after their involvement in tourism business. In this line, Jaafar, Ismail and Rasoolimanesh (2015) also reveal that community facilities and quality of life of the hosts had considerably increased as a result of Kinabalu national park visitation.

Fifth; ecotourism index of female and male groups indicates equality. Such inclusive participation can play an important role in sharing equal benefits of tourism business amongst all. Musila and Kihima (2021) have also indicated that the lack of

favorable environment for tourism growth is one major constraint to participation. Equity based participation of all stakeholders in society is utmost important for tourism development. Palikhe (2018) revealed satisfactory trend of women involvement in tourism entrepreneurships of Pokhara.

Sixth; ecotourism index of the adults who are skilled in hospitality industry are likely to continue their family profession and help their parents (Scarinci & Pearce, 2012). The skill training programs to youths not only help to enhance their capabilities but contribute to transformative role on tourism development (Pasa, 2019). The findings indicate that skilled youth are motivated by their parents to continue tourism business. In the reference of theory of practice, habitus is the presence of past experiences of actors (Thieme, 2006) that influences one's existing practices and future practices (Maton, 2008).

Seventh; hotel and resort offering lodging and fooding service especially in Tarai and Mountain regions have quality building infrastructure and facilities as compared to other small tourism enterprises. Literature also says that tourism related facilities are found to less available in developing countries such as Nepal, which is a great challenge to community managed tourism (Yanes et al., 2019). In the reference of livelihood approach, entrepreneurs belonging to Tarai region also have accessibility of quality road networking and marketing facilities or physical capital (Carney & Scoones, 1998).

Eighth; young generations are thoughtfully contributing for tourism entrepreneurship development practices equally in each ecological region. In this line some of the participants expressed that:

I got Hotel Management degree from London and working on the post of hotel manager. Government collects billions of tax from Lukla but allocate minimal budget in air port maintenance and upgrading road facilities (S. Basnet, October 30th, 2019 [INT/M]). I have completed grade 12. I spent five years in Gulf County and returned back to own village and recently opened this guest house (D. Suanr, October 19th, 2019 [INT/H]). I have completed Master Degree in Education Planning and Management subject. And currently I have started my career in tourism sector (R. Tripathi, October 13th, 2019 [INT/T]).

Educated and skillful youths have thus good knowledge about hospitality management as hospitality is centered on responsibility for the other, for the self, in this place, and at this moment (Parker, 2021). Again UNEP report (2020) has even highlighted that there is a scope to increase youth engagements in tourism. This might be due to the motivational role of parents and community resiliency.

Ninth; ecotourism does expand to multiple traits after retaining it for a decade or long. But tourism and hospitality entrepreneurship has to be sustainably developed by recognizing, preserving, promoting and sustaining local socio-cultural practices (Niranjan et al., 2020). Even Uriarte (2013)'s five dimensions; social structure, confidence in the integrity of the authorities, cultural identity, group self-esteem, and social humor of community resilience found comparatively well in Khumbu region.

Tenth; government support, marketing and plan; and community, culture and hospitality are two significant factors developed from KAP variables. Mondino and Beery (2019) have also stated that the state's assistance could promote ecotourism as a teaching and learning instrument for sustainable tourism development. Witchayakawin, et al., (2020) have demonstrated the marketing strategy is one of the useful tools to capitalize community managed tourism. Stoddart et al., (2011) have also highlighted importance of culture and conservation on tourism development.

Eleventh; educational choice of the entrepreneurs is more discriminate by knowledge. This might be reason the entrepreneurs having good knowledge about tourism, tourism development actors and stakeholders are enrolling their children in hotel management, culinary and business administration related subjects. At the same time they are also encouraging their family members to participate in capacity and skill development trainings. Even some tourism entrepreneurs have higher level of academic Degree and Diplomas. This means they are not only acquiring tourism and entrepreneurship related knowledge but also controlling and practicing such knowledge and skill for tourism entrepreneurship development (Deneulin & Townsend, 2007).

Twelfth; KAP index found not varies with respect to sex group and ecology. Involvement of women in tourism entrepreneurship is increasing throughout the country. This might be reason both men and women have good Knowledge, attitude and practices on tourism entrepreneurship development variables. In this line, WTTC Report (2021) shared that women accounting for 54 percent of Travel and Tourism's employment worldwide.

Thirteenth; ecotourism is becoming prominent source of family economy and livelihood. The finding also can be proved by following remarks of the participants:

Tourism is becoming major source of our family income. My family members have been operating tourism business in Fortse, Everest base camp and Feruche (J.K. Rai, October 27th, 2019 [INT/M]). My parents are successful tourism entrepreneur migrated from Myagdi District. Recently I have complete hotel management degree from Pokhara and planning to start my career in this sector (S. Garbuja, October 19th, 2019 [INT/H]). I am belonging one of the most marginalized and minority ethnic groups. I have been operating this restaurant for 20 years (B.M. Parja, October 15th, 2019 [INT/T]). I am belonging to marginalized ethnic group. I thus started tourism business for the betterment of family livelihood. My dream becomes true somehow. My son and one daughter are studying in Finland (S.R. Kumal, October 13th, 2019 [INT/T]).

Miyakawa and Oguchi (2021) have also claimed that the families operating tourism business are successful in engaging the children and other members. This engagement mutually benefits the family members and creates a favorable environment for the tourism business to flourish. Reflecting upon livelihood approach, Scoones (1998) developed concise approach for tackling poverty through utility maximization and modernization paths that may influence traditional livelihood strategies of the community people residing in the study areas.

14th; ecotourism services was found more professional and creating more employments in Tarai region. Geographically, Tarai is more accessible region than any other parts in Nepal. Kannaujiya & Arora (2019) have conducted a study which reveals accessibility such as road and human facilities could be a curse for the tourism business to maintain its organic flavor. But the case of Tarai in Nepal seems different. People living in the plain lands found to be creatively utilizing their hospitality skills and selling tourism products such as scenic beauties, pilgrim visits, traditional arts, indigenous dances and food habits, and others. This shows the cultural coating on tourism sector in Nepal which is the identity and glory of Nepalese people residing in Tarai (Stoddart et al., 2011). This means geographical accessibility is major component for promoting tourism development thus government mechanism need to analyze suitability of tourism destinations.

Dowling and Pforr (2021) also argue that transforming community wellbeing in Namibia through geotourism and ecotourism need suitability analysis. For example, using GIS and the analytic hierarchy process approach, Abrehe, Girma, and Nigusse (2021) used KaftaSheraro national park to identify suitable ecotourism sites. Overall, the analysis found

that 27.63 percent of the region was highly suitable, 35.49 percent reasonably, 26.22 percent marginally, and 10.66 percent not suitable.

15th; ecotourism services in Mountain and Hill region look like family business. Steinicke and Neuburger (2012) have also stressed on the role community-based tourism and its support on the families' livelihoods and their income. The tourism earning is mainly invested to pay for the family's children's education so they can find better-paying jobs in the future. A common sense of belongingness and 'we feeling' is an adorable value system families living in the mountain and hilly regions in Nepal where the community managed tourism activities such as 'homestay' is becoming an exciting and saleable tourism product in recent period (Thakuri, 2016).

16th; Brahmin and Cheetri ethnicity of Tarai region are getting more economic benefit. Nepal is globally famous for its ethnic and cultural diversity (Poudel, 2014). The communities which have preserved their cultural identities and who are able to capitalize the culture to gain the economic benefits are successful in getting optimum benefits from the tourism businesses (UNWTO, 2018). In this line, the participants expressed that:

I am owner of Namche *Bhariya Khaja Ghar*. It was supported by TRPAP in 2006 and operated by local youth club for couple of year. Since then I have been operating on annual rent Rs. 100,000. My initial investment was 200,000 but earning net 150,000 monthly. I have a good relationship with youth club members as I got married with local Sherpeni girl (Z. B Baniya, October 29th, 2019 [INT/M]). Chitwan national park is one of the natural heritage sites of the country. Thus I decided to started tourism business in Sauraha and migrated from Kathmandu city (S.K. Pandey, October 12th, 2019 [INT/T]). I passed Bachelor Degree in Hotel Management subject in 2015. My parents suggested me to starting my career in tourism sector and invested for opening this restaurant (L. Sapkota, October 15th, 2019 [INT/T]).

17th; waste management committee in Mountain region is functioning well. The officer of waste management committee happily shared that:

Sagarmatha Pollution Control Committee (SPCC) established in 1991 has been working with DNPWC and WWF since 1980. Since 2008 to then we are also working 27 wastage management committees in local level. We provide monthly Rs. 6000 amount to each committee that can also collect fee from hotel entrepreneurs. We collect Rs. 250 from Bhatti and 1,000 to 7,000 fees from hotel and restaurants for wastage management. We also collect such fee from expedition group before mountaineering. We are responsible to collect and send non-degradable wastage in Kathmandu. We are also establishing Himalayan Museum Sustainable Park on the top of Saynboche in collaboration with Blue west for wastage management (K, Rai, October 28th, 2019 [INT/M]).

Contrary to that another participant expressed:

We have formatted wastage management committee in each tourism destination but that is not yet functioning properly (B.K. Gurung, October 20th, 2019 [INT/H]).

UNEP report (2020) has also included waste management as one of strategic importance to attract more tourists in a country. It may be for this reason that community involvement in the implementation and decision-making processes fosters the growth of learning capacity, community empowerment, and sustainability of ecotourism in the Everest region (Mtapuri & Giampiccoli, 2016; Kontogeorgopoulos et al., 2014).

18th; hosts from Mountain, Hill and Tarai regions are equally serving local products to the guests. Banskota (2012) also found that tourism upgrade the local economy by creating jobs both directly and indirectly through purchases of food and nonfood products from local farmers. In Nepal, all geographic regions seem benefitted through selling of local agro based products to the guests. To the end tourism development actors and stakeholders need to develop and implement possible brand production related policy and plan in major tourism destinations of the country. Khartishvili et al., (2020) also recommend integrating tourism and community development practices, and suggested service providers to focusing more on diversifying community-based products in mountainous areas of America. Islam (2019) also suggested supplying delicacies organic food, aquatic plants and operating handicrafts business by women for promoting ecotourism in Bangladesh's mangrove regions.

19th; hosts from Mountain and Hill regions are equally offering direct as well as direct and indirect tourism services. This might be possible due to the quality social capital and social supports system practiced among the community people. It is suggested that social capital can serve as a conduit for the accumulation of other types of capital, such as enhancing social ties, encouraging cooperation, and enhancing community cohesion (Musavengane & Matikiti, 2015; Tran & Walter, 2014).

20th; multiple benefits potential index of direct beneficiaries group and direct as well as indirect beneficiaries groups found insignificant. This means different types of tourism entrepreneurs are equally benefitted from tourism in Nepal though researchers have identified both favorable and unfavorable results of tourism development (Lee, 2013; Yang et al., 2013). The quality of life, transportation and recreation options, cross-cultural dialogue, and social services are only a few examples of the positive social benefits (Kim et al., 2013) that are (accept road accessibility) clearly visible in the study area. Even in

Everest region, the community people could not introduce negative effects of tourism because it places a strong emphasis on involving local people in the design and implementation of tourism, including promoting equality in decision-making (Khartishvili et al., 2019).

21th; ecotourism creates earning opportunities to the bufferzone people through creating self-employment and employment. This is possible due to the involvement of community people in bufferzone management committee and investment of park revenue particularly in community development project, physical infrastructure development project, IGAs and capacity/skill development and conservation related trainings. Pornprasit and Rurkkhum (2019) advised improving the financial gains of regional players, which would promote environmental protection and local community involvement in community-based ecotourism management in southern Thailand. Even Brown and Hall (2008) have also revealed that tourism is a major global economic activity which has trickle down effects to benefits grassroot people and communities. So, the tourism business in Nepal has successfully created more jobs and promoted hospitality business at a peak level. Ashley and Ro (2002) also signifies tourism's role to eradicating poverty by providing job and earning opportunities to the poor.

22th; community building and infrastructure; cultural sentiments and social capital; transformative role of women and hospitality and agro-ecotourism and garbage management are four significant factors developed from multiple benefits variables. UNEP report (2020) presents four priority sector programs for the green development in tourism business in more integrated manner: agriculture, manufacturing, tourism and integrated waste management for a successful tourism business. Thus, Nepal's case is unique in terms of cultural factor, agrotourism, community's engagement and gender's role to develop tourism industry in more sustainable way.

23th; migration choice of the entrepreneurs is more discriminate by economic benefit though the migrant entrepreneurs are also benefitted from ecotourism development functions implemented by concerned authorities. For that purpose, UNESCO (1996) has developed following three primary complementary functions of ecotourism: Conservation function for protecting inherent resources, species, environments, and landuse system; development function for promoting financial as well as human capitals; logistic support

function for supporting developmental program, ecological education/training and evidence based research pertaining to regional and global concerns with sustainability and conservation.

24th; ecotourism has equally benefitted to the local people living in Mountain, Hill and Tarai. The park/conservation revenue (see Appendix G) generated from ecotourism have been allocating for improving the livelihood of bufferzone people. In one hand, this is possible with the collective efforts of government and national level tourism organizations playing marketing role in international and national tourism market. Satish and Dennis (2011) also found significant role of National Tourism Organizations while providing marketing strategies in international tourism research. In another hand, tourism benefits encompass all section of people living in different geographies, if the national policy also supports and identifies the prospects of tourism to the welfare of people. Steinicke and Neuburger (2012) stated that the livelihoods of households are stabilized by money from community-based tourism. This might be reason Nepal Tourism Board and Ministry of Culture, Tourism, and Civil Aviation jointly celebrated 41st World Tourism Day 2020 with slogan- “Tourism and Rural Development” and 42nd World Tourism Day with slogan- “Tourism for Inclusive Growth” (UNWTO (2020e; 2021b). In the reference of theory of practice, the benefits of tourism is improving the livelihoods of community people through the combination of the social, human, financial, natural and material capitals (Chambers & Conway, 1992). The access to capitals of individuals thus leads to the livelihood activities equally in Mountain, Hill and Tarai regions (Thomson, 2008).

7.3 Theoretical Interfaces

This section shows the thematic interface between/among the reviewed theories (Figure 7.1) so that it helps to understand research issues both normatively and critically.

Figure 7.1: Theoretical Interfaces

Key Assets	Functions of Asset based Community Development Approach	
• Individual	✓	Means and end of ABCD is local people having knowledge/skills
	✓	Those knowledge and skill need to be recognized and identified
• Associations	✓	Small informal groups of people working with a common interest
	✓	ABCD through community mobilization
• Institutions	✓	In/formally but structurally organized group of people
	✓	Institutions help to mobilize resources/establish civic responsibility
• Physical assets	✓	Physical assets (i.e. land, buildings, space, and funds are other assets)
• Connections	✓	Exchange between people sharing their assets by people (connectors)
	✓	This is done through building relationships among the individuals
Alternative Tourism: Sustainable Rural Tourism		
Cultural Tourism	Ecotourism	Creative Tourism
○ Core element of tourism product	○ Balancing ecosystem	○ New generation tourists
○ Motivational factor	○ Upgrading rural economy	○ Emotional interactions among guest and hosts
○ Complement factor	○ Use of conservation fund	○ Visibility/permeability/flexibility
○ Upgrade cultural heritage sites	○ Environmental/cultural awareness/respect	○ Commercial supply
○ Cultural production	○ Financial benefits for local people and private industry	○ Role of creative industries
Key Capital	Functions of Sustainable Rural Livelihood Approach	
• Human	○	Capability to perform diversified livelihood options
	○	Forming human capital through in/formal education and training
• Social	○	Ability to work with collective efforts and sentiments
	○	Forming social capital by community based organizations
• Financial	○	Proper mobilization and utilization of family/rural economy
	○	Financial management through cooperative efforts
• Physical	○	Upgrading road networking and other physical infrastructures
• Natural	○	Proper utilization of forest, pasture and farm land
	○	Forming natural capital by biodiversity conservation/organic farming
Key Assets	Functions of Theory of Practice	
• Field	✓	Community people living around core or major tourism destinations
	✓	Communities living around peripheral area
• Habitus	✓	Cosmologies of community people develop based on field location
	✓	Cosmologies of community people develop based on environment
• Capital	✓	Economic, social, cultural and symbolic capitals
	✓	Social identity of the people determined by capitals they possess

Source: Developed by the Researcher, 2020

While understanding researching issues form theoretical perspectives, figure 19 indicates that all the theoretical propositions are interfacing with each other. Owing to theory of alternative tourism; ecotourism, cultural tourism and creative tourism are contributing to each other. Ecotourism without cultural attractions and cultural tourism without natural attractions are worthless from tourism development view points. Accordingly, ecotourism and cultural tourism without creative tourism are worthless as creative tourism fosters marketing role of private sectors in national and international tourism market. Again in these interfacing, core focus must be for establishing mutual relationships among the guests and hosts.

Similarly, alternative tourism development theory and assets based community development approach are also interfacing with each other. It is also clear that implementing ecotourism, cultural tourism and creative tourism is almost impossible without forming any induced or indigenous organizations. It is an organization that builds social capital among the local people, generates basket fund for community development projects and plays institutional agency role for mobilizing project fund allocated by government and non-government agencies. More so, it is an organization that operates tourism development activities in a sustainable manner. Hence, preserving indigenous culture and sustaining community development process are possible with collective efforts of local people that must be core focuses of these theories.

Similarly, alternative tourism development theory and sustainable rural livelihood approach are also interfacing with each other. For instance, there is a provision to allocate 30 percent conservation fund in community development projects, 30 percent fund in physical infrastructure development projects, 20 percent fund in income generate activities and 10 percent fund in conducting conservation related education and trainings under ecotourism development activities. No doubt, the ultimate aim of such funding provision is improving the livelihood of local people, playing supportive role in conservation and development process. Hence, there is a provision to generate cultural fund by collective efforts of public and private sectors that can be mobilized to the local people preserving own traditional cultural norms and values. The national park revenue, conservation area revenue and community driven fund have been investing for upgrading economic, social, natural and human capitals including physical infrastructure in the study area. In doing so

focus must be given to utilize and mobilize forest, land and water resources through social mobilization.

7.4 Theoretical Generalization/Meaning Making

The research issues raised in this study are analyzed and interpreted from different theoretical gazes. The idea is to highlight theoretical outcomes (see Table 7.2) that help to coin meaning of the interpretations or theoretical generalization.

Table 7.2: The Theoretical Outcomes

Theories	Outcomes
Ecotourism	<ul style="list-style-type: none"> • Upgrading family income and rural economy • Preserving forest resources and ethno biodiversity • Mobilizing conservation fund for community development • Practicing environment friendly tourism and farming activities
Cultural Tourism	<ul style="list-style-type: none"> • Building cultural sentiments among the members of host community • Preserving and performing traditional cultural programs to the guests • Celebrating food festivals and cultural trade fair (Mahotsav) • Preserving and upgrading cultural heritage sites
Creative Tourism	<ul style="list-style-type: none"> • Increasing mutual interactions among the guest and hosts • Exchanging own cultural norms and values among guest and hosts • Effective marketing role of Nepal Tourism Board • Marketing role of tour and travel agencies have been increased
ABCD Approach	<ul style="list-style-type: none"> • Upgrading physical assets (road, public toilets, foot trails, community house) • Increasing local participation in community development process • Performing transformative role by the in/formal institutions • Contributing to sustainable community development process
Sustainable Rural Livelihood	<ul style="list-style-type: none"> • Developing human, social, financial, physical and natural assets • Conserving, utilizing and mobilizing natural and cultural resources • Playing institutional agency role by induced/indigenous organizations • Good networking of social mobilization for improving rural livelihoods

Source: Developed by the Researcher, 2020

From the theoretical perspective of ecotourism, around 0.9 million bufferzone people residing in 27 districts have been benefitted from park revenue in Nepal (MoFE, 2017). In the case of SNP, ACAP and CNP, around 381521 international and national tourists visited in FY 2018/19 (DNPWC, 2020). The park's revenue has also been used to empower the neighborhood. There is a provision to allocate a specific amount of park/conservation revenue such as 10 percent to training to increase knowledge of conservation issues, 20 percent to IGAs, 30 percent to community development, and

another 30 percent to initiatives to build physical infrastructure (Pradhan & Gradon, 2008). Further, total 4194 employments (1785 self-employment+2409 employments) have been created by tourism business operated by 745 entrepreneurs belonging to Mountain, Hill and Tarai regions.

From the viewpoints of cultural tourism, cultural tourism becoming essential element of the tourism system (Ritzer, 1999). However, tourism activities in the study areas are more guided by events approach rather than cultural attraction approach (Richards, 2003). Majority of the tourists including domestic tourists preferred visiting popular tourism destinations located in heritage sites. Cultural attractions could not become motivating factor to the visitors but becoming complement, secondary or accidental factor (Jovicic, 2014). Hence, it is inevitable to develop creative tourism activities so that the study area can be a popular integrated tourism destination in international and domestic tourism market. For that purpose tourists and local community people must become flexible in their approach to each other and to the subject of creativity (Richards, 2012 as cited in Triarchi & Karamanis, 2017). Fostering Innovation in Tourism (FIT) program has made considerable improvements in the number and quality of tourist-related services over the past 10 years in Portugal (Banha et al., 2022).

According to the ABCD model, local development stakeholders such as community forestry users groups and bufferzone management committees are jointly implementing community wellbeing related program in a sustainable way (Ellis & Sheridan, 2014). The stakeholders might have appreciated that all the community members are the means and end of the ABCD strategy, and that their capacity as well as knowledge and skills must be recognized (Phillips & Pittman, 2009). As a result, they are all working together informally or informally with a shared interest (Phillips & Pittman, 2009) and getting support from government organizations in terms of both technical and financial matters. The money was/is used to build community homes, cultural museums, road systems, parks, and to share their knowledge and material possessions with others (Phillips & Pittman, 2009).

According to the sustainable livelihood approach, local development actors and stakeholders are all working together to achieve sustainable livelihood. They place a strong focus on developing and mobilizing natural, financial, human, and social capital overall, and specifically through social mobilization (Hada, 2007). Due to the natural, cultural, and

religious attractions, the trends of visiting international tourists have been dramatically rising. Establishing adequate cooperation and coordination between the federal, provincial, and local governments as well as national park and conservation area development projects is necessary for the sustainability in order to improve the lives of those living in bufferzones through alternative tourism (UN, 1990). This may be the reason Mtapuri et al. (2021) suggested conducting surveys that include Knowledge Attitude Skills Practices (KASP) addressing CBT at level first, tourism at level second, and livelihoods at level third.

Finally, in the reference of theory of practice; habitus, field and capitals of the tourism entrepreneurs have provided grounds for their reproductive and productive livelihood (Bourdieu, 1999 as cited in Maton, 2008). Habit is the source of thoughts, perceptions, and emotions that influence one's current and future actions (Maton, 2008). The marginalized community people such as Tharu, Chaudhary and Chepang; Dalits and Brahmin and Chhetri people are involving in tourism entrepreneurship due to their habitus developed in the field they belonged to. Even multiple benefits of tourism helps entrepreneurs to apply diversified strategies to improve their positions based on social capital they have (Jenkins, 2002). Besides, they are gaining social capital, which is made up of assets based on mutual relationships and lastly symbolic capital (Calhoun, 1999), and turning that capital into traditional economic profits (Bourdieu, 1986; 1990).

7.5 Conclusion

Ernest Hemingway tells the story in six words¹⁹ as follows: Let me begin with my idea, *“promoted ecotourism activities. Bring multiple benefits.”* While expanding this idea, this study comes to the conclusions that ecotourism is creating multiple benefits (i.e. economic, social, cultural, environmental, and educational as well as health and food) to the community people who are directly and indirectly involving in tourism entrepreneurship development. From livelihood approach, ecotourism is creating self-employment and employments opportunities in community levels and becoming prominent source of family earning (economic benefit). Ecotourism is promoting social capital, community sentiments and community resiliency (social benefit). Community people are not only preserving their own traditional cultural norms and values but also transmitting to

¹⁹ “His story was “Baby shoes for sale. Never used.”

the younger generations and also performing cultural programs to the guests (cultural benefit). Community people are thoughtfully involving in bufferzone management and wastage management committees for the conservation and development (environmental benefit). Ecotourism is creating informal, non-formal and formal education and learning opportunities to the community people including children and tourists (educational benefit). Community people have access of better health facilities, local farmers including tourism entrepreneurs are producing and serving organic products to the guest and they are also changing their food habits (health and food benefit). Besides, positively correlated composite indexes (i.e. social demography, tourism, KAP and multiple benefits) and significantly developed models (i.e. logistic regression, multiple regression, factor analysis and discriminant function) also have described multiple benefits of ecotourism equally in Mountain, Hill and tarai regions of Nepal.

This study also concludes that community managed ecotourism activities also have been contributing to foster multiple benefits of tourism to the community people. There is a criterion to investing park revenue to the community people from their annual budget (i.e. 30% in community development projects, 30% in physical infrasturce development project, 20% in IGAs and 10% in conservation related awarness raising training). The conservation fund is empowering local community, maintainng community wellbeing and also supporting rural development activities. More so, tourism is also becoming priority sector of federal government. Tourism sectoral budget allocated by federation, Province and local levels helps upgrading tourism entrepreneurship development and fostering multiple benefits to the community people. Because of this, local development actors and stakeholders are working together to sustain tourism development and rural development operations. They are giving priority for forming human capital and offering capacity/skill development training related to hospitality, culinary art, organic farming, pest management and wastage management. They are also giving priority for upgrading tourism infrastructures, performing cultural festivals (Mahotsav) and establishing cultural museums.

In general, the core idea- “multiple benefits potential of ecotourism for rural development” highlighted in conceptual framework (see Figure 2.3) has been supported empirically in the study. However, this is becoming possible with principles of ecotourism

development activities. Thus, the study also comes to the conclusion that ecotourism is bringing multiple benefits to the community people in the study area. That is why the theme- countries with most protected land and most visited ecotourism destinations in the world has been added. Accordingly, the study proclaims that coronavirus pandemic caused significant loss in global tourism sector including Nepal. Hence, the theme- pandemic impact on tourism also has been added.

At the policy level, this study implies evidence based tourism development policies. Though Nepalese tourism policies are directed towards supporting ecotourism, sustainable tourism and cultural tourism (integrated tourism) but “*promoted ecotourism activities and bringing multiple benefits*” in potential region is possible through transformative efforts of state actors including culture, conservation and tourism development stakeholders. Finally, the issues related to socio-economic dynamics, entrepreneurial characteristics, multiple benefits, income inequality based on ecology and tourism based livelihood must be addressed in local levels while developing and implementing multilevel policy measures for integrated tourism development.

7.6 Implications of the Study

Findings of the study have many possible implications to the tourism and rural development stakeholders in public and private sectors. Some of those possible implications are listed under knowledge level, practical level and policy level.

7.6.1 For Knowledge Level

At the knowledge level, thematically, this study implies how ecotourism is creating economic, social, cultural, environmental, educational and health benefits to the Nepalese people. It also implies how ecotourism is generating rural economy and sustaining rural livelihood. Theoretically, this study implies alternative tourism development (ecotourism, cultural tourism and creative tourism), assets based community development, sustainable rural livelihood and theory of practice while interpreting the research issues. Methodologically, this study implies surveyed data from one strata (Mountain; Hill and Tarai regions) and two clusters (business types: hotel/resort, Lodge/guesthouse, Restaurant/bakery café/tea-coffee shops and beneficiary types: direct and both direct and indirect) that are explained by applying different statistical tools (CSA plan, composite

index, mean difference test, logistic regression model, factor analysis model, discriminant function model and multiple regressions model). Hence, the thematic, theoretical and methodological contributions of this study can be academic and methodological references to the academicians, researchers and professionals as well as other stakeholders.

7.6.2 For Practice Level

At the practice level, this study implies how government agencies (central, provincial and local government and national park as well as conservation area), private sectors (tourism board, tour and travel companies, hotel associations, climbing centers) and local tourism entrepreneurs are working together for ecotourism development activities. Hence, empirically developed tourism action plan (see Appendix H for Khumbu region; see Appendix I for Annapurna region and see Appendix J for Sauraha sector of Chitwan National Park) can be applied by the concerned stakeholders.

7.6.3 For Policy Level

At the policy level, this study implies evidence based tourism development policies. Though tourism policies are directed towards rural tourism activities but sustaining rural livelihood and community development through alternative tourism is possible with the following implications presented descriptively.

Flow of international and domestic tourists in the conservation areas seems increasing thus government agencies must develop and implement affirmative policy for alternative tourism development. Ecotourism is becoming priority sector of provincial and local government thus there must be provision to allocate 9 to 18 percent of annual budget in tourism sector. The socio-demographic index of the entrepreneurs was found well thus better to promote agro-ecotourism and establish agro industries for the betterments of local people. Tourism index of the entrepreneurs also was found well due to the interventions of government agencies thus better to provide technical and financial supports to all the entrepreneurs. Tourism index of female and male groups was found insignificant thus female entrepreneurs must be rewarded and encouraged by gender friendly and supportive business environment. The entrepreneurs having vocational skills are providing effective and efficient tourism services thus there must be affirmative policy to provide vocational training to all the entrepreneurs and also provision to conduct exposure visits programs to

the entrepreneurs especially in popular international tourism destinations. Lodging and fooding service demands better facilities thus there is a provision to build qualitative and attractive building infrastructure by applying local material and technologies.

Educated youths are thoughtfully involving in tourism business thus better to provide technical supports with soft loan packages to the new comers. Ecotourism expanse to multiple traits after retaining it for a decade or long hence there is a provision to provide technical and financial supports based on seniority of business. The two significant factors; government support, marketing and plan; and community, culture and hospitality developed based on KAP variables can be applied for the further analysis. The entrepreneurs having knowledge on entrepreneurship are enrolling their children in tourism and business subject thus better to provide scholarships by central government and must conduct tracer study and aptitude test by the local government. KAP index found varies with respect to ecology and sex group thus government agencies must come up with affirmative policies for addressing such issues.

Ecotourism is becoming significant source of family income for the entrepreneurs (local & migrant), thus the government must place more emphasis on enlarging staying dyas of the tourists. The entrepreneurs are serving local products to the guests thus local government must come up with affirmative policy for operating organic farms preferably in community and cooperative basis. The tourism entrepreneurs offering more professional services and creating more employments must be rewarded by the government through many incentives packages. Ecotourism services operated by family members in traditional types but with natural hospitality also can be awarded by government agencies through many incentives packages. Brahmin and Cheetri ethnicity of Tarai region are also getting more economic benefits thus better to offer homestay and paying guest services in the rural setting for promoting rural tourism. Sagarmatha Pollution Control Committee (SPCC) is managing wastes/garbage very effectively and efficiently must be developed as learning center to the other waste management committee members operating throughout the country. The entrepreneurs equally operating direct and direct/indirect tourism services must be awarded by government agencies through attractive incentive packages. Multiple benefits index of tourism entrepreneurs found direct and direct/indirect beneficiaries found insignificant thus such entrepreneurs must get equal supports from government agencies.

Tourism creates job/economy equally from lodging/fooding and fooding services thus such entrepreneurs must get equal supports from government agencies. Four significant factors; community building and infrastructure; cultural sentiments and social capital; transformative role of women and hospitality and agro-ecotourism and garbage management developed from multiple benefits variables can be applied for further analysis. Migration choice of the entrepreneurs is more discriminated by economic benefit thus better to promote numbers of potential tourism destinations within local levels and district level. The entrepreneurs belonging to all the ecological regions are equally benefitted from tourism thus government agencies must come up with affirmative policies for developing and promoting tourism activities in Mountain, Hill and Tarai regions.


7.7 Further Areas of the Study

This study has tried to explore multiple benefits (i.e. economic, social, cultural, environmental, and educational and health) of ecotourism with reference to Mountain, Hill and Tarai regions of Nepal. In this explanation, quantitative approach and survey methodology have been applied (Creswell, 2012). The research issues were analyzed based on surveyed data collected from 745 entrepreneurs offering direct tourism services (excluding hotel staffs, guide/porters, shopkeepers, cultural program performers and local farmers benefitted indirectly from tourism), field observations and conversations.


In this context, the results of the study might support seven-dimensional research undertakings going forward. First, similar inquiries could be made regarding other popular tourism destination of the country. Second, the multiple benefits analysis can be delimited into economic and non-economic returns of tourism entrepreneurship through microeconomic cost and benefit analysis. Third, ecotourism activities in this study area can be delimited into mountaineering tourism, adventure tourism, cultural tourism and family tourism in potential area. Fourth, the research issues can be analyzed based on primary data generated from both direct and indirect beneficiaries including tour guides, porters, employees and local farmers might be a future methodological direction. Fifth, describing the relationship between coronavirus pandemic and ecotourism development activities can be another methodological direction. Sixth, it is equally importance to analyze satisfaction levels of international and domestic tourists in the study area. Finally, the research issues also can be interpreted from theoretical perspectives of billiard ball model tourism, human capital formation and seven theories of community development.

APPENDICES

Appendix A: Research Permission Letter



नेपाल सरकार
वन तथा वातावरण मन्त्रालय
राष्ट्रिय निकुञ्ज तथा वन्यजन्तु संरक्षण विभाग
इकोलोजी शाखा



फोन नं. : ४२२०५५०
४२२०९९२
४२२७९२६
फ्याक्स नं. ४२२७६७५

०७६/७७ इको ६०

पत्र संख्या :-
चलानी नं. :- ६६०

पो. ब. नं. - ८६०
बबरमहल, काठमाडौं
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मिति : २०७६/७/३

visit nepal 2020 experiences

विषय : अध्ययन अनुसन्धान अनुमति सम्बन्धमा ।

श्री चितवन राष्ट्रिय निकुञ्ज कार्यालय, कसरा, चितवन
श्री सगरमाथा राष्ट्रिय निकुञ्ज कार्यालय, नाम्चे, सोलुखुम्बु
श्री अन्नपूर्ण संरक्षण क्षेत्र आयोजना, हरियोखर्क, पोखरा, कास्की ।

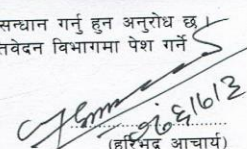
प्रस्तुत विषयमा तहाँ संरक्षित क्षेत्रहरूमा निम्नानुसारको अध्ययन अनुमति प्रदान गरिएको व्यहोरा निर्णयानुसार अनुरोध छ ।

अनुसन्धानकर्ताको नाम :	Rajan Binayek Pasa		
ठेगाना :	स्थायी : सरुमारानी-१, प्युठान	इमेल : rbpshrestha_1942@yahoo.com	फोन नं. ९८६०६२५४३२
सम्बद्ध संस्था :	ग्रामिण विकास केन्द्रीय विभाग, त्रिभुवन विश्वविद्यालय		
अनुसन्धानको प्रकृति :	व्यक्तिगत		
पद :	उप-प्रध्यापक		
अनुसन्धानको शीर्षक:	Benefit Analysis of Rural Tourism in Nepal		
अनुसन्धानको विधि:	Questionnaire Survey	नमूना संकलन नगर्ने	नमूना परिक्षण कहाँ गर्ने नगर्ने
अनुसन्धानको अवधि :	२० अक्टोबर २०१९, देखि ३० डिसेम्बर २०१९, सम्म		

शर्तहरू :

- अनुसन्धानकर्ताले राष्ट्रिय निकुञ्ज तथा वन्यजन्तु संरक्षण ऐन, २०२९ र नियमावली, २०३० तथा मातहतका सबै नियमावलीहरूको पूर्ण पालना गर्नु पर्नेछ ।
- अनुसन्धानकर्ताले विभाग र सम्बन्धित संरक्षित क्षेत्र कार्यालयसंग समन्वय गरी अध्ययन अनुसन्धान कार्य गर्नु पर्नेछ ।
- अनुसन्धानकर्ताले आफ्नो अनुसन्धानको प्रस्ताव सम्बन्धित संरक्षित क्षेत्र कार्यालयमा समेत पेश गर्नु पर्नेछ ।
- अनुसन्धानकर्ताले अनुसन्धान समाप्त भएपछि प्राप्त तथ्यांक, एक प्रति कागजी प्रतिवेदन र एक प्रति इलोकट्रोनिक प्रतिवेदन यस विभाग र सम्बन्धित संरक्षित क्षेत्र कार्यालयमा बुझाउनु पर्नेछ ।
- अनुसन्धानकर्ताले नतिजाहरू प्रकाशित गर्दा अनुसन्धानमा सलग्न यस विभाग र अन्तरगतका कर्मचारीको योगदानको आधारमा सह-लेखकको रूपमा समावेश गराउनु पर्नेछ ।
- संकलित नमूना संकलन गर्न पाइने छैन ।
- तोकिएका शर्तहरूको पालना नगरेमा विभागले कुनैपनि समयमा अनुमतिपत्र रद्द गर्न सक्नेछ ।

बोधार्थ :
श्री **Rajan Binayek Pasa**: सम्बन्धित संरक्षित क्षेत्र कार्यालयसंग समन्वय गरी अध्ययन अनुसन्धान गर्नु हुन अनुरोध छ ।
श्री ग्रामिण विकास केन्द्रीय विभाग, त्रिभुवन विश्वविद्यालय: एक प्रति कागजी र इलोकट्रोनिक प्रतिवेदन विभागमा पेश गर्ने व्यवस्था हुन अनुरोध छ ।


 (हरिप्रद आचार्य)
 इकोलोजिष्ट



नेपाल सरकार

वन तथा वातावरण मन्त्रालय

राष्ट्रिय निकुञ्ज तथा वन्यजन्तु संरक्षण विभाग

सगरमाथा राष्ट्रिय निकुञ्ज कार्यालय



पत्र संख्या

चलानी नं. १४४

मिति २०७९।१०।०४ गते

जो जससंग सम्बन्ध राख्दछ ।

श्री राष्ट्रिय निकुञ्ज तथा वन्यजन्तु संरक्षण विभागको चलानी नं. ७७० मिति २०७६।०७।०३ गते प्रदान गरिएको अध्ययन अनुसन्धान अनुमति पत्र अनुसार अनुसन्धानकर्ता श्री राजन विनायक पासा (Rajan Binayek Pasa) सरुमारानी-१ प्युठानले यस सगरमाथा राष्ट्रिय निकुञ्जको नाम्चे, खुम्जुङ लगायतका स्थानहरूमा Benefit Analysis of Rural Tourism in Nepal नामक शिर्षकमा २० अक्टोबर देखी ३० डिसेम्बर २०१९ सम्मको अवधिमा Questionnaire Survey विधिबाट स्थलगत रुपमा तथ्यांक संकलन गरिएको व्यहोरा प्रमाणित गरिन्छ ।

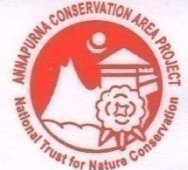
भूमिराज उपाध्याय

प्रमुख संरक्षण अधिकृत

भूमिराज उपाध्याय
प्रमुख संरक्षण अधिकृत



NATIONAL TRUST FOR NATURE CONSERVATION
ANNAPURNA CONSERVATION AREA PROJECT



Headquarters, Pokhara

Headquarters, Pokhara

Ref: 174 /076/077

Date: October 23, 2019

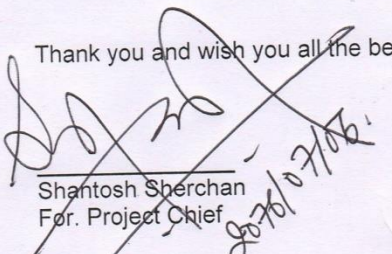
Mr. Rajan Binayek Pasa
Associate Professor
Central Department of Rural Development,
Tribhuvan University, Nepal

Re: Permission to conduct research in Annapurna Conservation Area

We received your request letter regarding permission to conduct research on "**Benefit Analysis of Rural Tourism in Nepal**". You have been given permission to carry out your field research in ACA with the following terms and conditions.

1. The research must be for scientific and academic purpose with the aim of making contribution in conservation and development of conservation area.
2. This permission will be valid up to December 30, 2019.
3. You have to follow the ACAP Minimum Impact Code and the Conservation Area Management Regulation 2053.
4. You have to follow the mentioned condition in the research permit provided by Department of National Park and Wildlife Conservation.
5. You will have access to the NTNC-ACAP Resource Library in Pokhara.
6. Upon the completion of the research, **you must submit a hard copy and digital copy of your report** to the NTNC-ACAP Headquarters, Pokhara.
7. You have to coordinate with ACAP Unit Conservation Office while your fields work.
8. Any dispute arose during the execution period will be solved by mutual understanding.
9. Any unsolved disputes will be handled as per the existing law of Nepalese government.

Thank you and wish you all the best.


Shantosh Sherchan
For. Project Chief

cc:
NTNC-ACAP Unit Conservation Office, Ghandruk

Central Office : P.O. Box 3712
Khumaltar, Lalitpur, Nepal
Tel. No. : 00977-1-5526571, 5526573
Fax : 00977-1-5526570
Website: www.ntnc.org.np

Headquarters : P.O. Box 183
Pokhara, Kaski, Nepal
Tel. No. : 00977-61-431102, 430802, 432288
Fax No. : 00977-61-431203
E-mail : info@acap.org.np



नेपाल सरकार

वन तथा वन्यजन्तु संरक्षण विभाग

राष्ट्रिय निकुञ्ज तथा वन्यजन्तु संरक्षण विभाग

चितवन राष्ट्रिय निकुञ्ज कार्यालय

कसरा चितवन
योजना शाखा

visit Nepal
2020

पत्र संख्या: ०७६/७७
चलनी नं.: ०१९६६

मिति: २०७६।७.२०

विषय : अध्ययन अनुसन्धान अनुमति दिईएको सम्बन्धमा ।

राजुन विनायक पासा
सरुमारानी -१, प्युठान
ग्रामिण विकास केन्द्रिय विभाग, विभुवन विश्व विद्यालय ।

प्रस्तुत विषयमा राष्ट्रिय निकुञ्ज तथा वन्यजन्तु संरक्षण विभागको २०७६/७७ इको ७० च.नं. ७७० मिति २०७६।७.२३ को पत्रानुसार तपाईंलाई चितवन राष्ट्रिय निकुञ्ज तथा यसको मध्यवर्तिको तर्फसलको क्षेत्रमा "Benefit Analysis of Rural Tourism in Nepal" विषयमा अध्ययन अनुसन्धान गर्नलाई मिति २०७६।७.२० गते देखि मिति २०७६।९.१५ गते सम्मको लागि तपसलको शर्तहरूको अधिनमा रही सम्बन्धित सेक्टर कार्यालयहरू, रेञ्जपोष्ट तथा पोष्टहरू र सम्बन्धित मध्यवर्तिको उपभोक्ता समितिहरूसँग समन्वय गरी अध्ययन अनुसन्धान गर्न अनुमति दिईएको ब्यहोरा आदेशानुसार अनुरोध छ ।

अध्ययन गरिने क्षेत्र

१. टाँडी, सौराहा, वछौली, बाघमारा र कसरा अन्तरगतका होटल, रिमोर्ट, रेष्टुरेन्ट, चियापसल, होमस्टे तथा गेष्ट हाउसहरू

शर्तहरू

१. अध्ययन अनुसन्धान गर्दा राष्ट्रिय निकुञ्ज तथा वन्यजन्तु संरक्षण ऐन, २०२९ र नियमावली २०३० तथा मातहतका सबै नियमावलीको पूर्ण रूपमा पालना गर्नु पर्नेछ ।
२. अनुसन्धानकर्ताले विभाग र सम्बन्धित संरक्षित क्षेत्र कार्यालयसंग समन्वय गरी अध्ययन अनुसन्धान कार्य गर्नु पर्नेछ ।
३. अनुसन्धानकर्ताले आफ्नो अनुसन्धानको प्रस्ताव सम्बन्धित संरक्षित क्षेत्र कार्यालयमा समेत पेश गर्नु पर्नेछ ।
४. अध्ययनको नतिजा प्रकाशन गर्दा अनुसन्धान कार्यमा संलग्न कर्मचारीको योगदानको आधारमा सहलेखकको रूपमा समावेश गराउनु पर्नेछ ।
५. अनुसन्धानकर्ताले अनुसन्धान समाप्त भए पश्चात प्राप्त तथ्याङ्क एक प्रति कागजी र विद्युतीय रिपोर्ट राष्ट्रिय निकुञ्ज तथा वन्यजन्तु संरक्षण विभाग र यस कार्यालयमा पेश गर्नु पर्ने छ ।
६. अध्ययन अनुसन्धानको लागि कुनै पनि जनावर तथा वनस्पतिको नमुना संकलन गर्न पाइने छैन ।
७. तोकिएका शर्तहरूको पालना नगरेमा विभाग तथा यस निकुञ्ज कार्यालयले कुनै पनि समयमा अनुमति पत्र रद्द गर्न सक्नेछ ।
८. अध्ययन अनुसन्धानको कार्य गर्दा निकुञ्ज कार्यालयका सम्बन्धित सेक्टर रेञ्जपोष्ट पोष्टका कर्मचारीहरूको उपस्थिति संलग्नता हुनु पर्ने छ ।

गोपाल बहादुर घिमिरे
(सहायक संरक्षण अधिकृत)

बोधार्थ:

- श्री बटुक दलगा, कसरा ब्यारेक : सम्बन्धित गुल्म पोष्टलाई जानकारी गराई दिन हुन अनुरोध छ ।
श्री मध्यवर्तिको व्यवस्थापन समिति: जानकारी तथा आवश्यक सहयोगको लागि ।
श्री सौराहा/कसरा सेक्टर तथा अन्तरगतका रेञ्जपोष्ट पोष्टहरू चि.रा.नि.का.: जानकारी तथा आवश्यक सहयोग गर्नु हुन अनुरोध छ ।

Appendix B: Defining Indicators-Attributes-Variables

Dependent Variables	Independent Variables (IV)		
	Constructs/ Indicators IV- Level 1 [7]	Attributes IV-Level 2 [5]	Item Variables IV-Level 3 [2-3] Question No.
▪ KAP	• Knowledge	○ Hospitality	44-56
		○ Tourism marketing	
		○ Tourism policy	
		○ Tourism development committee	
	• Attitude	○ Tourist behaviour	57-65
		○ Available service facilities	
		○ Role of NTB	
		○ Role of local leaderships	
	• Practice	○ Duration of involvement	66-71
		○ Supplying local products	
		○ Future plan	
		○ Sustainability of business	

Dependent Variables	Independent Variables (IV)		
	Constructs/ Indicators IV- Level 1 [7]	Attributes IV-Level 2 [5]	Item Variables IV-Level 3 [2] Question No.
▪ Multiple Benefits of Ecotourism	• Economic	○ Recurring cost	72-83
		○ Variable cost	
		○ Monthly Income	
		○ Monthly expenditures	
	• Social	○ Promote women empowerment	84-92
		○ Promotes community pride	
		○ Build social capital	
		○ Community capacity	
	• Cultural	○ Cultural preservations	93-103
		○ Economic valuing of culture	
		○ Acculturation effect	
		○ Cultural exchange	
	• Environmental	○ Environmental responsibility	104-112
		○ Awareness on climate change	
		○ Use of land and forest resources	
		○ Management of waste disposal.	
	• Educational	○ Access to technical education	113-120
		○ Access to vocational trainings	
		○ Creates new professions	
		○ Use of new knowledge	
• Health	○ Promote good health	121-130	
	○ Promotes good hygiene		
	○ Diversification of foods		
	○ Available of health facility		

Appendix C: Survey Questionnaires

१

प्रश्नावली

प्रिय उत्तरदाताहरू, "Benefit Analysis of Rural Tourism in Nepal" शीर्षकमा गर्न लागिएको यो अध्ययन विद्यावारिधीको शोधपत्रको प्रयोजनका लागि हो । यो अध्ययन तपाईंको महत्वपूर्ण उत्तरहरूमा निर्भर गर्नेछ । यस अध्ययनको क्रममा तपाईंबाट प्राप्त सूचना अध्ययन प्रयोजन बाहेक अन्य प्रयोजनका लागि प्रयोग गरिने छैन । तपाईंको उत्तर तथ्याङ्क ऐन, २०१८ अनुसार गोप्य रहने छन् । थप जानकारीका लागि अनुसन्धानकर्ता राजन विनाएक पासासँग ९८६०६२५४३२ मा सम्पर्क गर्न सक्नु हुनेछ ।

नाम:

मिति:

सम्पर्क नं.:

कोड नं.:

खण्ड क (अ): उत्तरदाताको सामाजिक-जनसांख्यिक सम्बन्धित विवरण (प्रश्न नं. १ देखि २८ सम्म)

१. तपाईंको स्थायी ठेगाना भन्नु होस् ।

१. खुम्बु पासाङल्हामु गाउँपालिका २. अन्नपूर्ण गाउँपालिका ३. रत्ननगर नगरपालिका ४. माथिका मध्ये कुनै होइनन्

२. तपाईं/परिवार बसाई सराई गरि आएको भए कुन ठाँउबाट आउनु भएको हो, उल्लेख गर्नुहोस्?

१. पूर्खोली बसाई २. बसाई सराई गरी आएको ३. बसाई सराई गरी आएको स्थान/जिल्ला ...

३. तपाईंले कति वर्ष पुरा गर्नु भयो? वर्ष

४. तपाईंको लिङ्ग कुन हो? १. महिला २. पुरुष ३. अन्य

५. तपाईंको जात र सम्प्रदाय कुन हो?

६. तपाईंको मातृभाषा कुन हो?

७. तपाईंको धर्म कुन हो?

१. हिन्दू २. बौद्ध ३. इस्लाम ४. किराँत ५. क्रिश्चियन ६. अन्य

८. तपाईंको बैवाहिक स्थिति के हो?

१. अविवाहित २. विवाहित ३. अलग बसेको
४. सम्बन्ध बिच्छेद ५. विधवा ६. विवाह नगरी बसेको

९. तपाईंको उच्चतम शैक्षिक योग्यता कति हो? योग्यता विषय

१०. तपाईंको परिवारमा कति जना सदस्यहरू छन्?

उमेर समूह	महिला	पुरुष	जम्मा
० देखि १४ वर्ष			
१५ देखि ६४ वर्ष			
६५ वर्ष भन्दा माथि			

११. तपाईंको परिवारमा कति जना बच्चाहरू छन्?

उमेर समूह	छोरी	छोरा	जम्मा
५ वर्षभन्दा तल			
५ वर्ष देखि ९ वर्षसम्म			
१० देखि १८ वर्षसम्म			
१८ वर्षभन्दा माथि			

१२. परिवारको कुनै सदस्य रोजगार वा अध्ययनको लागि देश बाहिर छन् भने निम्नानुसार विवरण दिनुहोस्।

पारिवारिक संकेत नं.	बाहिर रहनुको उद्देश्य	देशको नाम	बाहिर रहेको अवधि

१३. तपाईंको परिवारमा विद्यालय जाने बच्चाहरू छन् कि छैनन्? १. छन् २. छैनन्

१४. छन् भने कुन विद्यालयमा अध्ययनरत छन्?

विद्यालयको प्रकार	छोरी	छोरा	जम्मा
सामुदायिक वा सरकारी विद्यालय			
निजी विद्यालय			
विदेशमा अध्ययनरत			
अध्ययन नगर्ने			

१५. तपाईंको परिवारमा क्याम्पस जाने विद्यार्थीहरूको विवरण भन्नुहोस ।

क्याम्पसका प्रकार	विषय	छोरी	छोरा	जम्मा
प्रदेश भित्रको सामुदायिक वा निजी क्याम्पस				
प्रदेश बाहिरको सामुदायिक वा निजी क्याम्पस				
विश्वविद्यालय				
विदेशमा अध्ययनरत				

१६. तपाईंको परिवारको खानेपानीको मुख्य स्रोत के हो?

१. पाइपधारा घर कम्पाउण्डमा
४. ट्युबवेल/हेण्डपम्प
७. मुलको पानी/नदी/खोला
२. पाइपधारा सार्वजनिक
५. ढाकिएको इनार/कुवा
८. बजारको पानी
३. डिप वोरिङ्ग
६. नढाकिएको इनार/कुवा
९. अन्य

१७. तपाईं बसेको घरको जग कस्तो प्रकारको छ ?

१. माटो र ढुङ्गा
२. सिमेन्ट र ढुङ्गा
३. फ्रेम स्ट्रक्चर
४. लोड वेयरिङ्ग
५. काठको खम्बा
६. अन्य

१८. तपाईंको घरको तल्लामा कुन-कुन सामान प्रयोग भएको छ?

१. ढुंगा माटो
२. गोबर
३. काठ/फल्याक
४. पार्केट/पोलिस फल्याक
५. कडा खालको प्लास्टिक
६. सेरामिक टायल्स
७. सिमेन्ट
८. कार्पेट
९. अन्य

१९. तपाईंको घरमा खाना पकाउन प्रयोग गरिने मुख्य इन्धन के के हुन् ?

१. दाउरा
२. मट्टीतेल
३. एल पि ग्यास
४. गुड्ठा/बिक्रेट
५. वायो ग्यास
६. विद्युत
७. सोलार
८. अन्य

२०. तपाईंको घरमा प्रयोग गरिने बत्तीको मुख्य स्रोत के के हुन्?

१. विद्युत
२. मट्टीतेल
३. वायोग्यास
४. सोलार
५. इन्भर्टर/जेनेरेटर
६. अन्य

२१. तपाईंको घरमा शौचालयको अवस्था कस्तो प्रकारको छ?

१. फ्लस/ढलमा जोडिएको
२. फ्लस/सेफ्टि ट्यांकमा जोडिएको
३. फ्लस/पिट शौचालय
४. भेन्टिलेशनयुक्त सुधारिएको पिट (भिआइपि) चर्पी
५. स्लाब सहितको पिट शौचालय
६. कम्पोष्टिड चर्पी
७. खुल्ला

२२. तपाईंको घरमा कुन-कुन सामानहरूको प्रयोग भएको छ?

घरायसी सामग्री:

१. मोबाइल फोन
२. गैर-मोबाइल टेलिफोन
३. कम्प्युटर
४. फ्रिज
५. कुर्सी
६. ओछ्यान
७. सोफा
८. कपाट
९. घडी
१०. प्यान
११. इन्भर्टर
१२. सोलार

यातायातका साधन:

१. साइकल/रिक्शा
२. गाडा/टाँगा
३. मोटरसाइकल/स्कूटर
४. कार/ट्रक
५. शी-व्हील टेम्पो

२३. तपाईं/परिवारको कुनै सदस्यको नाममा लालपुर्जा सहित जमिन छ भने निम्नानुसार विवरणहरू दिनुहोस्।

जग्गाको किसिम	क्षेत्रफल	१. पुरुष स्वामित्व २. महिला स्वामित्व ३. दुबैको अलग-अलग स्वामित्व ४. दुबैको संयुक्त स्वामित्व	जमिन रहेको स्थान	हालको अनुमानित मूल्य
१. खेत				
२. पाखो बारी				
३. घर/घडेरी				
४. अन्य				

२४. तपाईंको परिवारसंग प्रयोग गरिरहेको तर लालपुर्जा नभएको जमिन छ भने निम्नानुसार विवरण दिनुहोस्।

जमिनको प्रकार	जमिनको क्षेत्रफल	जमिन प्रयोग गरेको स्थान
१. खेत		
२. पाखो बारी		
३. घर/घडेरी		
४. अन्य		

२५. यदि तपाईंको परिवारले कृषि कार्यका लागि जग्गा प्रयोग गरेको छ भने सो जग्गा विवरण दिनुहोस्।

जग्गाको किसिम	क्षेत्रफल	जग्गा रहेको स्थान
आफ्नो परिवारको नाममा रहेको जग्गा		
परिवार बाहेक अरुको नाममा रहेको जग्गा		

२६. यदि तपाईं कृषिमा संलग्न हुनु हुन्छ भने तपाईंको वार्षिक वाली उत्पादन तथा बिक्रीको स्थिति कति छ?

बाली	उत्पादन क्वी.	बिक्री क्वी.	बाली	उत्पादन क्वी.	बिक्री क्वी.
अन्नवाली			नगदे वाली		
दलहन			फलफूल		
तेलहन			फूलखेती		
तरकारी					

२७. आफ्नो उत्पादनले तपाईंको परिवारलाई कति महिना खान पुग्छ ?

१. ३ महिना भन्दा कम २. ३ देखि ६ महिनासम्म ३. ६ देखि ९ महिनासम्म
४. ९ देखि १२ महिनासम्म ५. १२ महिनाभन्दा बढी

२८. तपाईंको परिवारले कुनै चौपाया तथा पशुपंछी पालेको छ भने निम्नानुसार विवरण दिनुहोस्।

चौपायाको नाम	संख्या	हालको बजार मूल्य	चौपायाको नाम	संख्या	हालको बजार मूल्य
१. गाइगोरू/बाच्छाबाच्छी			५. संगुर/बंगुर		
२. रागोभैसी/पाडापाडी			६. कुखुरा/हँस		
३. याक/चौरी			७. घोडा/खच्यर		
४. बाख्रा/भेडा, खसी/बोका			८. अन्य		

खण्ड क (आ): उत्तरदाताको पर्यटनसँग सम्बन्धित विवरण (प्रश्न नं. २९ देखि ४३ सम्म)

२९. के यस क्षेत्रमा पर्यटकीय सुबिधामा विविधता छ?

१. छ २. छैन

३०. छन भने के कस्ता विविधता छन्?

१. सामाजिक-सांस्कृतिक पर्यटन २. पर्या-पर्यटन (जंगल सफारी, निकुञ्ज तथा संरक्षण क्षेत्र, मनोरञ्जन)
३. शैक्षिक पर्यटन (पर्वतारोहण प्रशिक्षण केन्द्र) ४. स्वास्थ्य पर्यटन (ध्यान, योगा केन्द्र)
५. हाइकिङ, ट्रेकिङ र पर्वतारोहण ६. अन्य

३१. तपाईंले पर्यटन सेवा सम्बन्धी तालिम लिनु भएको छ? १. छ २. छैन

३२. लिनु भएको छ भने कुन कुन तालिम लिनु भयो?

१. आतिथ्य सत्कार २. पाककला ३. पर्वतारोहण ४. पदयात्रा ५. कृषि ६. हस्तकला ७. अन्य

३३. तपाईंले पर्यटनबाट कसरी लाभ लिईरहनु भएको छ? १. प्रत्यक्षरूपमा २. प्रत्यक्ष तथा अप्रत्यक्ष रूपमा
३४. तपाईंको प्रत्यक्ष पर्यटन व्यवसायको प्रकार खुलाउनु होस् ।
 १. होमस्टे २. पङ्गोष्ट ३. होटल ४. रिसोर्ट
 ५. चिया पसल ६. रेष्टुरेष्ट ७. गेष्ट हाउस ८. बेकरी/कफि सप
३५. तपाईंको यो व्यवसायलाई दर्ता गरिएको छ कि छैन? १. छ २. छैन
३६. छैन भने दर्ता नगर्नुका कारणहरू के के हुन?
 १.
 २.
 ३.
३७. के तपाईंका बुबा आमा पनि यो व्यवसायमा संलग्न हुनु हुन्थ्यो ? १. थियो २. थिएन
३८. थियो भने उहाँहरू संलग्न हुनुका कारणहरू के के थिए होलान् ?
 १.
 २.
 ३.
३९. तपाईंले पर्यटन सम्बन्धी अप्रत्यक्ष रूपमा कुन-कुन क्षेत्रबाट लाभ लिईरहनु भएको छ?
 १. कृषि २. हस्तकला ३. स्थानीय कलाकार ४. पथ प्रदर्शक वा
 ५. भरिया ६. चिकित्सक उपचार ७. माउते ८. चालक
 ९. टुर एण्ड ट्राभल्स
४०. यस्ता अप्रत्यक्ष सेवाहरू सञ्चालनका लागि दर्ता वा लाइसेन्स लिनु भएको छ कि छैन? १. छ २. छैन
४१. छैन भने नगर्नुका कारणहरू के के हुन् ?
 १.
 २.
 ३.
४२. के तपाईंका बुबा आमा पनि यस्ता अप्रत्यक्ष सेवामा संलग्न थिए ? १. थिए २. थिएनन्
४३. यदी थिए भने संलग्न हुनुका कारणहरू के के होलान् ?
 १.
 २.
 ३.
- खण्ड ख: उत्तरदाताको पर्यटनसँग सम्बन्धित ज्ञान, धारणा र अभ्यास सम्बन्धी विवरण (प्रश्न नं. ४४ देखि ७१ सम्म)**
४४. तपाईंलाई राष्ट्रिय, प्रदेश र स्थानीय स्तरमा पर्यटन प्रबर्धन गर्ने निकायका बारेमा जानकारी छ ? १. छ २. छैन
४५. छ भने कुन निकायले पर्यटन विकासमा टेवा पुऱ्याई राखेका छन् ?
 १. स्थानीय सरकार २. राष्ट्रिय निकुञ्ज वा संरक्षण क्षेत्र परियोजना
 ३. नेपाल पर्यटन बोर्ड ४. सम्बन्धित मन्त्रालय ५. अन्य
४६. तपाईंलाई पर्यटन प्रबर्धन गर्ने निजि निकायका बारेमा थाहा छ? १. छ २. छैन
४७. छ भने कुन-कुन हुन्?
 १. ट्राभल एजेन्सीहरू २. ट्रेकिङ एशोशियसन ३. पर्वतारोहण एशोशियशन
 ४. अन्तर्राष्ट्रिय/राष्ट्रिय गैरसरकारी संस्थाहरू ५. होमस्टे एशोशियशन अफ नेपाल ६. अन्य
४८. के तपाईंलाई सरकारी निकायले पर्यटन बाजरीकरणमा गर्ने भूमिका बारे थाहा छ?
 १. मलाई राम्रोसंग थाहा छ २. मैले सुनेको छु ३. मैले सुनेको छु तर मलाई थाहा छैन
 ४. मलाई थोरै मात्र थाहा छ ५. मैले कहिल्यै सुनेको छैन

४९. के तपाईंलाई निजि निकायले पर्यटन बजरीकरणमा गर्ने भूमिका बारे थाहा छ?
१. मलाई राम्रोसंग थाहा छ २. मैले सुनेको छु ३. मैले सुनेको छु तर मलाई थाहा छैन
४. मलाई थोरै मात्र थाहा छ ५. मैले कहिल्यै सुनेको छैन
५०. के तपाईंलाई स्थानीय सरकारको पर्यटन विकास योजनाका बारेमा थाहा छ?
१. मलाई राम्रोसंग थाहा छ २. मैले सुनेको छु ३. मैले सुनेको छु तर मलाई थाहा छैन
४. मलाई थोरै मात्र थाहा छ ५. मैले कहिल्यै सुनेको छैन
५१. के तपाईंलाई राष्ट्रिय पर्यटन रणनीति २०१६-२०२५ को बारेमा थाहा छ?
१. मलाई राम्रोसंग थाहा छ २. मैले सुनेको छु ३. मैले सुनेको छु तर मलाई थाहा छैन
४. मलाई थोरै मात्र थाहा छ ५. मैले कहिल्यै सुनेको छैन
५२. के तपाईंलाई नेपाल भ्रमण वर्ष २०२० को बारेमा थाहा छ?
१. मलाई राम्रोसंग थाहा छ २. मैले सुनेको छु ३. मैले सुनेको छु तर मलाई थाहा छैन
४. मलाई थोरै मात्र थाहा छ ५. मैले कहिल्यै सुनेको छैन
५३. वातावरणीय र साँस्कृतिक तथा धार्मिक दुबै पर्यटन विकासका मुख्य आकर्षणहरू हुन् ।
१. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत
५४. पर्यटन विकासका लागि राम्रो आर्थिकता आवश्यक छ।
१. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत
५५. पर्यटन विकासमा सरकारी तथा निजी क्षेत्रको समान भूमिका हुनु पर्छ।
१. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत
५६. तपाईंलाई निकुञ्ज तथा संरक्षण क्षेत्र विकास परियोजनाले स्थापना गरेको वातावरणीय कोष बारे जानकारी छ?
१. मलाई राम्रोसंग थाहा छ २. मैले सुनेको छु ३. मैले सुनेको छु तर मलाई थाहा छैन
४. मलाई थोरै मात्र थाहा छ ५. मैले कहिल्यै सुनेको छैन
५७. स्वदेशी पाहुनाहरूले गर्ने ब्यवहार प्रति तपाईंको धारणा कस्तो छ?
१. अति नकारात्मक २. नकारात्मक ३. म केही भन्न सकिदैन ४. सकारात्मक ५. अति सकारात्मक
५८. विदेशी पाहुनाहरूले गर्ने ब्यवहार प्रति तपाईंको धारणा कस्तो छ?
१. अति नकारात्मक २. नकारात्मक ३. म केही भन्न सकिदैन ४. सकारात्मक ५. अति सकारात्मक
५९. स्थानीय सडक सञ्जालको अवस्था प्रति तपाईंको धारणा कस्तो छ?
१. अति नकारात्मक २. नकारात्मक ३. म केही भन्न सकिदैन ४. सकारात्मक ५. अति सकारात्मक
६०. स्थानीय स्तरमा उपलब्ध बासस्थान सेवाहरू प्रति तपाईंको धारणा कस्तो छ?
१. अति नकारात्मक २. नकारात्मक ३. म केही भन्न सकिदैन ४. सकारात्मक ५. अति सकारात्मक
६१. नेपाल पर्यटन बोर्डले गर्दै आइरहेको बजारीकरण भूमिका बारे तपाईंको धारणा के छ?
१. अति नकारात्मक २. नकारात्मक ३. म केही भन्न सकिदैन ४. सकारात्मक ५. अति सकारात्मक
६२. निजी टुर एवं ट्राभल्स कम्पनीहरूले गर्दै आइरहेको बजारीकरण भूमिका बारे तपाईंको धारणा के छ?
१. अति नकारात्मक २. नकारात्मक ३. म केही भन्न सकिदैन ४. सकारात्मक ५. अति सकारात्मक
६३. स्थानीयस्तरमा पर्यटन विकाससम्बन्धी विषयमा सञ्चालन गरिएका तालिम प्रति तपाईंको धारणा के छ?
१. अति नकारात्मक २. नकारात्मक ३. म केही भन्न सकिदैन ४. सकारात्मक ५. अति सकारात्मक
६४. निकुञ्ज/संरक्षण क्षेत्र विकास परियोजनाले सामुदायिक विकासमा प्रवाह गरेको भूमिका प्रति तपाईंको धारणा कस्तो छ?
१. अति नकारात्मक २. नकारात्मक ३. म केही भन्न सकिदैन ४. सकारात्मक ५. अति सकारात्मक
६५. राष्ट्रिय निकुञ्ज/संरक्षण क्षेत्र विकास परियोजनाले पर्यटन विकासमा प्रवाह गरेको भूमिका प्रति तपाईंको धारणा कस्तो छ?
१. अति नकारात्मक २. नकारात्मक ३. म केही भन्न सकिदैन ४. सकारात्मक ५. अति सकारात्मक
६६. तपाईं कहिले पर्यटन व्यवसायमा संलग्न हुनु भयो? वर्ष महिना
६७. के तपाईं स्थानीय, मौलिक उत्पादनहरू पर्यटकहरूलाई खुवाउने गर्नु हुन्छ? १. गर्छु २. गर्दैन ३. गर्ने योजनामा छु
६८. के तपाईं स्थानीय, मौलिक उत्पादनहरू स्वदेशी/विदेशी बजारमा निर्यात गर्नु हुन्छ? १. गर्छु २. गर्दैन ३. गर्ने योजनामा छु

६९. के तपाई आफ्नो व्यवसाय परिवर्तन गर्नेबारे सोच्नु भएको छ?

१. छ भने कारण
२. छैन भने कारण

७०. आफ्ना छोराछोरीहरूलाई पर्यटन व्यवसायमा आउन प्रोत्साहन गर्नु हुन्छ?

१. गर्ने भए कारण
२. नगर्ने भए कारण

७१. तपाईको व्यवसायलाई प्रबन्धन गर्नका लागि स्थानीय सरकारबाट कुनै प्राविधिक/आर्थिक सहयोग प्राप्त गर्नु भएको छ ?

१. छ भने विवरण
२. छैन भने कारण

खण्ड ग: ग्रामीण पर्यटनबाट प्राप्त भएका लाभहरूसम्बन्धी विवरण

ग(अ): आर्थिक सम्बन्धी लाभहरू (प्रश्न नं. ७२ देखि ८३ सम्म)

७२. तपाईको परिवारको जीविकोपार्जनको मुख्य स्रोत के हो?

सि.नं.	मुख्य स्रोत	सरदर वार्षिक आम्दानी	सि.नं.	मुख्य स्रोत	सरदर वार्षिक आम्दानी
१.	कृषि		८.	नोकरी (राष्ट्रिय गैर-सरकारी संस्था)	
२.	घरेलु उद्योग		९.	नोकरी (अन्तर्राष्ट्रिय गैर-सरकारी संस्था)	
३.	खुद्रा/होलसेल व्यापार		१०.	नोकरी (प्राइभेट उद्योग, व्यापार, व्यवसाय)	
४.	ज्यालादारी (कृषि)		११.	वैदेशिक रोजगार	
५.	ज्यालादारी (गैर कृषि)		१२.	पेन्सन, भत्ता, व्याज आदि	
६.	नोकरी (सरकारी)		१३.	अन्य	
७.	घर/जग्गा भाडा			जम्मा आम्दानी (आफै पछि योगफल निकाल्ने)	

७३. तपाईको घर, तल्ला र कोठाको संख्या कति छ? घरको संख्या तल्लाको संख्याकोठाको संख्या

७४. तपाई बसेको घरको स्वामित्व कस्तो प्रकारको हो? १. निजी आफ्नो २. भाडामा ३. संस्थागत ४. अन्य

७५. तपाईले पर्यटन व्यवसाय सुरु गर्दा कति लगानी गर्नु भएको थियो?

७६. यस व्यवसायबाट कति जनाले रोजगार प्राप्त गर्नु भएको छ ? १. स्वरोजगार जना २. रोजगार जना

७७. तपाईको व्यवसाय सञ्चालन गर्न लाग्ने खर्च विवरण भन्नु होस् ।

स्थानीय उत्पादन	दैनिक खर्च	गैरस्थानीय उत्पादन	मासिक खर्च	अन्य खर्च	अन्य खर्च रकम
तरकारी		तरकारी		कामदारको तलब	
मासुको परिकार		मासुको परिकार		कर भुक्तान	
दुधको परिकार		दुधको परिकार		बजारीकरण (ब्रोसर, वेबसाइट, पब्लिक रिलेसन)	
खाधान्न		खाधान्न		मर्मत तथा संभार	
पेय पदार्थ		पेय पदार्थ			
जम्मा					

७८. सिजनको समयमा तपाईको व्यवसायबाट प्रत्यक्ष/अप्रत्यक्ष रूपबाट सरदर दैनिक कति आम्दानी हुन्छ?

७९. पर्यटन क्षेत्रमा स्थानीय बासीहरूको लगानी गर्न आकर्षण बढेको देखिन्छ ।

१. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत

८०. तपाई वार्षिक पारिवारिक खर्च सरदर कति हुन्छ?

खाद्य पदार्थमा	रकम	अखाद्य पदार्थमा	रकम
खाधान्न तथा गोडागुडी		औषधि उपचार	
माछा मासु		शैक्षिक खर्च	
दुध तथा अण्डा		गरगहना र घडी	
धूप तथा तेलहन		सामाजिक सुरक्षा	
फलफूल		विमा	
तरकारी		प्रशासनीय खर्च	
चिनी तथा गुलियो		सांस्कृतिक र अन्य	
पदार्थ		बैंकिङ्ग सेवा शुल्क	
मरमसला		आयातित वैदेशिक खाद्य पदार्थ	

९१. निकुञ्ज तथा संरक्षेत्र विकास कोषबाट भौतिक पूर्वाधार तथा सामुदायिक बिकासमा लगानी गरिएको छ ।

१. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत

९२. पर्यटन क्षेत्रबाट अधिक सामाजिक लाभ प्राप्तिका लागि स्थानीय सरकारले के गर्नुपर्ला ?

१. स्थानीय उद्यमीलाई आर्थिक सहयोग
२. अगुवा व्यवसायीलाई सम्मानपत्र प्रदान
३. पर्यटन सम्बन्धी प्राविधिक र आर्थिक सहयोग
४. समुदायिक/होमस्टेलाई प्राविधिक/आर्थिक सहयोग
५. शान्ति र द्वन्द्व व्यवस्थापन
६. पर्यटनको माध्यमबाट सामाजिक एकता प्रबर्धन
७. स्थानीय युवा/महिलालाई पर्यटनको प्रत्यक्ष सेवामा संलग्न हुन प्रोत्साहन गर्ने
८. स्थानीय युवा/महिलालाई पर्यटनको अप्रत्यक्ष सेवामा संलग्न हुन प्रोत्साहन गर्ने

ग (इ): साँस्कृतिक सम्बन्धी लाभहरू (प्रश्न नं. ९३ देखि १०३ सम्म)

९३. यस क्षेत्रमा औपचारिक/अनौपचारिक, परम्परागत, जातिमा आधारित साँस्कृतिक संस्थाहरू छन्? १. छन् २. छैनन्

९४. यस्ता संस्थाहरूले कुन क्षेत्रमा सहयोग गरिराखेका छन्?

१. जन्मदेखि मृत्यु संस्कार/परम्परा
२. चाडपर्व मनाउन
३. ससाना पूर्वाधार विकासका कार्यमा
४. मन्दिर व्यवस्थापनमा
५. विपत्तिमा आर्थिक सहयोग
६. घर झगडा समाधानमा
७. टोल सरसफाईमा
८. पर्यटकहरूको लागि साँस्कृतिक कार्यक्रमको आयोजना गर्ने
९. युवाहरूमा कला संस्कृति हस्तान्तरण
१०. अन्य

९५. स्थानीय समुदायमा आधारित संगठनहरूले साँस्कृतिक मूल्य-मान्यहरूलाई संरक्षण गरेका छन् ।

१. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत

९६. धेरै जसो पाहुनाहरू साँस्कृतिक चाडपर्वका बेलामा यहाँ घुम्न आउने गरेका छन् ।

१. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत

९७. स्थानीय बासिहरूले आफ्नै कला प्रदर्शन गरेर समेत आमदानी गर्ने गरेका छन् ।

१. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत

९८. नयाँ पुस्ताहरूले पनि आफ्नै साँस्कृतिक मूल्य मान्यताहरूको अनुसरण गर्ने गरेका छन् ।

१. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत

९९. स्थानीय बासी तथा पर्यटकहरूले परस्परमा एक अर्काका साँस्कृतिक मूल्य मान्यताहरू जान्ने बुझ्ने अबसर पाएका छन्।

१. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत

१००. स्थानीय महिला, बालबालिका तथा युवाहरूमा पाहुनाहरूसँग बढी अन्तरक्रिया गर्ने स्वभावमा अभिवृद्धि भएको छ ।

१. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत

१०१. केही स्थानिय युवा युवतीहरूको स्वदेशी तथा विदेशी पाहुनाहरूसँग बढी बौद्धिक सम्बन्ध पनि कायम भएको छ ।

१. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत

१०२. स्थानीयहरूसँग बौद्धिक सम्बन्ध भएका पाहुनाहरूले सामुदायिक बिकास परियोजनामा सहयोग गर्ने गरेका छन् ।

१. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत

१०३. पर्यटन क्षेत्रबाट अधिक साँस्कृतिक लाभ प्राप्तिका लागि स्थानीय सरकारले के गर्नुपर्ला ?

१. साँस्कृतिक संग्रहालय निर्माण
२. पर्यटन मेला आयोजना
३. साँस्कृतिक समारोह आयोजना
४. धार्मिक पर्यटनमा जोड
५. साँस्कृतिक पर्यटनमा जोड
६. साँस्कृतिक नियमहरू तर्जुमा
७. साँस्कृतिक संस्थालाई आर्थिक सहयोग
८. पर्यटनसम्बन्धी लघु चलचित्र/वृत्तचित्र निर्माण

ग(ई): वातावरणीय सम्बन्धी लाभहरू (प्रश्न नं. १०४ देखि ११२ सम्म)

१०४. तपाईंको घरबाट दैनिक कति के.जी. फोहर निस्कने गरेको छ उल्लेख गर्नुहोस्।

सि.नं.	फोहरको प्रकार	निस्कने फोहरको परिमाण (के.जी. मा)
१.	कुहिने	
२.	नकुहिने	

१०५. घरबाट निस्केको फोहर मैला कसरी व्यवस्थापन गर्नु हुन्छ?

१. पुनःप्रयोग गरेर
२. गाडेर
३. जलाएर
४. मल आदि बनाएर
५. बाहिर यतिकै फालेर
६. पालिकाको गाडिमा पठाएर
७. फोहर नै निस्कदैन
८. अन्य

१०६. निकुञ्ज, संरक्षण क्षेत्र तथा पर्यटकीय स्थल वरपर राखिएका इस्टविनहरूले फोहर व्यवस्थापनमा सहयोग पुऱ्याएको छ ।
 १. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत
१०७. स्थानीयस्तरमा सञ्चालित फोहोर व्यवस्थापन समितिले सक्रिय भूमिका खेलेका छन् ।
 १. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत
१०८. स्थानीयस्तरमा प्राङ्गारिक खाद्य पदार्थहरू उत्पादन गर्ने प्रवृत्ति बढेको छ।
 १. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत
१०९. स्थानीयस्तरमा संचालित तालिमहरूले मौसम परिवर्तनको नकारात्मक असरहरूको बारेमा बुझ्न मद्दत गरेको छ ।
 १. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत
११०. नविकरणीय उर्जाको प्रयोगले वन बिनासमामा कमी आएको छ।
 १. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत
१११. मौसम परिवर्तनले पर्यटन बिकासमा नकारात्मक असर पारेको छ।
 १. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत
११२. पर्यटन क्षेत्रबाट अधिक वातावरणीय लाभ प्राप्तिका लागि स्थानीय सरकारले के गर्नुपर्ला ?
 १. पर्या-पर्यटनको प्रबर्धनमा जोड २. मध्यवर्ति क्षेत्र विकास समितिसंग सहकार्यमा जोड
 ३. प्राङ्गारिक खेतिमा जोड ४. सहकारी खेतिमा जोड
 ५. फोहर प्रशोधन केन्द्र निर्माण ६. वातावरण परिवर्तनले कृषिमा पारेको असरबारे अध्ययन
 ७. वातावरण परिवर्तनले पर्यटनमा पारेको असरबारे अध्ययन

ग (उ): शैक्षिक सम्बन्धी लाभहरू (प्रश्न नं. ११३ देखि १२० सम्म)

११३. स्थानीयस्तरमा शैक्षिक संस्थाहरू छन् कि छैनन् ? १. छन् २. छैनन्
११४. छन् भने कस्ता प्रकारका शैक्षिक संस्थाहरू छन्?
 १. सामुदायिक/सरकारी विद्यालय २. निजी विद्यालय ३. सामुदायिक/सरकारी कलेज ४. निजी कलेज
११५. के विद्यालय/क्याम्पसहरूले पर्यटनसम्बन्धी उपाधि तथा तालिम प्रदान गर्दछ ? १. गर्दछन् २. गर्दैनन्
११६. तपाईंको परिवारमा कुनै सदस्यले प्राविधिक शिक्षा /व्यवसायिक सीपमूलक तालिम प्राप्त गरेको भए विवरण दिनुहोस्?

सीप विकास क्षेत्रहरू	महिला	पुरुष	अवधि
सूचना तथा प्रविधि, इलेक्ट्रीकल र इलेक्ट्रोनिक्स (कम्प्युटर, विद्युत, मोबाइल, रेडियो, घडि आदि)			
सिलाई बुनाई, बुटिक, सृंगार, पार्लर आदि)			
निर्माण सम्बन्धी (म्यासन, कार्पेन्ट्री आदि)			
इन्जिनियरिङ्ग, अटोमोवाइल र मेकानिक्स			
कृषि सम्बन्धी (जेटी, जेटीए, खाद्य प्रशोधन आदी)			
आर्थित्थ्य सत्कार तथा अंग्रेजी भाषा सम्बन्धी तालिम			
पाक शिक्षा सम्बन्धी तालिम			
पर्यटन टुर गाइड, ट्राभल			
वन सम्बन्धी			
जनस्वास्थ्यसम्बन्धी			
कला सम्बन्धी			
अन्य			

११७. होटल व्यवस्थापन विषय पढ्ने र पर्यटन सम्बन्धी सिपमूलक तालिममा सहभागी हुने प्रवृत्तिमा वृद्धि भएको छ ।
 १. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत
११८. एटिएम, इन्टरनेट र विप्रेषण जस्ता सुविधाहरूको वृद्धिले पर्यटन आगमनमा वृद्धि भएको छ ।
 १. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत
११९. सरकारी/गैरसरकारी निकायहरूले प्रदान गरेको तालिमले गर्दा पर्यटन सेवाहरूमा स्तरोन्नति भएको छ ।
 १. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत

१२०. पर्यटन बिकासले गर्दा व्यवसायीहरूले उद्यमशीलता सम्बन्धी प्रयोगात्मक ज्ञान हासिल गरेका छन ।
१. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत

ग(ऊ): स्वास्थ्य सम्बन्धी लाभहरू (प्रश्न नं. १२१ देखि १३० सम्म)

१२१. स्थानीयस्तरमा स्वास्थ्य सेवाहरू उपलब्ध छन् कि छैनन् ? १. छन् २. छैनन्
१२२. छन् भने के-कस्ता सेवा सुबिधाहरू उपलब्ध छन?
१. अस्पताल २. स्वास्थ्य चौकी ३. आर्युर्वेद केन्द्र ४. आध्यात्मिक ध्यान केन्द्र
५. स्पा केन्द्र ६. परम्परागत झारफुक ७. व्युटी पार्त्सर/महसाज केन्द्र ८. ज्याकुजी ९. अन्य
१२३. स्वास्थ्य केन्द्रहरूमा गुणस्तरीय स्वास्थ्य सेवाहरू उपलब्ध छन् ।
१. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत
१२४. विगत १ वर्षमा तपाईंको परिवारका कुनै सदस्यहरूको विरामी र उपचार सम्बन्धी निम्नानुसार विवरण दिनुहोस्।

सदस्यको नाम	रोगको प्रकार (साधारण रूघाखोकी बाहेक) १. सरुवा रोग २. दिर्घ रोग ३. दुर्घटना .४एक भन्दा बढी रोगहरू ५. अन्य	उपचारको स्थिति १. प्राप्त गरेको २. नगरेको	उपचार खर्चको व्यवस्थापन १. आफ्नै कमाई २. ऋण ३. सापटी ४. अन्य	उपचार नपाउनुको कारण १. स्वास्थ्य सेवामा पहुँच नहुनु २. चिकित्सक नहुनु ३. पैसाको अभाव ४. अन्य

१२५. तपाईंको परिवारमा १ वर्षभित्र मृत्यु भएका सदस्यहरूको विवरण दिनुहोस्।

मृत्यु भएको व्यक्ति	संख्या	उमेर (वर्ष/महिना)	मृत्यु भएको स्थान	मृत्युको कारण
महिला				
पुरुष				

१२६. स्थानीयस्तरमा सुबिधा सपन्न अस्पतालको निर्माण हुनु आवश्यक छ ।
१. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत
१२७. पर्यटनले गर्दा स्थानीयहरूसमा असल स्वास्थ्य र सरसफाइ सम्बन्धी ज्ञान अभिवृद्धि भएको छ ।
१. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत
१२८. स्थानीयबासीहरूले आफ्नो घर टोल वरपरको बाताबरण सफा राख्ने गरेका छन् ।
१. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत
१२९. स्थानीयहरूले आफैले उत्पादन गरेको प्राङ्गारिक खाद्यपदार्थ र तरकारीहरू खाने चलन बढेको छ ।
१. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत
१३०. स्थानीय बासीहरूको खाद्य पोषण सम्बन्धी चेतनामा अभिवृद्धि भएसंगै खाना खाने बानीमा परिवर्तन भएको छ ।
१. पूर्ण असहमत २. असहमत ३. म भन्न सकिदैन ४. सहमत ५. पूर्ण सहमत

कृपया केही सल्लाह र सुझाव भए दिनु होला ।

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सर्वेक्षकको हस्ताक्षर:

उत्तरदाताको हस्ताक्षर:

समय:

तपाईंको सहयोगको लागि धन्यवाद ।

Appendix D: Codes: Districts, Caste/Ethnicity, Mother-Tongue and Religions

Code	District	Code	District	Code	Caste/Ethnicity	Code	Caste/Ethnicity
1	Taplejung	49	Nawalpur	19	Kurmi	67	Darai
2	Panchthar	50	Rupandehi	20	Sanyasi/Dasnami	68	Tajpuriya
3	Ilam	51	Kapilbastu	21	Dhanuk	69	Thakali
4	Jhapa	52	Arghakanchi	22	Mushwar/DUS\$ha and Paswan	70	Chidimar
5	Morang	53	Pyuthan	23	Pasi	71	Pahari
6	Sunsari	54	Rolpa	24	Sherpa	72	Mali
7	Dhankuta	55	RukumPurba	25	Sonar	73	Bangali
8	Terhathum	56	Rukumpachhim	26	Kewat	74	Chantyal/Chhantel
9	Sankhuwasabha	57	Salyan	27	Brahman-Tarai	75	Dom
10	Bhojpur	58	Dang	28	Kathabaniyan	76	Kamar
11	Solukhumbu	59	Banke	29	Gharti/Bhujel	77	Bote
12	Okhaldhunga	60	Bardiya	30	Mallaha	78	Brahmu/Baramo
13	Khotang	61	Surkhet	31	Kalwar	79	Gaine
14	Udayapur	62	Dailekh	32	Kumal	80	Jirel
15	Saptari	63	Jajarkot	33	Hajam/Thakur	81	Dura
16	Siraha	64	Dolpa	34	Kanu	82	Badi
17	Dhanusa	65	Jumla	35	Rajbansi	83	Meche
18	Mahottari	66	Kalikot	36	Sanuwar	84	Lepcha
19	Sarlahi	67	Mugu	37	Sudhi	85	Halkhor
20	Sindhuli	68	Humla	38	Lohar	86	Punjabi/Sikh
21	Ramechhap	69	Bajura	39	Tatma/Tatwa	87	Kisan
22	Dolakha	70	Bhajang	40	Khatwe	88	Raji
23	Sindhupalchwok	71	Achham	41	Dhobi	89	Byasi/Sauka
24	Kavreplanchwok	72	Doti	42	Majhi	90	Hayu
25	Lalitpur	73	Kailali	43	Nuniya	91	Koche
26	Bhaktapur	74	Kanchanpur	44	Kumhar	92	Dhunia
27	Kathmandu	75	Dadeldhura	45	Danuwar	93	Walung
28	Nuwakot	76	Baitadi	46	Chepang/Praja	94	Munda
29	Rasuwa	77	Darchula	47	Halwai	95	Raute
30	Dhading	Code	Caste/Ethnicity	48	Rajput	96	Hyolmo
31	Makawanpur	1	Chhetree	49	Kayastha	97	Pattharkatta Kushwadiya
32	Rautahat	2	Brahman-Hill	50	Badhaee	98	Kusunda
33	Bara	3	Magar	51	Marwadi	99	Lhomi
34	Parsa	4	Tharu	52	Satar/Santhyial	100	Kalar
35	Chitwan	5	Tamang	53	Jhangad/Dahgar	101	Natuwa
36	Gorkha	6	Newar	54	Bantar/Sardar	102	Dhandi
37	Lamjung	7	Muslim	55	Baraee	103	Dhankar/Dharikar
38	Tanahu	8	Kami	56	Kahar	104	Kulung
39	Syangja	9	Yadav	57	Gangai	105	Ghale
40	Kaski	10	Rai	58	Lodh	106	Khawas
41	Manang	11	Gurung	59	Rajbhar	107	Rajdhob
42	Mustang	12	Damai/Dholi	60	Thami	108	Kori
43	Myagdi	13	Limbu	61	Dhimal	109	Nachhiring
44	Parbat	14	Thakuri	62	Bhote	110	Yamphu
45	Baglung	15	Sarki	63	Bin	111	Chamling
46	Gulmi	16	Teli/Chamar/Harijan	64	Gaderi/Bhedihar	112	Aathpariya
47	Palpa	17	Ram	65	Nurang	113	Sarbaria
48	Nawalparasi	18	Koiri/Kushwaha	66	Yakkha	114	Bantawa

Code	Caste/Ethnicity	Code	Mother Tongue	Code	Mother Tongue	Code	Religion
115	Dolpo	32	Sampang	80	Hariyanwi	1	Hindu
116	Amat	33	Bhujel	81	Maghi	2	Buddhism
117	Thulung	34	Darai	82	Sam	3	Islam
118	Mewahangwala	35	Khaling	83	Kurmali	4	Kirat
119	Bahing	36	Kumal	84	Kagate	5	Chrintainity
120	Lhopa	37	Thakali	85	Dzonkha	6	Parkarti
121	Dev	38	Chhantyal	86	Kuki	7	Bon
122	Samgpang	39	Sign Language	87	Chhintang	8	Jainism
123	Khaling	40	Tibetan	88	Mizo	9	Bahai
124	Topkegola	41	Dumi	89	Nagamese	10	Sikhism
125	Loharung	42	Jirel	90	Lhomi		
126	Dalit Otehrs	43	Wambule	91	Assami		
127	Janjati Others	44	Puma	92	Sadhani		
128	Tarai Others	45	H Yolmo/Yholmo	93	Rai		
129	Undefined/Others	46	Nachhring	94	Tajpuriya		
130	Foreigner	47	Dura	95	Khash		
Code	Mother Tongue	48	Meche	96	Athpariya		
1	Nepali	49	Pahari	97	Gangai		
2	Maithali	50	Lapcha	98	Achhami		
3	Bhojpuri	51	Bote	99	Kham		
4	Tharu	52	Bahing	100	Malpande		
5	Tamang	53	Koyee	101	Dhuleli		
6	Newar	54	Raji	102	Arabi		
7	Magar	55	Hayu/Vayu	103	Spanish		
8	Avadhi	56	Byansi	104	Russian		
9	Bantawa	57	Yamphu/Yamphe	105	Doteli		
10	Gurung	58	Ghale	106	Belhara		
11	Limbu	59	Khariya	107	Phangduwali		
12	Bajjika	60	Chhiling	108	Waling/Walung		
13	Urdu	61	Lohorung	109	Surel		
14	Rajbansi	62	Punjabi	110	Baitadeli		
15	Sherpa	63	Chinese	111	Bankariya		
16	Hindi	64	English	112	Bajhangi		
17	Chamling	65	Newahang	113	French		
18	Santhali	66	Sanskrit	114	Lhopa		
19	Chepang	67	Kaike	115	Dolpali		
20	Danuwar	68	Khamchi(Raute)	116	Jumli		
21	Uranw/Urau	69	Kisan	117	Dailekhi		
22	Sunuear	70	Musalman	118	Sonaha		
23	Bangla	71	Baram	119	Dadeldhuri		
24	Rajsthani	72	Tilung	120	Bajureli		
25	Majhi	73	Jero/Jerung	121	Darchuleli		
26	Thami	74	Dungmali	122	Manange		
27	Kulung	75	Oriya	123	Gadhwali		
28	Dhimal	76	Lingkhim	124	Others		
29	Angika	77	Kusunda				
30	Yakha	78	Sindhi				
31	Thulung	79	Koche				

Appendix E: Sampling Frame of the Study

Mountain: Khumbu Pasanglhamu Rural Municipality of Solukhumbu District												
Cluster	Lukla, Fakdin, Monju	Namche	Thame	Khumjug	Gokyo	Fortse	Payangboche	Lobuje	Gorakchhep	Tenbochoe	Total	
Hotel and resort	12	23	8	8	5	8	6	5	5	6	86	
Restaurant/coffee shop/tea stall	13	16	4	8	6	8	3	8	5	2	73	
Guesthouse	25	58	3	16	5	5	8	3	5	5	133	
Homestay	-	-	-	-	-	-	-	-	-	-	-	
Total											292	

Source: Khumbu Pasanglhamu Rural Municipality, 2019

Hill: Annapurna Rural Municipality of Kaski District												
Cluster	Ghattekhola	Naudada	Kade	Panchase	Salyan	Lumle	Tolka	Dansing	Ulery	Ghandruk	ABC	Total
Hotel resort	3	2	5	4	2	14	2	3	2	35	4	76
restaurant/coffee shop/Tea stall	15	12	20	10	5	14	10	15	12	17	13	143
Guest house	7	5	15	10	5	20	15	10	15	48	42	187
Homestay				10	10	5	5	15	12			57
Total												423

Source: Annapurna Rural Municipality, 2019

Tarai: Ratnanagar Municipality of Chitwan District						
Cluster	Tandi	Sauraha	Bachhyauli	Bagmara	Total	Total
Hotel and resort		10	68	10	25	304
Restaurant/coffee shop/Tea stall		87	80	25	31	82
Guesthouse/homestay		25	22	2	8	57
Total						583

Source: Ratnanagar Municipality, 2019

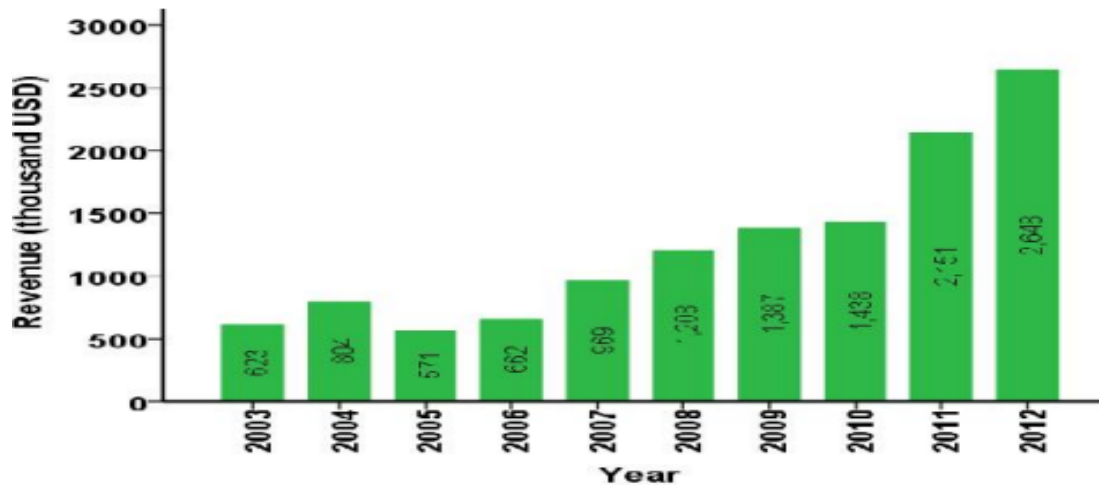
Appendix F: Protected Areas in Nepal



चित्र १: नेपालका संरक्षित क्षेत्रहरूको अवस्थिति

Source: DNPWC, 2022, p. 2

Figure 13: Annual revenue generated from tourism in protected areas



Source: MoFSC, 2021

Appendix G: Revenue Generation in National Park and Conservation Area

Revenue Generation in SNP (FY 2074/75)

S. N.	Categories	Amount in Rs.	Percent
1	Tourist entry fee (western countries)	132,850,170	76.95
2	Tourist entry fee (SAARC countries)	4,878,195	2.82
6	Tourist entry fee collected by NTB	23,133,000	13.40
3	Tourism porters fee	315,825	0.18
4	Helicopter land fee	7,484,000	4.33
5	Adventure tourism activities	331,397.65	0.19
7	Leasehold land rent with lodge rent	3,309,810.33	1.91
8	Wood purji	63,024	0.03
9	Stone and sand purji	155,289.79	0.08
10	Nigalo purji	520	0.000
11	Fine and punishment	15,800	0.009
12	In auditory amount collection	88,000	0.050
13	Others	4,000	0.002
Total		172,629,031.52	100.00

Source: SNP, 2074/75

Revenue Generation in Annapurna Conservation Area (FY 2078/79)

S. N.	Categories	Amount in Rs. Lakh	Percent
1			
2			
6			
3			
4			
5			
7			
Total		73.47	

Source: ACAP, 2022

Revenue Generation in Chitwan National Park (FY 2075/76)

S. N.	Categories	Amount in Rs.	Percent
1	Tourists entry fee	226,476,896.10	68.63
2	Elephant fair	159,911.24	0.04
3	Jeep safari fair	40,577,268.95	12.29
4	Stone, paves and sand fee	9,404,360.45	2.85
5	Babiya	178,150.50	0.05
6	Ghat thekka for fishing/boating	4,128,940.00	1.25
7	Forestry products	3,179,656.00	1.14
8	In auditory amount collected	582,124.64	0.17
9	Fine and punishment	7,824,550.00	2.37
10	Bid form charge	816,656.95	0.24
11	Price fluctuation tax	35,933,594.11	10.89
12	Miscellaneous	691,125.00	0.20
Total		32,9953,233.94	100.00

Source: CNP, 2075/76

Appendix H: Tourism Action Plan for Khumbu Pasanglhamu Rural Municipality

Work to do (Projects)	Why	How	Outcomes
Preparing the agro-ecotourism development plan	Promoting tourism and agriculture as lead sectors of rural economy	Collaboration among local development stakeholders	Gives framework for agro-tourism development and promotion
Organizing workshops for tourism development stakeholders	Building capacity of the ward representative, tourism entrepreneurs and local intellectuals	Collaboration among local government, tourism experts and conservationists	Capacity of the local development actors will be enhanced
Organizing handicraft making and food processing trainings to the local people	Developing trade related knowledge and skills	Collaboration among government, non-government agencies and role model farmers	Generate employment opportunities and conserve biodiversity
Preparing the visual documentary of the touristic sites and uploading it in websites and social sites	To publicize the local tourism attraction in national and international tourism market	Collaboration among government, non-government agencies and tourism entrepreneurs	This will help to promote tourism marketing and tourism market segmentation.
Establishing the Travel and Tours Companies in central and provincial level by the local entrepreneurs	To promote the tourism related business in the municipality	Collaboration among local government, private sector and local investors	The flow of national and international tourists will be increased
Conducting cultural festival (Mahotsab) at Namche, Thame and Khumjung Valley	To attract the number of tourists fond of cultural programs, trade fair and sports	Collaboration among local government, youth clubs, father and mother groups, tourism management committee	Conservation and utilization of natural and cultural resources and number of tourists will be increased
Conducting full moon parties with local cultural program in major touristic destinations	To provide additional entertainment opportunities to the guests	Collaboration among the tourism entrepreneurs, tourists guides and cultural institutions	Conservation of local culture with creative tourism product
Strategic focus:			
<ul style="list-style-type: none"> • Implementing central level projects such as Namche-khumbu-chaurikhark-dudhkunda cable car; ecocultural trail at Aiselukhark-Sagarmatha-Makalubarun and sagarmatha trail improvement. • Constructing rock garden at Syanboche top for viewing mountain range at 360° and Jeep flyer at Mongala to Fortse. • Offering Spa tourism (Healing with medical or mineral waters in spa) and Beauty tourism (Massage, facial treatments in homestay or spa) services at major touristic destinations. • Branding the agro-ecotourism at Thame, Khumjung and Fortse Valleys and spiritual tourism at Tenboche, Khumjung and Thame for offering holistic tourism (Body, mind, spirit treatments), spiritual tourism (Pilgrimages, ashrams, meditation) and yoga tourism (Asanas and meditation). • Establishing herbal processing centers, handicraft/agro industries at Lukla, Thame, Khumjung and Fortse. • Conducting international ice hockey amrch and ice skating events at Gokyo lake and mountain bike competition at Thame Valley and Khumjung Valley. • Promoting Khumbu region as mountain tourism, adventure tourism as well as ecocultural tourism destination. 			

Source: Developed by the Researcher, 2020

Appendix I: Tourism Action Plan for Annapurna Rural Municipality

Work to do (Projects)	Why	How	Outcomes
Preparing the agro-ecotourism development plan	Promoting tourism and agriculture as lead sectors of rural economy	Collaboration among local development stakeholders	Gives framework for agro-tourism development and promotion
Organizing workshops for tourism development stakeholders	Building capacity of the ward representative, tourism entrepreneurs and local intellectuals	Collaboration among local government, tourism experts and conservationists	Capacity of the local development actors will be enhanced
Organizing handicraft making and food processing trainings to the local people	Developing trade related knowledge and skills	Collaboration among government, non-government agencies and role model farmers	Generate employment opportunities and conserve biodiversity
Preparing the visual documentary of the touristic sites and uploading it in websites and social sites	To publicize the local tourism attraction in national and international tourism market	Collaboration among government, non-government agencies and tourism entrepreneurs	This will help to promote tourism marketing and tourism market segmentation.
Establishing the Travel and Tours Companies in central/provincial level by the local entrepreneurs	To promote the tourism related business in the municipality	Collaboration among local government, private sector and local investors	The flow of national and international tourists will be increased
Conducting cultural festival (Mahotsab) at Lumle, Ghandruk, Chhomorong	To attract the number of tourists fond of cultural programs, trade fair and sports	Collaboration among local government, youth clubs, father and mother groups, tourism entrepreneurs	Conservation and utilization of natural and cultural resources and number of tourists will be increased
Conducting full moon parties with local cultural program in major touristic destinations	To provide additional entertainment opportunities to the guests	Collaboration among the tourism entrepreneurs, tourists guides and cultural institutions	Conservation of local culture with creative tourism product
Strategic focus:			
<ul style="list-style-type: none"> • Implementing central level projects (Great Annapurna trekking route; Tourism information center & health checkup point; Lumle-tanchwok-Vichhuek-Landruk ring road; Kaskikot tourism ring road and Kande-Australian camp foot trial). • Implementing local level projects (Nagdanda view tower, Panchase foot trial and Dhinki-Jhato preservation, Sital Cave foot trial and community building and Barahatal conservation). • Offering Spa tourism (Healing with medical or mineral waters in spa) and Beauty tourism (Massage, facial treatments in homestay or spa) services at major touristic destinations. • Branding the agrotourism at Lumle, Thamdanda, Ghandruk, Chhomorong and spiritual tourism at Dhikurpokhari, Australian Camp and for offering holistic tourism (Body, mind, spirit treatments), spiritual tourism (Pilgrimages, ashrams, meditation) and yoga tourism (Asanas and meditation). • Celebrating honey hunting festivals at Chhomorong and cultural festival at Paudurkot cultural gram. • Establishing herbal processing center, handicraft and agro-industries at Nagdanda, Lumle and Ghandruk. • Offering rock climbing at Lumle and paragliding at Australian Camp. 			

Source: Developed by the Researcher, 2020

Appendix J: Tourism Action Plan for Ratnanagar Municipality

Work to do (Projects)	Why	How	Outcomes
Preparing the agro-ecotourism development plan	Promoting tourism and agriculture as lead sectors of rural economy	Collaboration among local development stakeholders	Gives framework for agro-tourism development and promotion
Organizing workshops for tourism development stakeholders	Building capacity of the ward representative, tourism entrepreneurs and local intellectuals	Collaboration among local government, tourism experts and conservationists	Capacity of the local development actors will be enhanced
Organizing handicraft making and food processing trainings to the local people	Developing trade related knowledge and skills	Collaboration among government, non-government agencies and role model farmers	Generate employment opportunities and conserve biodiversity
Preparing the visual documentary of the touristic sites and uploading it in websites and social sites	To publicize the local tourism attraction in national and international tourism market	Collaboration among govt., non-govt. agencies and tourism entrepreneurs	This will help to promote tourism marketing and tourism market segmentation.
Establishing the Travel and Tours Companies in central/provincial level by the local entrepreneurs	To promote the tourism related business in the municipality	Collaboration among local government, private sector and local investors	The flow of national and international tourists will be increased
Conducting cultural festival (Mahotsab) at Tandī, Sauraha and Bachhyauli	To attract the number of tourists fond of cultural programs, trade fair and sports	Collaboration among local government, youth clubs, father and mother groups, hotel association	Utilization of natural and cultural resources and number of tourists will be increased
Conducting full moon parties with local cultural program in major touristic destinations	To provide additional entertainment opportunities to the guests	Collaboration among tourism entrepreneurs, tourists guides and cultural institutions	Conservation of local culture with creative tourism product

Strategic focus:

- Implementing central level projects (Eco-park and multicultural village; Sauraha dayak infrastructure improvement; Sauraha chwok and sauraha bus park construction; Sky bridge at Tandī Chwok; Modern kitchen Thela and Jungle safari improvement from saurahato tiger tops).
- Implementing local level projects (offering Nature guide, waiter, hospitality trainings and celebrating foodie festival and world tourism day).
- Offering Spa tourism (Healing with medical or mineral waters in spa) and Beauty tourism (Massage, facial treatments in homestay or spa) services at major touristic destinations.
- Branding the agro-ecotourism at Sauraha, Bachyauli and Bagmara and spiritual tourism at Ratnanagar for offering holistic tourism (Body, mind, spirit treatments), spiritual tourism (Pilgrimages, ashrams, meditation) and yoga tourism (Asanas and meditation).
- Establishing the herbal processing centers, handicraft & agro-industries at Bachyauli, .Bagmara, Sauraha and Tandī.
- Encouraging and supporting local people to offer community homestay at Bishhazari Lake and Bachyauli village.
- Promoting Sauraha sector as popular agro-ecotourism, holistic tourism, spa tourism, family tourism and cultural tourism destination as well as popular rainforest canopy site.

Source: Developed by the Researcher, 2020

Appendix K: Prime Minister Employment Program Implemented in Nepal

Province Number	Numbers of Local Levels (NLL)	NLL operating program	NLL not operating program	Project number	Number of individual providing employment	Average days of providing employment	Total Employment days
Province no.1	137	115	22	1,347	21,363	15	319,210
Province no.2	136	101	35	941	28,697	12	338,823
Bagmati	119	92	27	934	18,507	12	214,515
Gandaki	85	78	7	724	16,861	11	180,705
Lumbini	109	101	8	1,433	29,552	15	442,722
Karnali	79	74	5	845	33,003	11	369,022
Sudurpaschim	88	85	3	1,236	40,384	12	477,023
Total	753	646	107	7,460	188,367	12	2,342,020

Note: In current fiscal year, of the total 743,503 listed unemployed 33,753 have got employment from this program in FY 2020/21 (MoF, 2021).

Source: Ministry of Labor, Employment and Social Security, 2020; MoF, 2021

Appendix L: Details of Foreign Employment Related Services Recipients

FY	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20*	2020/21
Number of service recipients at migrants Resource Center (Person)	29,441	92,736	126,605	118,181	113,766	87,377	64,458	NA
Legal assistance and counseling (Person)	2,016	1,670	1,943	2,091	2,905	3,015	1,715	2,259
Skill Development (Person)	790	1,001	2,353	3,061	1,263	1,229	1,067	584
Psychosocial Counseling Service (Person)	312	1,631	2,783	2,805	3,304	2,117	236	NA
Financial Literacy (Person)	0	634	1,088	1,571	1,780	717	3,613	NA
Total	32,559	97,672	134,772	127,709	123,018	94,455	71,089	115,332

Source: Ministry of Labor, Employment and Social Security, 2020 *First Eight Months

Appendix M: Sustainable Development Goals

Goal:1		End poverty in all its forms everywhere
Goal: 2		End hunger, achieve food security and improved nutrition and promote sustainable agriculture
Goal: 3		Ensure healthy lives and promote wellbeing for all at all ages
Goal: 4		Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
Goal: 5		Achieve gender equality and empower all women and girls
Goal: 6		Ensure availability and sustainable management of water and sanitation for all
Goal: 7		Ensure access to affordable, reliable, sustainable and modern energy for all
Goal: 8		Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
Goal: 9		Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
Goal: 10		Reduce inequality within and among countries
Goal: 11		Make cities and human settlements inclusive, safe, resilient and sustainable
Goal: 12		Ensure sustainable consumption and production patterns
Goal: 13		Take urgent action to combat climate change and its impacts
Goal: 14		Conserve and sustainably use the oceans, seas and marine resources for sustainable development
Goal: 15		Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
Goal: 16		Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
Goal: 17		Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development

Source: NPC, 2018

Appendix N: Protocol for Managing Incoming Tourist to Nepal

The process for entry to Nepal (VISA related)

- 1 • Tourist visiting Nepal must take visa from Nepal's diplomatic mission in their respective country.
- 2 • In absence of Nepal's diplomatic mission or difficulty in availing visa in the home country, visitors arriving by air can get on arrival visa from the immigration desk at Tribhuvan international airport.
 - However, such tourists must have a pre-visa recommendation letter issued by Department of Tourism (DoT) or Nepal Tourism Board (NTB).
- 3 • DoT or NTB shall issue the visa recommendation letter; only after submission of all required documents by the concerned local agency in Nepal.

For tourist coming to Nepal

- 4 • All tourists visiting Nepal must furnish the following documents in the airline check- in counter before boarding:
 - a) PCR negative report of swab taken within 72 hours of boarding or COVID-19 vaccination report
 - b) However, it is advisable for everyone to still get a PCR negative report taken within 72 hrs as the airline or rule of some countries may require the same for outbound travel.
 - c) Hotel booking confirmation or guarantee of accommodation.
 - b) Copy of Nepalese Visa or recommendation letter from DoT/ NTB
 - d) Copy of travel insurance that covers health, immediate crisis or rescue during the travel
 - e) Barcode generated after the online application of international travel arrival form from https://ccmc.gov.np/arms/person_add_en.php
- 5 • The concerned airlines shall give boarding clearance to the passenger after making sure that the passenger has all the above documents.

After Arriving in Nepal

- 6 • All incoming tourists must take a mandatory COVID test upon arrival in Nepal at their own cost in coordination with the respective local agency.
 - The tourist can continue with their itinerary if the report is negative. In case the report is positive, the tourist must continue to stay in hotel quarantine until the report reads negative.
- 7 • The concerned agency must do COVID 19 insurance of Rs. one lakh

Special provision related to Indian tourists

- 8 • For Indian tourists arriving in Nepal through air route required "Nepal- India Travel Bubble Agreement".
 - A negative PCR report within 72 hrs of boarding is mandatory.
- 9 • Indian tourists arriving Nepal through land routes will have to produce negative PCR report done within 72 hrs of arriving at the immigration point at Nepal- India border.
 - Along with the negative PCR report, tourists also require to bring along the barcode generated after the online application travel form https://ccmc.gov.np/arms/person_add_en.php

Documents required for visa recommendation to be submitted by local agency

- A • Application letter from concerned association with verification of all the documents.
 - B • Copy of tourists' passport
 - C • Travel itinerary
 - D • International air ticket booking confirmation
 - E • Travel insurance
 - F • Copy of company registration of concerned company
 - G • Copy of latest tax clearance of concerned company
-

Source: Government of Nepal, 2021

Appendix O: Fact and Figure

Table 1. International Tourist Arrivals and Tourism Receipts 2019

Sub (regions)	International tourist arrival							International tourism receipts						
	Million			Share %	Change %		Annual growth %	US\$ BN			Share %	Share % (real terms) ²		
	2,010	2018	2019*	2019*	18/17	19*/18	10-19*	2010	2018	2019*	2019*	18/17	19*/18	
• World	956	1,408	1,460	100	5.7	3.7	4.8	980	1,460	1,481	100	5.0	2.5	
• Advanced economies ¹	515	762	776	53.2	4.1	1.9	4.7	644	948	946	63.8	4.1	1.6	
• Emerging economies ¹	441	647	684	46.8	7.6	5.7	5.0	336	512	536	36.2	6.5	4.3	
• Europe	491.2	716.3	744.0	51.0	5.9	3.9	4.7	427.5	572.4	576.4	38.9	4.9	4.5	
○ Northern Europe	57.6	81.0	82.4	5.6	0.0	1.7	4.1	61.8	93.0	94.6	6.4	0.9	6.0	
○ Western Europe	154.4	200.2	204.9	14.0	3.9	2.4	3.2	152.5	181.8	178.6	12.1	3.5	1.9	
○ Central/Eastern Euro	102.2	146.5	152.8	10.5	8.6	4.3	4.6	48.3	69.0	68.7	4.6	8.4	1.6	
○ Southern/Medit. Euro	177.1	288.6	303.9	20.8	7.7	5.3	6.2	164.9	228.6	234.4	15.8	6.7	6.9	
○ of which EU-27	357.6	524.2	539.4	36.9	4.6	2.9	4.7	324.3	431.7	428.8	28.9	3.9	3.7	
• Asia and the Pacific	208.2	347.5	361.6	24.8	7.2	4.1	6.3	254.3	436.5	443.2	29.9	8.8	1.1	
○ North-East Asia	111.5	169.2	170.6	11.7	6.1	0.8	4.8	122.9	193.3	187.6	12.7	11.5	-3.4	
○ South-East Asia	70.5	128.6	138.5	9.5	6.7	7.7	7.8	68.5	138.4	147.6	10.0	5.6	4.2	
○ Oceania	11.5	17.0	17.5	1.2	2.8	2.4	4.8	42.8	61.1	61.8	4.2	6.9	5.9	
○ South Asia	14.7	32.7	35.1	2.4	18.9	7.4	10.1	20.1	43.7	46.2	3.1	10.5	4.8	
• Americas	150.3	215.9	219.3	15.0	2.4	1.5	4.3	215.2	338.2	341.8	23.1	0.4	-0.1	
○ North America	99.5	142.2	146.4	10.0	3.5	3.0	4.4	164.8	263.6	265.7	17.9	0.1	-0.9	
○ Caribbean	19.5	25.8	26.5	1.8	0.1	2.6	3.4	23.3	32.7	34.6	2.3	0.7	5.1	
○ Central America	7.8	10.8	10.9	0.7	-2.2	0.8	3.8	6.6	12.3	12.6	0.9	1.3	2.8	
○ South America	23.5	37.1	35.5	2.4	1.3	-4.4	4.7	20.5	29.7	29.0	2.0	2.6	0.3	
• Africa	50.4	68.6	70.0	4.8	8.3	2.0	3.7	30.4	38.9	38.4	2.6	2.6	0.8	
○ North Africa	19.7	24.1	25.6	1.8	11.1	6.4	3.0	9.7	10.7	11.5	0.8	4.7	9.6	
○ Sub-Saharan Africa	30.7	44.5	44.3	3.0	6.8	-0.4	4.2	20.8	28.1	26.9	1.8	1.8	-2.6	
• Middle East	56.1	60.1	65.1	4.5	4.3	8.3	1.7	52.2	74.5	81.5	5.5	6.0	8.5	

¹ Classification based on the International Monetary Fund (IMF, 2017)

² In local currencies, constant prices

Data as of November 2020 and * Provisional data.

Source: UNWTO, 2020

Table 2. Contribution of Tourism (Tourism GDP as percent of Total GDP), 2018

S. N.	Destination	Percent	S.N.	Destiantion	Percent
1	Macao (China)	48	13	Sweden	7
2	Jordan	12	14	Thailand	7
3	Spain*	12	15	Morocco	7
4	Croatia	11	16	Greece	7
5	Mauritius	10	17	Hungary	7
6	Jamaica	9	18	Austria	7
7	Mexico	9	10	Malaysia	7
8	Iceland	9	20	Côte d'Ivoire	6
9	Philippines	9	21	Honduras	6
10	Uruguay	8	22	New Zealand	6
11	Portugal	8	23	Bermuda	6
12	France	7	24	Estonia	5
			25	Slovenia	5

- Destinations with available Tourism Gross Domestic Product data for 2018, 2017 or 2016, where Tourism GDP is 5 percent or more of total GDP.
- When Tourism GDP was not available, “tourism gross value added (TGVA)” or “tourism internal consumption” was used.
- *Data for Spain corresponds to both direct and indirect contribution.

Source: UNWTO, 2020

Table 3. Country with the Largest Surplus in the Travel Balance 2019 (US\$ BN)

S. N.	Destination	US\$ (BN)	S.N.	Destination	US\$ (BN)
1	United States of America	62	11	France	12
2	Spain	52	12	Austria	11
3	Thailand	46	13	Croatia	10
4	Macao (China)*	39	14	Australia	10
5	Turkey	26	15	Egypt	10
6	Japan	25	16	Malaysia	7
7	Italy	19	17	India	7
8	Greece	17	18	Dominican Republic	7
9	Portugal	15	19	New Zealand	6
10	Mexico	15	20	Destination	6

- Travel balance is the difference between international tourism receipts (inbound) and international tourism expenditure (outbound).
- *Data for Macao (China) corresponds to 2018.

Source: UNWTO, 2020

Table 4. Top 10 Countries for World’s largest Spender

S. N.	Top Tourism Spenders	US\$ (BN)	S. N.	Top Tourism Spenders	US\$ (BN)
1	China	255	6	Russian Federation	36
2	United States of America	152	7	Australia	36
3	Germany	93	8	Canada	35
4	United Kingdom	72	9	Rep. of Korea	32
5	France	52	10	Italy	30

- Travel balance is the difference between international tourism receipts (inbound) and international tourism expenditure (outbound).
- Data as of November 2020

Source: UNWTO, 2020

Table 5. Tourist Arrival and Average Length of Stay, 1964-2019

Year	Total		By Air		By Land		Average Length of Stay
	Number	Annual Growth Rate %	Number	%	Number	%	
1964	9,526	30.9	8,435	88.5	1,091	11.5	NA
1972	52,930	6.0	42,484	80.3	10,446	19.7	NA
1974	89,838	32.0	74,170	82.6	15,668	17.4	13.20
1976	105,108	13.7	90,498	86.1	14,610	13.9	12.41
1986	223,331	23.4	182,745	81.8	40,586	18.2	11.16
1992	334,353	14.1	300,496	89.9	33,857	10.1	10.14
1997	421,857	7.2	371,145	88.0	50,712	12.0	10.49
1998	463,684	9.9	398,008	85.8	65,676	14.2	10.76
2007	526,705	37.2	360,713	68.5	165,992	31.5	11.96
2010	602,867	18.2	448,800	74.4	154,067	25.6	12.67
2011	736,215	22.1	545,221	74.1	190,994	25.9	13.12
2012	803,092	9.1	598,258	74.5	204,834	25.5	12.16
2017	940,218	25	760,577	81	179,641	19	12.6
2018	1,173,072	25	969,287	82.63	203,785	17.37	12.4
2019	1,197,191	2.05	995,884	83.19	201,307	16.81	12.7

Source: Department of Immigration, Nepal

Table 6. Number of Trekkers in Different Trekking Areas by Month, 2019

Month	Free Individual Trekkers		Group Trekkers		Total Trekkers		All Total
	Non SAARC	SAARC	NON SAARC	SAARC	Non SAARC	SAARC	
January	1,594	64	2,800	0	4,394	64	4,458
February	2,180	58	4,800	300	6,980	358	7,338
March	5,947	608	11,700	4,000	17,647	4,608	22,255
April	6,063	517	13,200	4,500	19,263	5,017	24,280
May	2,947	488	5,000	5,300	7,947	5,788	13,735
June	934	417	1,500	4,000	2,434	4,417	6,851
July	965	90	5,600	6,500	6,565	6,590	13,155
August	1,400	124	0	0	1,400	124	1,524
September	3,505	724	4,800	2,500	8,305	3,224	11,529
October	5,965	421	8,000	0	13,965	421	14,386
November	6,343	1,841	26,600	8,500	32,943	10,341	43,284
December	2,056	891	5,800	0	7,856	891	8,747
Total	39,899	6,243	89,800	35,600	129,699	41,843	171,542

Source: Nepal Tourism Board, 2020

Table 7. Declining GDP Contribution of Tourism

Region	Contributions to GDP		Contributions to employment M		GDP Change % 2020 vs 2019
	US\$ BN				
America	2,482	1,429	45.2	33.4	-42.4
Africa	169	86	24.7	17.5	-49.2
Asia-Pacific	3,061	1,417	185.1	151	-53.7
Europe	2,191	1,065	38.5	34.9	-51.4
Middle East	270	132	6.9	5.7	-51.1

Source: WTTC, 2021

Table 8. Foreign Exchange Earnings from Tourism, 2000/01-2018/19

Year	Total Foreign Exchange Earning from Tourism (Rs. in MN)	As percent of Total Value of Merchandise Exports	As percent of Total Value of Exports of Goods & Non Factor Services	As percent of Total Foreign Exchange Earnings
2000/01	11,717.0	16.8	11.8	5.8
2001/02	8,654.3	14.9	10.6	4.8
2002/03	11,747.7	23.1	15.2	6.1
2003/04	18,147.4	32.9	20.3	8.2
2004/05	10,464.0	17.5	12.2	4.7
2005/06	9,556.0	15.5	10.9	3.6
2006/07	10,125.0	16.5	10.8	3.8
2007/08	18,653.0	30.1	17.9	5.6
2008/09	27,960.0	40	22.8	6.5
2009/10	28,139.0	44.5	24.6	6.0
2010/11	24,611.0	35.8	20.2	4.9
2011/12	30,703.8	37.7	20	4.5
2012/13	34,210.6	39.8	18.9	4.5
2013/14	46,374.9	45.9	20.5	4.7
2014/15	53,428.8	54.4	21.6	4.9
2015/16	41,765.4	55.8	19.6	3.7
2016/17	58,526.9	71.3	24.3	4.5
2017/18	67,094.6	71.9	24.8	9.9
2018/19	75,808.6	-	-	11.2

Note: In 2020, foreign currency equivalent to Rs. 24.96 BN in 2020 (MoF, 2021) and equivalent to 3870.5 US\$ in first six month is MoCTCA, 2021 (MoCTCA, 2021)

Source: Nepal Rastra Bank, 2020; MoF, 2021; MoCTCA, 2021

Table 9. GDP Contribution of Travel and Tourism Sector

Year	GDP contribution	Change Percent
2008	9.4	-
2009	10.1	6.91
2010	8.4	-17.05
2011	8.4	0.31
2012	7.8	-7.30
2013	7.5	-4.09
2014	7.6	1.22
2015	7.8	2.65
2016	8.1	3.90
2017	8.3	2.68
2018	7.9	-4.88
2019	7.9	-0.04

Source: World Data Atlas, 2020

Table 10. Countries with the Most Protected Lands (Percentage of Area as Reserves)

Rank	Name	Location	Total land Km ²	Protected land (Km ²)	% of Protected area	Remarks
1	New Caledonia	France	18,575	11,386.47	61.3	○ Marine habitats, rainforest and dry forests
2	Slovenia	Yugoslavia	20,271	11,047.69	54.5	○ 59 nature reserves, 1159 natural monuments, 354 special protection areas, 121 horticultural monuments, 323 sites of community importance and 305 ecologically important areas
3	Venezuela	South America	916,445	485,715.85	53	○ 154 protected areas, including 46 national parks, 34 national monuments, 10 forest reserves, 54 protective zones
4	Germany	Europe	357,386	171,545.28	48	○ 16 national parks, 742 special protection areas. ○ Forest and timber industry provides 1.3 million jobs in the country.
5	Turks and Caicos Islands	Lucayan Archipelago	47	183.4	44	○ 11 national parks, 11 nature reserves, 4 sanctuaries
6	Brunei	Southeast Asia	5,765	2,536.6	44	○ 2 national parks, the Ulu Temburong national park and the Ulu Ulu national park resort ○ 47 forest reserves and wildlife sanctuaries
7	Namibia	Africa	824,292	354,445.56	43	○ Namibia wildlife resorts maintains Namibia's national parks
8	Liechtenstein	Central Europe	160	68.8	43	○ Threatened species of flora and fauna
9	Seychelles	Indian Ocean	459	192.78	42	○ Morne Seychellois national park and the Praslin national park ○ Rare and unique flora and fauna including many endemic species
10	Hong Kong	(SAR China)	1,106	464.52	42	○ 24 country parks and 22 special areas, including the Tai Mo Shan, Ma On Shan, and Lantau Island,
		Total	2,144,506	1,037,586.95		

Source: Nag, 2017

Table 11. Top 10 Most Visited Protected Areas (Natural Reserves)

Rank	Name	Country	Annual Tourists Visited	Major Attractions
1	Golden Gate National Recreation Area	USA	13.7 million	<ul style="list-style-type: none"> ○ 32,376 hectares of breathtaking ecologically/historically significant landscape in the San Francisco Bay Area ○ Alcatraz Island, it is one of the largest urban parks in the world.
2	Lake district National Park	UK	10.5 million	<ul style="list-style-type: none"> ○ England's largest national park is located in Lake district ○ Landscapes with country's tallest mountain & deepest lake
3	Peak District National Park,	UK	10.1 million	<ul style="list-style-type: none"> ○ Located between the towns of Sheffield and Manchester. ○ This park presents a breathtaking landscape of valleys and peaks
4	Lake Mead National Recreation Area	USA	7.7 million	<ul style="list-style-type: none"> ○ Mead and the smaller Lake Mohave, as well as the Hoover dam and the Davis dam ○ Famous for water activities and hiking
5	North York Moors National Park,	UK	7.3 million	<ul style="list-style-type: none"> ○ 1,436 km² of heather moorland, one of the biggest expanses in the UK, which is where it takes its name from
6	Delaware Water Gap National Recreation Area,	USA	5 million	<ul style="list-style-type: none"> ○ Appalachian Trail, 40-mile stretch of the Delaware river ○ 70,000 acres of land in the middle section of the Delaware river stretching from New Jersey to Pennsylvania
7	Dartmoor National Park,	UK	4.3 million	<ul style="list-style-type: none"> ○ Geological sites as well as the habitat for the Dartmoor wildlife ○ Rich an archaeological site
8	New Forest National Park,	UK	4.3 million	<ul style="list-style-type: none"> ○ One of the largest remaining tracts of unenclosed pasture land, health and with some picturesque villages
9	Grand Canyon National Park	USA	4.29 million	<ul style="list-style-type: none"> ○ US oldest national parks, UNESCO world heritage site in 1979 ○ Often considered one of the seven wonders of the world
10	Cape Cod National Seashore	USA	4.1 million	<ul style="list-style-type: none"> ○ John F. Kennedy's legacy and having over 40 miles of seashore
		Total	71.29 million	<ul style="list-style-type: none"> ○ Marconi Station, a historic site where the first two-way transatlantic radio transmission took place.

Source: Tourism Review Media, 2021

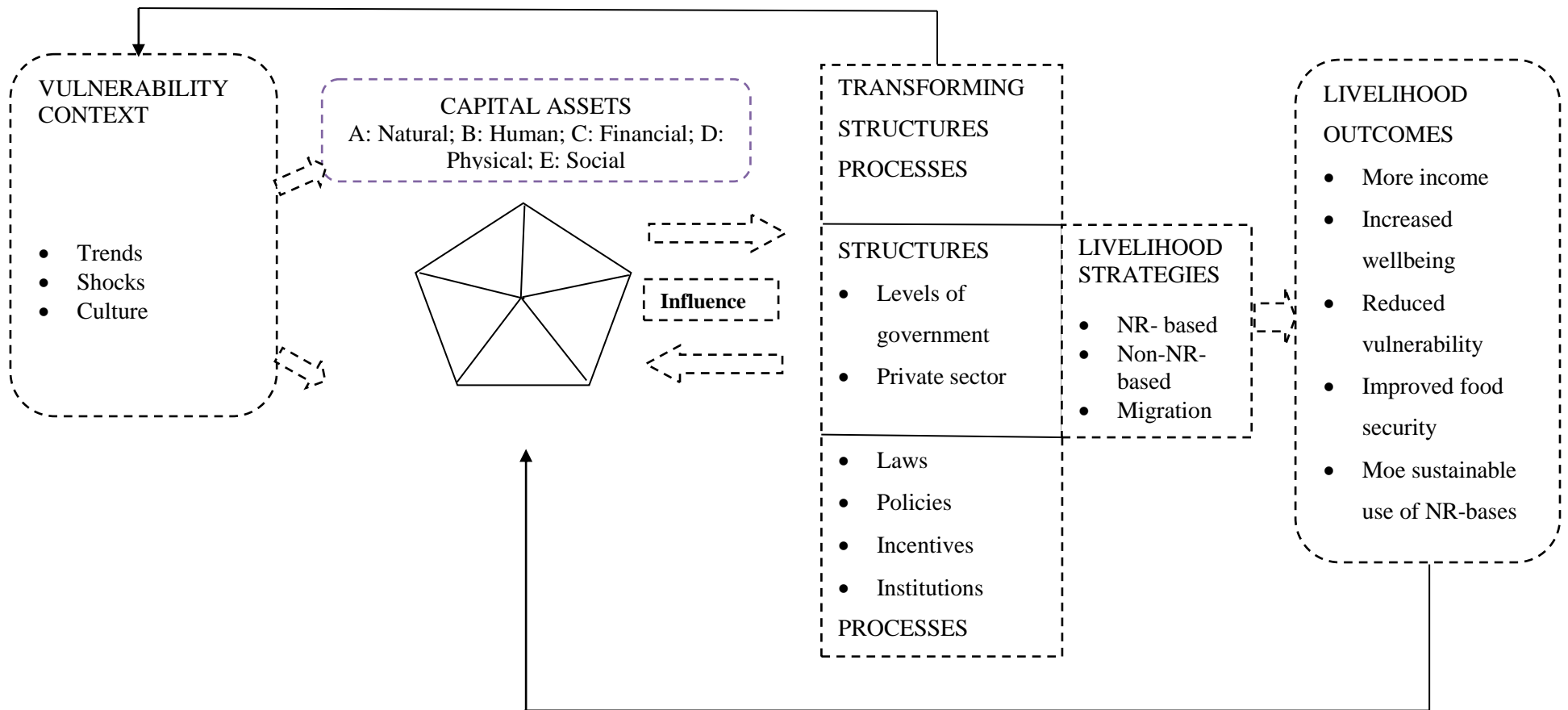
Table 12. Number of Tourists Visited in Protected Areas in 2019

SN	Name	Establishment (AD)	Area Covered (Km ²)	Bufferzone (Km ²)	Visited Tourists	The Major Attractions
1	Chitwan NP	1973	952.63	729.37	142,486	○ Rhino, Tiger, Birds, Indigenous Tharu culture
2	Bardia NP	1976	968	507	8,260	○ Rhino, Tiger, Birds and indigenous Tharu culture
3	Sagarmatha NP	1976	1,148	275	57,289	○ Everest, trans-Himalaya culture
4	Langtang NP	1976	1,710	420	12,132	○ Red panda, musk deer, culture
5	Rara NP	1976	106	198	421	○ Rara lake, culture
6	Shey Phoksundo NP	1984	3,555	1,349	578	○ Shey Phoksundo lake, snow leopard, blue sheep, monastery
7	Khaptad NP	1984	225	216	67	○ Pasture land, flowers
8	Makalu Barun NP	1991	1,500	830	2,057	○ Land escape and culture
9	Shivapuri NP	2002	159	118.61	12,496	○ Wild life and birds
10	Banke NP	2010	550	343	12	○ Tiger and birds
11	Sukhlaphanta NP	1976 and upgraded in 2017	305	243.5	329	○ Barasinga, Birds and culture
12	Parsa NP	1984 and upgraded in 2017	627.39	285.30	15	○ Tiger and forest
13	Koshi Tappu WR	1976	175	173	388	○ Wild water buffalo, birds
14	Annapurna CA	1992	7629	0	181,746	○ Snow leopard, Blue sheep and Gurung culture
15	Dhorpatan HR	1987	1,325	0	424	○ Hunting landscape
16	Manaslu CA	1998	1,663	0	7,655	○ Pasture land
17	Kanchanjunga CA	1997	2,035	0	806	○ Snow leopard, Blue sheep ○ Trans-Himalaya culture
18	Api Nampa CA	2010	1,903	0	38	○ Pasture land and forest
19	Gaurishankar CA	2010	2,179	0	2,528	○ Red Panda, land escape
20	Krishnashar CA	2009	16.95	0	37	○ Blackbuck
		Total	28,731.97	5,687.78	429,764	

Source: DNPWC, 2020; MoCTCA, 2020

NP: National Parks, HR: Hunting Reserve, WR: Wildlife Reserve, CA: Conservation Area

Figure 1. Sustainable Livelihood Framework



Source: Carney and Scoones, 1998; DFID, 2000

Table 13. Tourism Development Programs in Plan Periods

Plan Periods	Programs
1Plan, 1956-61	Got membership from world tourism organization Establishment of Tourist Development Board in 1957 Established RNAC in 1959
2 Plan, 1962-65	Developed Tourism Act 1964 Tourism statistics initiated for planning purpose Providing training to the guides and marketing in international market
3Plan, 1965-70	Preparation of master plan for Lumbini development Star hotels established in Kathmandu, Pokhara, and Birtnagar Preserved and maintained historical places for attractions
4Plan, 1970-75	Induced economic activity through agriculture and infrastructure Interlinked tourism with social cultural and historical values of Nepal Prepared tourism master plan in 1972
5Plan, 1975-80	Increased employment opportunity in tourism sector Balanced regional development by establishing tourist carter
6Plan, 1980-85	Increased the number of tourists and length of their stay Replaced foreign goods by domestic products
7Plan, 1985-90	Improved balance of payment by attracting quality tourists Increase the length of stay by extending tourism activities/business
8Plan, 1992-97	Preserved environmental, historical and cultural heritage Encouraged to use of local materials/services in tourism industry, Prepared tourism policy 1995
9Plan, 1997-2002	Promoted regional tourism in SAARC Launched 'Visit Nepal Year 1998' as a national campaign Established Nepal Tourism Board Given focus to Village Tourism Develop
10 Plan, 2002-2007	Conserved historical, cultural, religious, and archaeological heritages Managed air transportation services easily available, secure, reliable
Interim Plan, 2008-10	Focused on National Guests and international guests Mobilized private sector for tourism development Prepared tourism Vision 2020 Developed New Tourism Policy, 200
Interim Plan, 2011-13	Realized tourism as important segment for economic growth, employment generation and poverty alleviation
13Plan, 2013-16	Developed tourism industry as a main basis of national economy Established Nepal as a major tourist destination of the world Expanded domestic tourist destinations for diversification
14Plan, 2016-18	Prepared national tourism strategic plan (2016-2026)
15 Plan, 2018-21	Selected 100 new tourism destinations

Source: NPC Documents

Table 14. Summary of Tourism Development Policies

Development Plan	Tourism Vision 2020	Tourism Strategic Plan (2016-25)	Constitutional Guidelines , 2015	Policy
1Plan, 1956-61	-Improving livelihoods of the people by developing integrated tourism infrastructure	-Improving rural lives through tourism	"Increase national economy through tourism by identifying, protecting, promoting and publicizing the historical, cultural, religious, archeological and natural heritage sites of the country and prioritizing local people in the distribution of its benefits" (Part 4, Article 51, (L)	
2 Plan, 1962-65				
3Plan, 1965-70		-Increase tourism share in GDP		
4Plan, 1970-75				
5Plan, 1975-80	-Increasing tourism activities/products	-Development and extension of heritages		
6Plan, 1980-85				
7Plan, 1985-90	-Generating rural employment	-Promoting Nepal as tourism destination		
8Plan, 1992-97				
9Plan, 1997-2002	-Enhancing inclusiveness of women/deprived communities	-Improving service of civil aviation		
10Plan, 2002-2007				
Interim Plan, 2008-10		-Attracting investors in tourism sector and		
Interim Plan, 2011-13	- Spreading tourism benefits to villagers			
13 Plan, 2013-16		-Establishing tourism University		
14 Plan, 2016-18				
15 Plan, 2018-21				

Source: Constitution, 2015; NPC, 1970, 2008, 2016; NTSP, 2016; Tourism Vision, 2020

Table 15. SDGs and Five Important Areas for Humanity and the Planet

Areas	Goals	Importance
People Prosperity	1-5 7-11	End poverty/hunger to ensure equality in a healthy environment Prosperous human lives with economic, social and technological progress that occurs in harmony with nature
Planet	6, 12-15	Sustainable management of the natural resources that can support the needs of the present and future generations
Peace	16	There can be no sustainable development without peace and no peace without sustainable development
Partnership	17	Spirit of strengthened global solidarity with the participation of all countries, all stakeholders and all people

Source: UNDP, 2015

Table 16. Matrix for Work Sustainability

Human Development/Sustainability (-)	Human Development/Sustainability(+)
-Limiting opportunities for the future but advancing human potential in the present(for example, traditional water- and fertilizer-intensive agriculture)	-Growing opportunities for the future; advancing human potential in the present(for example, poverty-reducing solar power; volunteer-led reforestation)
-Degrading opportunities for the future; destroying opportunities for the present(for example, forced labor on deep-sea fishing vessels; trafficked workers clearing rain for)	-Supporting opportunities for the future but limiting human potential in the present (for example, recycling without worker safeguards; removing contaminants without protective gear).

Source: Human Development Work Office, 2015

Table 17. Targeted Indicators for Nepal Sustainable Goals

Targeted Indicators	2015	2019	2022	2025	2030
Population <US\$ 1.25 per day (PPP value percent)	23.7	17	13.7	10.4	4.9
Poverty gap ratio at US\$ 1.25 per day (percent)	5.6	4.9	4.3	3.7	2.8
Poverty \$1.9 Per day	36	28.5	22.9	17.3	8
Per capita Gross National Income (US\$)	766	821	1,647	2,029	2,500
Population below national poverty line (percent)	21.6	17.1	13.8	10.5	4.9
Multidimensional Poverty Index (MPI)	44.2	35.1	28.2	21.4	10.0
Youths with vocational training in '000'	50	165	300	350	480
Working youths with vocational training (percent)	25	38	48	58	75
Literacy rate of 15-24 years old (percent)	88.6	91.4	95	98	99
Literacy rate of 15-24 years old (women)	87.4	90.5	92.8	95.1	99

Source: NPC, 2018

Table 18. Tourism and Sustainable Development Goals and Indicators

Benefits of Tourism	Contributing Sector	Sustainable Development Goals
Economic	Economy	8, 9, 10, 12
Social		1, 2, 3, 4, 5, 6, 7, 11, 16
Cultural	Society	17
Educational		
Health		
Environmental	Biosphere	6, 13, 14, 15
SDG Targets		
8.9	•	By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products
12.b	•	Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products
14.7	•	By 2030, increase the economic benefits to small island developing states and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism

Source: Developed by the Researcher based on UN, 2015; NPC, 2018

Table 19. Communalities of Socio Demographic Index

Communalities	Initial	Extraction	Component 1
Migrated	1.00	0.02	0.16
Age	1.00	0.03	0.19
Gender	1.00	0.03	0.18
Religion	1.00	0.48	0.69
Marital status	1.00	0.01	0.11
Qualification	1.00	0.12	-.35
Qualification other	1.00	0.01	-.11
Studied subject	1.00	0.00	0.01
Having school going children	1.00	0.01	-.10
Having college or university going children	1.00	0.00	-.09
Abroad studying children	1.00	0.03	0.18
Remittance receiving	1.00	0.00	-.03
Sources of drinking water	1.00	0.17	0.41
Foundation of building infrastructure	1.00	0.46	.67
Toilet facilities	1.00	5.073E-005	-.00
Having all household accessories	1.00	0.08	0.28
Having any personal transportation means	1.00	0.15	0.39
Active age population	1.00	0.05	-.23
School type	1.00	0.21	0.46
Having <i>Ghadari</i> or plotted land	1.00	0.07	0.27
Average area covered by tourism enterprises	1.00	0.06	-.25
Land ownership types for area covered by tourism enterprises	1.00	0.18	-.43
Average <i>Khet</i> (paddy filed) or irrigated land	1.00	0.22	-.47
Average <i>Bari</i> (farm land) or non-irrigated land	1.00	0.21	0.46
Having all types of productions	1.00	0.25	0.50
Having any kinds of domestic animal	1.00	0.12	-.35
Family food sufficiency status	1.00	0.12	0.35

Extraction Method: Principal Component Analysis

Source: Field Survey, 2019

Table 20. Univariate Statistics

Index	N	\bar{x}	Min	Max	SE	95% Confidence Interval	
						Lower	Upper
Social demographic index	744	3.27	0.00	5.02	0.16	2.88	3.67

Source: Field Survey, 2019

Table 21. Communalities of Tourism Index

Communalities	Initial	Extraction	Component 1
Received tourism development related training	1.00	0.07	0.26
Types of tourism beneficiaries	1.00	0.87	0.93
Reason for registering own enterprise	1.00	0.00	-.08
Parents involvement in direct tourism services	1.00	0.33	0.57
Reasons for involving in direct tourism services	1.00	0.12	0.34
Parents involvement in indirect tourism services	1.00	0.87	0.54
Reasons for involving in indirect tourism services	1.00	0.29	0.93

Extraction Method: Principal Component Analysis

Source: Field Survey, 2019

Table 22. Univariate Statistics

Index	N	\bar{x}	Min	Max	SE	95% Confidence Interval	
						Lower	Upper
Tourism index	735	1.11	0.00	3.31	0.12	0.81	1.40

Source: Field Survey, 2019

Table 23. Knowledge Index

Index	N	\bar{x}	Min	Max	SE	95% Confidence Interval	
						Lower	Upper
Knowledge index	745	4.22	7	35	0.39	28.56	30.52

Source: Field Survey, 2019

Table 24. Attitude Index

Index	N	\bar{x}	Min	Max	SE	95% Confidence Interval	
						Lower	Upper
Attitude index	735	3.99	12	60	0.46	46.78	49.06

Source: Field Survey, 2019

Table 25. Communalities of Practice Index

Communalities	Initial	Extraction	Component 1
Business duration	1.00	0.09	0.31
Planning to changing business	1.00	0.11	0.34
Encouraging children to continue business	1.00	0.91	0.95
Reasons for encouraging children	1.00	0.91	0.95
Received any support from local government	1.00	0.00	0.08

Extraction Method: Principal Component Analysis

Source: Field Survey, 2019

Table 26. Univariate Statistics

Index	N	\bar{x}	Min	Max	SE	95% Confidence Interval	
						Lower	Upper
Practice index	745	0.66	0.00	5.21	0.09	0.43	0.90

Source: Field Survey, 2019

Table 27. Communalities of KAP Index

Communalities	Initial	Extraction	Component 1
Knowledge index	1.00	0.68	0.82
Attitude index	1.00	0.51	0.72
Practice index	1.00	0.03	0.19

Extraction Method: Principal Component Analysis

Source: Field Survey, 2019

Table 28. Univariate Statistics

Index	N	\bar{x}	Min	Max	SE	95% Confidence Interval	
						Lower	Upper
KAP index	735	5.13	0.00	6.67	0.10	4.88	5.39

Source: Field Survey, 2019

Table 29. Factor Analysis Model of Knowledge and Attitude

KMO and Bartlett's Test Model		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.74
Bartlett's Test of Sphericity	Approx. Chi-Square	10027.69
	Df	105
	Sig.	0.00

Source: Field Survey, 2019

Table 30. Communalities

Communalities	Initial	Extraction
Marketing role of government	1.00	0.57
Marketing role of private sector	1.00	0.61
Local government tourism plan	1.00	0.59
Tourism year 2020	1.00	0.60
Environment and cultural attractions	1.00	0.94
Good hospitality	1.00	0.77
Equal role of govt. and non-govt. sectors	1.00	0.55
Environment fund of national park	1.00	0.33
Local road network	1.00	0.71
Locally available accommodation facilities	1.00	0.50
Marketing role of NTB	1.00	0.49
Marketing role of tourism industries	1.00	0.67
Trainings provided to local people	1.00	0.62
Community development practices	1.00	0.58
Tourism development practices	1.00	0.50

Extraction Method: Principal Component Analysis

Source: Field Survey, 2019

Table 31. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cum %	Total	% of Variance	Cum %	Total	% of Variance	Cum %
1	5.26	35.07	35.07	5.26	35.07	35.07	5.25	35.03	35.03
2	3.82	25.48	60.55	3.82	25.48	60.55	3.82	25.51	60.55
3	1.81	12.11	72.66						
4	0.86	5.79	78.45						
5	0.76	5.06	83.52						
6	0.57	3.80	87.32						
7	0.47	3.19	90.52						
8	0.38	2.59	93.11						
9	0.31	2.12	95.24						
10	0.23	1.55	96.79						
11	0.13	0.89	97.68						
12	0.11	0.76	98.45						
13	0.10	0.71	99.16						
14	0.08	0.58	99.74						
15	0.03	0.25	100.00						

Extraction Method: Principal Component Analysis

Source: Field Survey, 2019

Table 32. Discriminant Functions Model for Educational Choice based on KAP

Educational Choice based on Subjects		Valid N (listwise)	
		Unweighted	Weighted
Health and others	Knowledge index	119	119.00
	Attitude index	119	119.00
Tourism, Business and Development Studies	Knowledge index	616	616.00
	Attitude index	616	616.00
Total	Knowledge index	735	735.00
	Attitude index	735	735.00

Source: Field Survey, 2019

Table 33. Tests of Equality of Group Means

Equality of Group Means	Wilks' Lambda	F	df1	df2	Sig.
Knowledge index (KI)	0.91	68.21	1	733	0.00
Attitude index (AI)	0.98	8.22	1	733	0.00

Table 34. Pooled Within-Groups Matrices

Pooled Within-Groups Matrices	KI	AI
Correlation	KI	1.00
	AI	0.21

Table 35. Log Determinants

Educational Choice based on Subjects	Rank	Log Determinant
Health and others	2	4.97
Tourism, Business and Development Studies	2	4.58
Pooled within-groups	2	4.65

Table 36. Test Results

Box's M			6.18
F	Approx.		2.04
		df1	3
		df2	582069.85
		Sig.	0.10

Table 37. Eigenvalues

Function	Eigenvalue	% of Variance	Cum %	Canonical Correlation
1	0.09 ^a	100.00	100.00	0.29

Table 38. Wilks' Lambda

Test of Function (s)	Wilks' Lambda	Chi-square	df	Sig.
1	0.91	66.30	2	0.00

Table 39. Standardized Canonical Discriminant Function Coefficients

Discriminant Function Coefficients	Function	
	1	
KI	0.96	
AI	0.13	

Table 40. Structure Matrix

Structure Matrix	Function	
	1	
KI	0.99	
AI	0.34	

Source: Field Survey, 2019

Table 41. Communalities of Economic Benefit Index

Communalities	Initial	Extraction	Component 1
Numbers of house	1.00	0.00	-0.08
Numbers of flats	1.00	0.35	0.59
Numbers of lodging room	1.00	0.34	0.58
Types of business ownership	1.00	0.06	-0.24
Investment amount for business establishment	1.00	0.52	0.72
Numbers of self-employment	1.00	0.00	-0.02
Numbers of employment	1.00	0.24	-0.49
Highest sale of the day	1.00	0.55	-0.74
Buying any physical assets	1.00	0.00	0.09

Extraction Method: Principal Component Analysis

Source: Field Survey, 2019

Table 42. Univariate Statistics

Scale	N	\bar{x}	Min	Max	SE	95% Confidence Interval	
						Lower	Upper
Economic Benefit Index	745	2.87	0.00	4.18	0.23	2.29	3.45

Table 43. Social Benefit Index

Index	N	\bar{x}	Min	Max	SE	95% Confidence Interval	
						Lower	Upper
Social Benefit Index	745	4.37	7	35	0.29	29.88	31.31

Table 44. Cultural Benefit Index

Index	N	\bar{x}	Min	Max	SE	95% Confidence Interval	
						Lower	Upper
Cultural Benefit Index	745	4.14	8	40	0.43	32.08	34.20

Table 45. Environmental Benefit Index

Index	N	\bar{x}	Min	Max	SE	95% Confidence Interval	
						Lower	Upper
Environmental Benefit Index	745	4.27	6	30	0.40	24.65	26.63

Table 46. Educational Benefit Index

Index	N	\bar{x}	Min	Max	SE	95% Confidence Interval	
						Lower	Upper
Educational Benefit Index	745	4.34	4	20	0.20	16.85	17.87

Table 47. Health Benefit Index

Index	N	\bar{x}	Min	Max	SE	95% Confidence Interval	
						Lower	Upper
Health Benefit Index	745	5.44	4	20	0.26	26.59	27.89

Table 48. Multiple Benefits Index

Communalities	Initial	Extraction	Component 1
Social Benefit Index		1.00	0.69 0.83
Cultural Benefit Index		1.00	0.14 0.38
Environmental Benefit Index		1.00	0.84 0.91
Educational Benefit Index		1.00	0.16 0.40
Health Benefit Index		1.00	0.14 -0.38
Economic Benefit Index		1.00	0.03 -0.18

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 49. Univariate Statistics

Index	N	\bar{x}	Min	Max	SE	95% Confidence Interval	
						Lower	Upper
Multiple Benefits Index	745	3.08	0.00	8.10	0.17	2.65	3.50

Source: Field Survey, 2019

Table 50. Factor Analysis Model of Tourism Benefits

KMO and Bartlett's Test ^a			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			0.69
Bartlett's Test of Sphericity	Approx. Chi-Square		22249.28
	df		153
	Sig.		0.00
a. Based on correlations			

Table 51. Communalities

Communalities	Raw		Rescaled	
	Initial	Extraction	Initial	Extraction
Increased family income with female role	0.10	0.08	1.00	0.79
Supplying products in local and foreign	0.22	0.20	1.00	0.94
Good hospitality	0.03	0.01	1.00	0.27
Relation with politician	0.25	0.22	1.00	0.87
Physical infrastructure development	0.23	0.21	1.00	0.91
Community development practices	0.22	0.20	1.00	0.93
Preserving local cultural values	0.02	0.00	1.00	0.26
Guest visiting in festival season	0.20	0.18	1.00	0.90
Earning from local cultural program	0.19	0.16	1.00	0.86
Interactive women, children and youth	0.24	0.21	1.00	0.88
Dustbin garbage management	0.08	0.03	1.00	0.46
Garbage management committee	0.24	0.21	1.00	0.88
Serving organic edible items	0.28	0.23	1.00	0.80
Use of renewal energy	0.24	0.21	1.00	0.89
Climate change impact on tourism	0.22	0.21	1.00	0.95
ATM and internet facilities	0.35	0.32	1.00	0.89
Types of training provided by NGOs	2.42	2.42	1.00	1.00
Eating organic foods and vegetables	0.03	0.00	1.00	0.11
Extraction Method: Principal Component Analysis.				

Source: Field Survey, 2019

Table 52. Total Variance Explained

Total Variance Explained	Component	Initial Eigenvalues ^a			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
		Total	% of Variance	Cum %	Total	% Variance	Cum %	Total	% Variance	Cum %
Raw	1	2.51	44.69	44.69	2.51	44.69	44.69	1.96	34.80	34.80
	2	1.88	33.42	78.12	1.88	33.42	78.12	0.58	10.30	45.10
	3	0.58	10.32	88.44	0.58	10.32	88.44	0.23	4.22	49.32
	4	0.20	3.54	91.99	0.20	3.54	91.99	2.40	42.67	91.99
	5	0.14	2.59	94.58						
	6	0.08	1.55	96.14						
	7	0.05	1.01	97.15						
	8	0.05	0.92	98.08						
	9	0.03	0.55	98.63						
	10	0.02	0.43	99.06						
	11	0.01	0.32	99.38						
	12	0.01	0.17	99.56						
	13	0.00	0.13	99.69						
	14	0.00	0.12	99.81						
	15	0.00	0.08	99.90						
	16	0.00	0.05	99.95						
	17	0.00	0.03	99.99						
	18	0.00	0.00	100.00						
Rescaled	1	2.51	44.69	44.69	2.44	13.59	13.59	7.86	43.69	43.69
	2	1.88	33.42	78.12	6.62	36.79	50.38	2.87	15.95	59.64
	3	0.58	10.32	88.44	3.01	16.72	67.10	1.92	10.67	70.32
	4	0.20	3.54	91.99	1.58	8.79	75.90	1.00	5.58	75.90
	5	0.14	2.59	94.58						
	6	0.08	1.55	96.14						
	7	0.05	1.01	97.15						
	8	0.05	0.92	98.08						
	9	0.03	0.55	98.63						
	10	0.02	0.43	99.06						
	11	0.01	0.32	99.38						
	12	0.01	0.17	99.56						
	13	0.00	0.13	99.69						
	14	0.00	0.12	99.81						
	15	0.00	0.08	99.90						
	16	0.00	0.05	99.95						
	17	0.00	0.03	99.99						
	18	0.00	0.00	100.00						

Source: Field Survey, 2019

Table 53. Discriminant Function Model for Migration based on Benefits Indexes

Migration Origin Places		Valid N (listwise)	
		Unweighted	Weighted
Home district	Economic benefit index	35	35.00
	Social benefit index	35	35.00
	Cultural benefit index	35	35.00
Other districts	Economic benefit index	87	87.00
	Social benefit index	87	87.00
	Cultural benefit index	87	87.00
Total	Economic benefit index	122	122.00
	Social benefit index	122	122.00
	Cultural benefit index	122	122.00

Table 54. Tests of Equality of Group Means

Tests of Equality of Group Means	Wilks' Lambda	F	df1	df2	Sig.
Economic benefit index (EBI)	0.99	1.05	1	120	0.30
Social benefit index (SBI)	0.96	4.05	1	120	0.04
Cultural benefit index (CBI)	0.97	2.93	1	120	0.08

Table 55. Pooled Within-Groups Matrices

Pooled Within-Groups Matrices	Correlation			
	EBI	SBI	CBI	
Correlation	EBI	1.00	0.22	0.34
	SBI	0.22	1.00	0.13
	CBI	0.34	0.13	1.0

Table 56. Log Determinants

Destination_area_2.2	Rank	Log Determinant
Home district	3	2.11
Other districts	3	3.21
Pooled within-groups	3	2.95

Table 57. Test Results

Box's M: Test Results		5.80
F	Approx.	0.93
	df1	6
	df2	27032.29
	Sig.	0.47

Table 58. Eigenvalues

Function	Eigenvalue	% of Variance	Cum %	Canonical Correlation
1	0.07 ^a	100	100	0.26

Table 59. Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	0.93	8.45	3	0.03

Table 60. Standardized Canonical Discriminant Function Coefficients

Standardized Canonical Discriminant Function Coefficients	Function	
	1	
	EBI	0.33
	SBI	-.82
	CBI	0.56

Table 61. Structure Matrix

Structure Matrix	Function	
	1	
	EBI	0.34
	SBI	-.67
	CBI	0.57

Source: Field Survey, 2019

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