

# **Problems and Prospects of Tourism in FWDR**

**(A case study of Kailali district)**

A Thesis

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Central Department of Economics

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Masters of Arts in Economics

BY

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## **LETTER OF RECOMMENDATION**

This thesis entitled “**Problems and Prospects of Tourism in FWDR (A case study of Kailali district)**” has been prepared by Kiran Joshi under my supervision in partial fulfillment of requirements of the Degree of **MASTERS of ARTS in ECONOMICS**. I hereby recommend this thesis for examination to the Thesis Committee for approval.

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**Date:** 23 December 2013

## **LETTER OF APPROVAL**

This is to certify that the thesis submitted by Kiran Joshi entitled “**Problems and Prospects of Tourism in FWDR (A case study of Kailali district)**” to the Central Department of Economics, Faculty of Humanities and Social Sciences, Tribhuvan University, in partial fulfillment of the requirement for the Degree of **Masters of Arts in Economics** has been found satisfactory in scope and quality. Therefore, we accept this thesis as a part of the said degree.

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## **ABSTRACT**

Abstract of a thesis submitted in partial fulfillment of the requirement for the Degree of Masters of Arts in Economics

### **Problems and Prospects of Tourism in FWDR**

#### **(A case study of Kailali district)**

Far Western Development Region including Kailali District has huge potential for tourism industry. This region has historical, cultural, religious and naturally important different sites and most of them are unexplored and unidentified.

Government's role, plans, policies, institutional arrangements are important for the development and management of tourism. They serve several important functions including: tourism planning and development, coordination, marketing and promotion, and regulation and control. These all are in crisis in the region.

The main aim of the study is to find out the major possible tourist attractions of the region and district, existing situation of the presence of government in the sector of the tourism and the activities by the local people. Infrastructure and facilities development status and the response of the visitors for the future guideline.

The major problems of tourism identified from this study in the region are: proper conservation of nature; infrastructure and facilities development; lack of proper role from the government; lack of professionalism; lack of proper tourism planning and implementation; poor implementation of existing rules and regulations; lack of marketing and promotion; lack of coordination between the local organizations. The major prospects of tourism identified from this study in the region are: friendly people; natural beauty; cultural diversity; religious sites; protected areas; market in abundance.

The main conclusion from this study is that the proper coordination, collaboration and cooperation must be necessary among the government bodies for tourism development, local organizations, entrepreneurs and peoples for the tourism development of the region and district. For the development of this region tourism can be one of the main instruments and government's role would be the most.

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## **Abbreviations**

|          |   |
|----------|---|
| AIEST    | International Association of Scientific Expert in Tourism |
| CBS      | Central Bureau of Statistics                              |
| DBG      | Dewariya Botanical Garden                                 |
| DDC      | District Development Committee                            |
| FGD      | Focused Group Discussion                                  |
| FWDR     | Far Western Development Region                            |
| GDP      | Gross Domestic Product                                    |
| GHT      | Great Himalayan Trail                                     |
| GHT-CSCT | Great Himalayan Trail – Climate Smart Celebrity Trek      |
| GNI      | Gross National Income                                     |
| GoN      | Government of Nepal                                       |
| GOs      | Government Organizations                                  |
| HAN      | Hotel Association of Nepal                                |
| INGOs    | International Non Government Organizations                |
| IUOTO    | International Union of Official Travel Organization       |
| MIS      | Management Information System                             |
| MOCTCA   | Ministry of Culture, Tourism and Civil Aviation           |
| MOF      | Ministry of Finance                                       |

|       |   |
|-------|---|
| NAC   | Nepal Airlines Corporation                    |
| NATA  | Nepal Air Transportation Association          |
| NATTA | Nepal Association of Tours and Travel Agents  |
| NGOs  | Non Government Organizations                  |
| NPC   | National Planning Commission                  |
| NRB   | Nepal Rastra Bank                             |
| NTB   | Nepal Tourism Board                           |
| SNV   | Netherlands Development Organization          |
| TAAN  | Trekking Agencies' Association of Nepal       |
| TRPAP | Tourism for Rural Poverty Alleviation Program |
| TU    | Tribhuvan University                          |
| UNWTO | United Nations World Tourism Organizations    |
| VDC   | Village Development Committee                 |
| VITOF | Village Tourism Promotion Forum               |
| WTO   | World Tourism Organization                    |
| WTO   | World Trade Organization                      |
| WTTC  | World Travel and Tour Council                 |



## **CHAPTER - I**

### **INTRODUCTION**

#### **1.1 Back ground of the Study**

Nepal, wedged strategically by the two growing economy of the present world namely India and China is a tiny landlocked country, located on the southern flank of the Himalayan range, situated in the northern hemisphere, known as land of Mt. Everest and the birth place of Lord Buddha, though Nepal occupies only 0.33 percent and 0.3 percent of total land area of World and Asia respectively, the country has an extreme topography and climate. The altitude ranges from 70 meters to 8848 meters and climate varies from tropical to arctic depending upon altitude. The country stretches from east to west with length of 885 kilometer and widens from north to south with mean breadth of 193 kilometer. Geographically, the country is divided into three East-West ecological zones: the northern range – Mountain, the mid range – Hill and the southern range – Terai (flat land). In the northern range, the Himalayas form an unbroken mountain range which contains eight peaks higher than 8000 meters, including Mt. Everest on the border with China. The middle range is captured by gorgeous mountains, high peaks, hills, valleys and lakes. The Kathmandu valley lies in this region. The southern range with almost 16 kilometer to 32 kilometer, north-south consists of dense forest areas, national parks, wildlife reserves and conservation areas and fertile lands. At present, the country is divided into five north-south administrative development zones: Far Western Development Region, Mid Western Development Region, Western Development Region, Central Development Region, and Eastern Development Region. The country is further divided into 75 administrative districts. Moreover the districts are further divided into smaller units called Village Development Committees (total 3915) and municipality (58). The Village Development Committees are rural areas, whereas municipalities are urban areas of the country. According to the National Population Census 2011, the annual growth rate of population is 1.35 percent and the total population of country has reached about 26.5 millions with sex ratio of 94.2. The preliminary estimate of per capita GDP at current prices stands at NRs 57, 762 (US\$ 735) for the year 2011/12. The economic growth of the country measured by GDP is 4.63 percent per year in the year 2011/12. About one fourth of the population (25.16 percent) leaves below poverty line as per the Nepal Living Standard Survey 2010/11 and the Gini Coefficient; which indicates inequality in income distribution is

0.328. The country lies at the latitude of  $26^{\circ}22'0''$  N to  $30^{\circ}27'0''$  N and  $80^{\circ}4'0''$  E to  $88^{\circ}12'0''$  E in longitude. Nepal covers an area of 1, 47,181 sq. kilometers (CBS, 2012).

**Far Western Development Region** is one of the development regions of Nepal among five, it is located at the western end of the country, Dipayal is its regional headquarter. The total area of this region is 19,539 square kilometer. Which consists of two zones namely Seti and Mahakali and nine districts comes under this region. This region was used to called Doti region in past, which some believe originated from 'Dovati' meaning land between two rivers. Others believe it originated from the Hindu God Dev, and Aatavi, meaning the place of re-creation. The area's history goes back to the 13th century when Niranjan Maldeo founded the Doti Kingdom following the fall of the Katyuri Kings. Dotiyali and Kumauni mostly spoken in hilly and upper hilly parts of the region and in Terai Tharu, Rana Tharu, Kathariya languages including Dotiyali languages are spoken in the Far Western Region. Deuda, Jhoda, Chhpeli, Chhaliya, Bhada, Sakhiya, Mungrauha, Holi etc. are traditional dance of the region and Gaura or Gamara is the biggest festival of the region in hilly parts and in Terai Maghi is the biggest festival among Tharu community. Dhangadhi, Bhimduttta nagar, Amargadhi, Dipyal-Silgadhi, Tikapur are some of the major cities of the region. Short description of the different nine districts of the region is as follows-

**Achham** district is one of the districts of Seti zone, Mangalsen is head quarter of the district; the district covers an area of 1692 square kilometers. The district is accessible by road from Kathmandu and other cities of Nepal. Sub-tropical, mild-temperate, cool-temperate are the climates of the district. The temperature raises maximum to 30 degree centigrade and falls minimum to 1 degree centigrade. Nepali, Gurung, Maithili, Limbu, Bhojpuri, Tamang are the major cultures of the district. Mangalsen, Jay gadh, Gajara, Ramaroshan are the major tourist attractions of the district (NTB, 2008).

**Baitadi** is 849 kilometers from Kathmandu, the Baitadi bazaar is locally known as Garhi (fort). This place is located in the southern slope of Shahi Lekh. Being part of Kumaun, Baitadi was rule by Chand kings of Kumaun before 1791 and then after it becomes the part of Nepal. This district is situated in the height of 2439 meters to 6936 meters from sea level; this district covers an area of 1519 square kilometers. Mahakali, Chalaune, Surnaya are the major rivers of the

district. Tropical, temperate, mild-temperate, alpine are the climates found here. The temperature rose up to 33 degree centigrade and falls down up to 0.5 degree centigrade and receives rainfall of 1242 milliliter. Brahmin, Chhetri, Thakuri, Kami, Lohar etc are the major language and culture of the district (NTB, 2008).

**Bajhang** is 660 kilometers far from Kathmandu. Its district head quarter is Chainpur. District covers an area of 4322 square kilometer. In Bajhang temperature reaches maximum to 35.5 degree centigrade and fall down to 0.5 degree centigrade and receives rainfall of 1343.9 milliliter. Snow covered mountain like Saipal Himal (7031meter), Sankhamala Himal, Lama Peak, Ramkot Danda along Seti river valley has increased the beauty of the district. Different animals like Himalyan black bear, wolf, hispid hare, blue sheep, barking deer, snow leopard are the animals found here. Birds like raven, vulture, hawk, Himalyan munal, and pheasant are available here. Evergreen temperate and alpine forest adds the beauty of this district. The socio-culture of the lower part is mainly Hindu and upper part is influenced by Tibetan Culture. Altitude ranges from 915 meters to 7031 meters. Chainpur, Jaya Prithivinagar, Surma Sarowar, Thalhawa are the major tourist attractions (NTB, 2008).

**Bajura** is 950 kilometers from Kathmandu; Martadi is its head quarter. The name Martadi is derived from the name of Martanda Rishi. Badimalika and Kailashmandu are the important temples situated here and they can be one of the major attractions for the tourists. Chhetri, Thakuri, Brahmin, Kami, Damai, Sarki, Kumal and Chuar are the major ethnic groups in the district. Polyandry tradition exists among Bhotia and Sauka communities. Jiulekhmandu and Badimalika are the place of worship for the local people; major festivals are Dashain, Tihar, Fagu, Daval Jatra and Sain Kande Jatra. Deuda and Bhuwa dances are popular in the region for their uniqueness. Budhiganga, Karnali, Kawadi, Kunna are the major rivers. Sub-tropical, temperate, cool-temperate and alpine climate is found here. Maximum temperature rises up to 36 degree centigrade and falls down up to 1 degree centigrade and receives rainfall of 1343 millimeter. Tante, Malika, Nateshwori, Chededaha, Khaptad Lake and different mountain peaks are the tourist attractions of the district (NTB, 2008).

**Dadeldhura** is located in hilly region, folk music and songs are popular here. Different caste groups: Chettri, Brahmin, Kami, Sarki, Thakuri, Lohar lives here. Magar, Gurung, Badi, Raute,

Tamang, are the minorities of the district. Dashain, Tihar, Baisakh Sankranti, Masta Puja, Ram nawami, Kartik Jatra, Sripanchamai, Maghe Sankranti, Gaura Parva, Hudkeli dance are the major festivals celebrated in the district. Ajay merukot, Amargadhi fort, Ugratara temple are the major heritages of the district. District covers an area of 1538 square kilometers and altitude ranges from 157 meters to 2439 meters. The climate is said best of this district for the human survival, and the agricultural production especially vegetable farming of this district is praise worthy in the region (NTB, 2008).

**Darchula** lies in the west-north corner of the country. Dhar literally means edge in Nepali and Chula means fire place, thus, the district derives its name today, legends say that in ancient time Hermit Byas cooked rice on the top of two peaks. Byas Rishi Himal is the famous peak here. It covers area of 1867 square kilometers; the major rivers are Mahakali, Chalaune, Tinkar, Nampa and Kalagad. The district's boundary is connected with India and China also. Tropical, sub-tropical, cool temperate, mild temperate, alpine types of climate are found here. Temperature lies from 18 degree centigrade to minus 7 degree centigrade and rainfall is up to 143 milliliter. Nepali, Byasi, Gurung, Bhote, Doteli are the dominant language and culture here. Khalanga, Tapoban, Gokuleshwar, Tinkar, Jaljibi, Api Himal, Byas Rishi Himal, Nampa Himal, Jaskar Himal are the major tourist attractions of the district (NTB, 2008).

**Doti** is one of the ancient cultured districts in Nepal. The former Doti Kingdom was extended up to all nine present districts of Far western Development Region of Nepal, extending up to Dehradun and Kumaun Garwal of India. In 17<sup>th</sup> century during the reign of King Nagi Malla, western Nepal was suffering from calamities, drought and cholera. Seti, Budhi Ganga, Karnali and Thuligadh are the major rivers. District covers area of 2916 square kilometer. Sub-tropical, cool-temperate, alpine temperate are the climates found here. Temperature rises up to 34 degree centigrade and falls up to 3 degree centigrade and rainfall occur up to 860 milliliters. According to History, for best education people came here. Dr. K.I. Singh is an example. Jay Prithivi Bahadur had established public school here when education to public was not allowed in Nepal. Vasha School was established in 1945 B.S. followed by Chandra Path Sala and Padma Public High school then the Government of Nepal decided to open a regional University here and established Tribhuvan University Regional Campus in 2017 B.S. Nepali, Doteli, Dalit, Gurung,

Newar, Tamang are the major cultures found here. Saileshwori Temple, Silgadhi, Malikasthan, Joroyal, Lana Kedareshwor, Seti River, Khaptad are the major tourist attractions (NTB, 2008).

**Kailali** is the Terai district, Dhangadhi is its head quarter, is one of the major city of Nepal and place of commerce, industry, education and other facilities of the region. The district was returned to Nepal from East India Company in 1860 A.D. Hasuliya VDC in Kailali is a village where a fort was located between 1968 to 1978. The district got its name from that fort. Its altitude ranges from 179 meters to 1957 meters above sea level. The district covers the area of 2742 square kilometers. Mostly Tharu, Rana Tharu, Kathariya, Chettri, Brahmin, Thakuri, Magar, Gurung people lives here. Dhangadhi is the commercial hub of the region. Karnali, Mohana, Pathariya, Karra, Khutiya, Kanara are the major rivers. Sub-tropical, temperate, cool-temperate are the climate experienced. Temperature rises above 40 degree centigrade and falls down up to 17 degree centigrade and it receives rainfall up to 1577 milliliters. Tharu, Dotyali, Nepali are the major cultures of the district. Ghodaghodi wetlands, Tikapur Park, Karnali River, Dhangadhi, Chaumala Banana farming, and Godawari are the major tourist attractions (NTB, 2008).

**Kanchanpur** is the district of west most Terai of Nepal. Bhim Dutta Nagar is the head quarter of the district, is one of the major city of Nepal. District covers area of 1610 square kilometer. Mahakali, Syauli, Chaughar, Wahamani, Chandar are the major rivers in the district, climate and rainfall of the district are almost similar to the Kailali district as both of them are Terai districts. Nepali, Tharu, Rana Tharu, Tamang, Limbu are the major languages and cultures here. Dodhara Chandani Belly Bridge, Bhim Dutta Nagar, Belauri, Betkot Picnic spot, Ranital are the major tourist attractions of the district (NTB, 2008).

Present world describes tourism as one of the chief industry, every country has plans and policies to make benefit from this, for many countries around the world it is one of the main source of foreign exchange and employment. Besides this, tourism has also encouraged the growth of an international society of social and cultural attributes to a great extent. Nepal has one of the world's most ancient and richest civilizations against the setting of awesome natural beauty. Nepal's cultures have different variety in religion, art music, dance and social and religious festivals. There are thousands of temples, shrines and pagodas with intricate wood carving and

exquisite stone and bronze images. Culturally Nepal's attractions are legendary. We have always attracted Indian tourists who want to come here for a visit of Pashupatinath. The largest numbers of tourists entering Nepal are from India (NTB, 2010).

Transportation and communication system of this modern era has narrowed down the world. The curiosity about distant land and culture, enjoying leisure and luxury in different places, exploring and enjoying the natural beauty, pilgrimages, education, business trips, excursions and seminars are key motives for travelling from one country to another. Tourism is an industry based on human motives. Over last two decades, tourism has grown up to become the biggest and fastest growing industry in Nepal. Nepal offers almost all the climatic touch within the very short geographical distance. The diverse ecological zones with rich bio-diversity and unique socio-cultural identity have termed Nepal as one of the most fascinating tourist destinations of the world. The mountainous landscapes of Nepal provide significance potential to use nature-based tourism as a low cost, eco-friendly, alternative to support socio-economic growth and fight poverty (SNV, 2003).

Among the popular districts with potential tourism destinations of Nepal, Kailali can be one, because of its splendid variety of natural and cultural beauty crammed into one small area with combination of picturesque of village inhabited by simple and friendly ethnic groups, situated in panoramic beauty of nature and culture.

## **1.2 Statement of the Problem**

Tourism can be a leading sector for the economic development of developing countries like Nepal. However, it has not been developed so far and poverty has not been addressed by the tourism development. Tourism is the result of movement, entry and stay; it is a composite product and outcomes of attraction, accessibility, accommodation and amenities. Elements and components of tourism are the prime factors or indicators of the development of tourism. Development and scope of tourism depends up-on the quality and quantity of products/components. However, the most of potential tourist destinations except few destinations such as Kathmandu, Pokhara and Chitwan are deprived of transportation, communication, accommodation and amenities. The government has yet to explore and identify new tourism

potentialities and develop, advertise and promote them. Thus, the promotional efforts of tourism in the country so far are so ineffective that a large chunk of probable interesting tourist destinations in Nepal are left unknown to world tourism market. Even though it is well recognized that tourism promotes peace among the countries, the diplomatic relationship between tourist generating countries and destination countries are precondition for the promotion of the tourism, besides peace and security should be intact within the host country.

Only the tourism destinations surrounding Kathmandu valley are advertised, the present need of the country is additional tourism destinations of the country should be recognized, advertised; and in addition to this careful planning and promotion activities from the government agencies, and other stake holders is equally necessary.

The main problems related to this study are listed below:

1. How the possible touristic destinations can be recognized and advertised?
2. What role can government, non government agencies and local people have to play?
3. How tourism can bring change in the development?
4. What types of plans and programs should be formulated and executed to get the better result from tourism?

### **1.3 Objectives of the Study**

Unfortunately, the benefits of the tourism in the country have been unscrewed. Much of the dollars earned by tourism remains in Kathmandu and only a small portion of it trickles down to the rest of - the country. There exists a situation of core-periphery depending in which the center controls a lion's share of tourism receipts organizing much of the travel activities in pre-paid packages supplying many of the needs from the center so that benefits flowing out to the rural areas and small towns are limited (SNV, 2003).

The specific objectives of this study are as follows:

1. To study the present situation of tourism in FWDR.
2. To explore the major problems and prospects of tourism in the FWDR.

3. To identify the major attractions of tourism in the FWDR.
4. To draw specific conclusion and prescribes some of policy recommendation for the development of tourism in FWDR.

#### **1.4 Importance of the Study**

Technical and most widely accepted definition of tourist was proposed by International Union of Official Travel Organizations (IUOTO) in 1963 and approved in 1968 by the World Tourist Organization (Leiper, 1979: 393). Which states that international tourists are "temporary visitors staying at least twenty-four hours in the country visited and the purpose of whose journey can be classified under one of the following headings: (a) leisure (recreation, holiday, health, study, religion and sport); (b) business (family mission, meeting)"

According to Ryan (1991:5), tourism is "a study of the demand for and supply of, accommodation and supportive services for those staying away from home, and the resultant patterns of expenditure, income creation and employment". Nielsen (2001:12) comments that this is a rather bland definition. It is to be noted that it excludes any reference to enjoyment and leisure. It does, however, cover other ingredients- such as demand and supply, and stays away from home.

Lanfant states that; Tourism is often presented as the last chance, thus through international tourism, poor regions which have been removed from any focus of activity closed in on themselves, and condemned to certain death find themselves rediscovered and thrust into the path of development, linked to the international market and propelled into the world scene.

The word 'tourism' was for the first time described in the Oxford English Dictionary in 1811 (Cellabos-Lascrain 1996: 1-2). This reveals that the word tourism did not appear in the English language until the nineteenth century, and the word 'tour' was more closely associated with the idea of the voyage or peregrination or a circuit. Then, with the idea of an individual being

temporarily away from home for pleasure purposes a significant feature of the use of the word 'tourist' came into being.

Jina (1994), there are three important resources which attract the tourists in the destination country. The resources are as follows: (i) resources of hydrosphere; (ii) resources of lithosphere; (iii) resources of anthrop sphere.

Tourism is one of the most potential and feasible sector of Nepalese economy. It has been taking one of the most important sectors of national economy. The potential of tourism contributes to pro-poor growth and hence poverty reduction in any given area clearly needs to be considered in the light of the alternative opportunities available. In many rural area of Nepal, there are no viable alternatives other than tourism. Therefore, tourism should be considered as one of the most important economic development opportunities available for the developing country like Nepal (UNWTO, 2001).

According to the World Travel and Tourism Council (WTTC, 2003), world travel and tourism is the biggest industry in the world in terms of economic value, including gross output, value added, capital investment, employment, and tax contribution ( Theobald, 2005).

Statistics shows, tourist arrival in Nepal grows by 22.1 percent in 2011 as compared to 2010 reaching their numbers to 736,215. Average duration of their stay, which was 12.67 days in 2010, has increased to 13.12 days in 2011. Income from the tourism sector totaled Rs. 28.63 billion with per tourist per day spending has reached US\$39.90. Contribution of the tourism sector to GDP has been 1.8 percent while this sector has provided direct employment to 120,000 people (MOF, 2012).

West Nepal receives very small number of tourists despite having strong natural and cultural products appeal. Poor infrastructure is one of the reasons among many that have defended the flow of tourist's traffic toward the region. To balance tourism flow in different parts of the country, efforts have been made to emphasize domestic tourism, water based tourism activities such as rafting, kayaking, canoeing etc are being well promoted internationally and have possibilities in Far west Nepal also (NTB, 2012).

Kailali is paramount of socio-cultural and natural assets. It is a place of god gifted natural assets, panoramic, scenic beauty of river basin, wild life, dense forest, cultural diversity and other attraction which may be of great interest for the tourists.

This study will be beneficial for the personals and organizations that are looking for the tourism development, management and progress in this sector. This study will be helpful for the NGO's; INGO's and GO's working in the field of tourism development in FWDR.

## **CHAPTER –II**

### **LITERATURE REVIEW**

For the study wide range of relevant books, journals, reports, articles, research reports has reviewed, special care has been taken to avoid duplication and maintain quality in research. Different materials on rural tourism, eco tourism, community tourism and principle of tourism have been reviewed to build theoretical as well as analytical frameworks.

Tourism has various economic, social, cultural and environmental effects in tourism destinations (Nanhove, 2005) and the effects can be both positive and negative. Several studies try to measure the economic impact of tourism and concluded with its significance for the economy. Nowadays the importance of tourism in economic development of many countries is well documented.

Tourism is very beneficial industry in various ways if it is managed carefully. It is implicit that properly managed tourism will support economic growth and uplift the standard of lifestyle and also excel other forms of development in the host communities. If it is not carefully handled, it will become the major cause of various hazards in the host communities. That is why mass tourism has been recognized as a key factor that has left undesirable environmental and social impacts on host realms. The negative impacts of mass tourism are environmental social degradation, economic inflation and leakage, loss of habitats, rain forest, and species and wild-lives, and various social ills and problems. In 1992, Rio World Environmental Summit, the impacts of tourism were discussed and addressed in the Agenda 21 (McCool & Moisey, 2008).

#### **Major tourist activities in Nepal**

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Nepal where major chunk of area is occupied by villages has tremendous potential in rural tourism. Its main aim is to link Village Development and Sustainable Tourism through the generation of income, employment and local markets for agricultural products and handicrafts. Other objectives include the provision of incentives for forestation and nature conservation and the creation of a global family through the encounter between rural Nepalese people and foreign tourists during village home stays, resulting in mutual understanding and learning (NTB, 2008).

### **Mountain Climbing**

With eight of the highest peaks in the world, Nepal has been the focus of some of the most outstanding achievements in the world of mountaineering. For many decades the dauntless icy peaks have posed as challenge to those who dare. There are some 326 peaks in Nepal open for mountaineering today (NTB, 2008).

### **Trekking**

Nepal offers excellent trekking options to visitors from the easy walking excursions to the strenuous climb of the snowy peaks. The most rewarding way to experience Nepal's natural embellishment and cultural assortment is to walk through the length, breadth and the altitudes of the country. Trekking in Nepal is a big part of the ultimate Himalayan adventure and a majority of tourists have trekking as a part of their itinerary (NTB, 2008).

### **Mountain Flight**

Only awe-stricken silence can come close to matching the experience of going on a mountain flight to encounter the tallest mountains on earth. Mountain flights offer the closest possible aerial views of Mt. Everest, Kanchenjunga and the Tibetan Plateau. Mountain flights appeal to all category of travelers and have become a popular tourist attraction of Nepal (NTB, 2008).

### **Rock Climbing**

For all those cliffhangers out there, Kathmandu offers a roster of stone walls that make for an experience of a lifetime. Now of late, Rock climbing has become a popular sport in Kathmandu, which offers some really terrific places for rock climbing. Nagarjun, Balaju, Shivapuri and Budhanil Kantha are some of the places where you can try this sport (NTB, 2008).

## **Rafting**

Rafting is one of the best ways to explore the typical cross section of natural as well as ethno-cultural heritage of the country. There are numerous rivers in Nepal which offer excellent rafting or canoeing experience. The best time for rafting is from October through mid-December and March through early May. In winter hypothermia may be hindrance to some (NTB, 2008).

## **Hot Air Ballooning**

Hot air ballooning is very popular with tourists for it affords the most spectacular bird's-eye view of the Kathmandu valley and the Himalayan ranges towering in the background. On a clear day it's a superb way to view the Himalayan (from over 6000 meters up), and the view of the valley is equally breathtaking (NTB, 2008).

## **Bungee Jumping**

The ultimate thrill of a bungee jump can now be experienced in Nepal at one of the best sites that this sport can boast of anywhere in the world. Nepal's first bungee jumping site is situated 160 meters. Over the Bote Koshi River: inviting tourists to experience the ultimate adrenaline rush in the surroundings of this amazing place. The jump, at 160 meters, is staffed and operated by some of the most experienced jumpmasters in the business (NTB, 2008).

## **Paragliding**

Paragliding is a relatively new adventure sport in Nepal. Gliding is a weather dependent sport and the flying season in Nepal commences from November through February, the best months being November and December. By virtue of its latitude and monsoonal climate, the tree line in Nepal is at an incredible 3,900 meters above sea level (NTB, 2008).

## **Ultra light Aircraft**

Ultra light aircraft take off from Pokhara and offer spectacular views of the lakes, mountains and villages. This is an ideal way to see life from a new perspective. The choice of Pokhara Valley for ultra-light aircraft is appropriate chiefly because of the proximity of the mountains, and the

scenic lakes. Flights are from the Pokhara airport beginning September through June. The flights take place from sunrise to 11 a.m. and from 3 p.m. to sunset every day during these months (NTB, 2008).

### **Mountain Biking**

Nepal offers a challenging and pleasant scenic ride from the tropical plains of Terai, mid-hills, mountainous terrain and its lush valleys to the arctic climate of the high alpine region. The only way to discover these hidden treasures and its warm ever-smiling people is on mountain bikes. Mountain bikes are available for rent by the day or longer in many of the bicycle rental outlets in Nepal and around the city (NTB, 2008).

### **Jungle Safari**

National Parks located specially in the Terai region in Nepal attract visitors from all over the world. A visit to these parks involves game- stalking by a variety of means-foot, dugout canoe, jeep, and elephant back. One is bound to sight a one – horned rhino or two at every elephant safari. Besides the rhinos; wild boars, samburs, spotted deer, sloth bear, four-horned antelope are also usually seen (NTB, 2008).

### **Bird Watching**

Nepal is a paradise for bird lovers with over 646 species (almost 8 percent of the world total) of birds, and among them almost 500 hundred species are found in Kathmandu Valley alone. The most popular bird watching spots in Kathmandu are Phulchoki, Godavari, Nagarjun, Bagmati River, Taudaha and so on (NTB, 2008).

## **2.1 Empirical literature review on tourism**

The concept of tourism was defined by the Swiss Professor Walter Hunziker and Kurt Kraft, in 1742. This definition was more technical which was accepted by the International Association of Scientific Expert in Tourism (AIEST). According to them, “Tourism is the totality of relationship and phenomenon arising from the travel and stay does not imply the establishment of the permanent residence and is not connected with a remunerated activity” (Bhatia, 1994).

Cambodia, after long political instability, has adopted community based ecotourism, as an integrated development tool to conserve protected areas and other biological and rural destinations of the country. According to Neth (2008), “with this frame, ecotourism/village tourism in Cambodia, has become a promising tool for promoting protected areas' objectives in providing incentives to maintain ecosystem integrity, biodiversity, and improving the livelihoods of local communities. ”

The 1700 kilometer long Great Himlayan Trail – Climate Smart Celebrity Trek (GHT-CSCT) led by the Apa Sherpa along with his entourage concluded on 20<sup>th</sup> April, 2012 at Darchula, Far west, successful 99 days trek. The GHT-CSCT is longest trekking route of the world, covers 20 different districts, that highlighted the impact of climate change in Himalayas and to promote the GHT as the best trekking trail in the world offering trekkers the possibility to experience extremely rich culture, breath taking land escapes and diverse range of flora and fauna (NTB, 2012).

Upadhayay (2003) has given much emphasized to tourism to be developed as a leading sector of the economy of Nepal. In addition to this, he said that tourism has become means of economic progress by various nations. As W.W. Rostow has made clear that some sectors most play the rate of lead sector in the process of economic development of backward country, so not only the sector in question, grow rapidly but also have the capacity to more other sectors of the economy forward. He said that there is no doubt that Nepalese economy is moving rapidly in the path of globalization. He added that more than half of the tourist intended to visit Nepal for pleasure while one fifth wants mounteering and trekking. Tourism sector has become more effective because of the inflow of more number of tourists.

According to Jensen (2011), typology can be useful for tourism managers looking to improve their tourism activities. There exists considerable managerial benefit in understanding the psychology of the trekkers, yet such understanding does not equal pro-environmental awareness. The findings must be converted to management actions, whether that is improving or redefining the present marketing and promotion programs with the proposed ideal types in mind; considering the level of commercialization of trekking; focusing on behavior-based development

theories rather than awareness based ones, or something completely different is left to be concluded upon.

Shreastha (1999) has analyzed that the tourism too many as a major segment of Nepalese economy contribution substantially to the foreign exchange earnings, employment generation and overall economic development of the country. The main objectives set for her study are to assess the trend of tourism development to assess the role of tourism in the economy to review tourism plans and policies to enquire into the current problems to highlight the prospects and recommend measures and appropriate strategy for tourism industry development in Nepal. She identified the basic problem of tourism on the basis of its contribution to national economy, status of tourism infrastructure, review of the planning and policies of government. The main conclusion in her study that despite problems the prospects of tourism is bright in generating employment contributing to the development of Nepalese economy.

Upadhayay (2008), in his report; “A study of Rural Tourism in Nepal, Measures to minimize the negative impacts” has given more priority to the different tourism products of Nepal, mostly located in villages or rural areas of country and tourism development in such areas can prove to be an effective medium for the sustainable economic growth of the industry. However, the people residing these areas are not getting appropriate benefits. He has also highlighted on the requirement to make a very conscious effort to rural sector of the country as they are living in a terrible poverty. He has described that it is the right of the people to promote their living standard through the optimum utilization of the resources as most of the resources needed for the economic development lie in the rural areas. Tourism development: in rural areas need special pro active planning and to come intervention from local government bodies and from national level also. The tourism development until now has not brought affective economic, socio-cultural and environmental impact as per the expectation of people. He has defined Rural Tourism as the tourism show casing of the rural life, art and heritage at rural locations, thereby benefits the local community economically and socially as well as enabling interaction between the tourist and the local for a more enriching tourism experience. He has organized it under different sorts of models. The major ones are: Sirubari Community based Tourism Model, Ghalegaun Rural Tourism Model, Ghandruk Rural Tourism Model, Bandipur Village Tourism Model, and TRPAP Model. According to him TRPAP looks forward for the improvement of rural community with

multi dimensional concepts like pro-poor, pro-women, pro-environmental and pro-community seems very effective to address the pervasive poverty in a community, but caution about the receptive capacity of a community involvement and acceptance of the product by private sector, sustainable marketing and promotion of the product of the product must be taken from the very beginning of product development process.

According to Wearing and Neil(2008), in general sense, alternative tourism can be broadly defined as a form of ecotourism/village tourism that sets out to be consistent with natural, social, and community values that contribute more conservation understanding, and appreciation of the environment and culture and also maximum satisfaction to both guests and hosts. Some important forms of alternative tourism are described below:

- *Nature-based Tourism*: Tourism entirely based on nature such as trekking, mountain climbing, surfing, rafting and other many activities including adventure tourism are known as nature- based tourism in which tourists should respect the intrinsic value of nature.
- *Cultural Tourism*: Tourism based on various cultural elements such as arts, music, dance, language, songs, cultural and religious heritages, traditional customs, skills and handicrafts of indigenous and local people that visitors enjoy with them and promote them.
- *Wildlife Tourism*: Tourism based on various wild-species in terrestrial, marine and areal which tourists recognize the real value of these biological assets in ecosystem of the planet.
- *Educational Tourism*: Tourism run by educated and responsible tourists about the importance of nature, culture and ecosystem and also support for nature conservation.
- *Agro-tourism*: Tourism run basically by natural attraction on private farms comprising various traditional and indigenous farm activities like cattle herding, cowboy activities, sheep shearing, dairy farming gardening, horse riding and other many more.
- *Scientific Tourism*: Tourism primarily based on scientific research and other various study purposes which help to collect scientific information to acquaintance the current state of the field and support for the betterment.

Gurung (2010) reveals that the growth rate of tourist arrival, foreign exchange earnings and employment has been negative in general. The average duration of tourist stay is unstable and sort. The contribution of foreign exchange earnings to GDP has been deteriorating over the observed period. The trend of manpower development for providing quality services to tourists

has also been decreasing more specifically the study reveals that the Tenth Plan period is worse than the Ninth Plan period. In the nutshell, the overall performance of tourism industry in Nepal is unsatisfactory.

According to Regmi U.K. (2009), the development of air transport is crucial for the sustainable development of tourism in Nepal but the main problem is that it is very difficult to enhance tourism effectively due to the landlocked situation of the country and lack of proper connectivity of different places by means of road transport. So, in the context of increased number of tourists every year and on the other hand, air transport is only one means of accessibility to different remote places and mountainous parts of the country with more tourism potential, there might be some relationship between air transport and tourism.

His study investigated that of two way significant positive relationship exist between air transport and tourism. In the context of Nepal, more than 80percent of tourists are found to be travelling by air means that it has contributed substantially on tourism as well. He also found that many factors are observed that there are basically four major factors such as political (political instability and terrorism), economic ( global financial recession, currency fluctuations, travel costs, economic strength of people), environmental (seasonality) and non-economic (choice of destinations and word-of Mouth) factors responsible for affecting air transport for tourism. His study proved that the political unrest has direct impact on tourism in Nepal. Sharp decline in tourists was observed whenever crisis arises. The slow growth is observed after the crisis is subsided. However, it does not reach to pre-crisis number. Similarly, terrorism had created worst impact worldwide on tourist flow as the sharp decline in the flow of tourists after September 11 events, Iraq and Afghanistan war are its great examples.

Recession in originating markets was found to be more critical factors that affect tourism market in the destination countries. Weaker currency of the originating countries, higher travel cost, and low economic conditions of the people show low propensity to travel. It was also investigated that the flow of tourists depends on the specific period of the destination countries called seasonality effect. Besides, the tourists flow depends on the facilities of the destination countries and most sensible part is the word-of Mouth publicity.

Pradhanang (2009) has highlighted various aspects of Village Tourism in his book entitled "*Village: The new Tourist Destination of Nepali*". The book provides a cash plan and innovative

research based thought for the economic growth of developing countries, like Nepal. This concept of Nepalese social structure is a novel development model to take Nepal's villages to national and international levels connecting and exploring the digital economy to support the development of the world economy. Beginning with micro economics and global economics, it creates an engine of economic power in terms of domestic and foreign currency earnings. When the demand for international tourism in the developed countries increases, the tourist flow to the tourist receiving countries also increases. As a result income will increase in the tourist receiving countries. The developing countries need foreign exchange earnings for economic development. Village tourism, in fact is an income elastic. The economic effect of village tourism is significant. Village tourism can be effective weapon to decrease the gap between the rich and the poor, from which local tea shop owners, yak herders, porters, local guides, villagers etc will get benefit. The marginalized groups of people with low income will also be benefitted. For example thousands of village households from Sirubari, Ghandruk, Khumbu, Namche Bazar etc, have been economically benefitted and raised their standard of living. Similarly, Solukhumbhu village developed by tourism is encouraging. Nationally, tourism is a catalyst of national development pumping out more foreign exchange earnings to support national economy. Tourism earning for developing countries is highly more significant than those for developed countries. For developing countries like Nepal, primary resources as well as products are main sources of income which are relatively concerned with tourism. There will be several items of income generated from visible and invisible sources that are highly significant and have very strong support and positive impact to national economy. Village tourism has pros and cons regarding the socio-cultural structure of the country. Taking about the cons of village tourism, we spell out decline in the traditional norms and values, increase in crime, social conflict, wave of materialism, over dependence on money, heavy traffic of tourists, loss of calm and quite environment, degradation of natural environment and dependency on industrialized and developed countries.

According to Gautam (2011), the evidence seems to verify the notion that tourism growth granger causes economic growth and vice versa indicating a bi-directional causality between economic growth and tourism growth. It is clear that tourism growth increases economic activities and economic growth also facilitates for the expansion of tourism activities in the

country. The policy should be focused to develop tourism sector in order to achieve high economic growth.

According to Paudyal (2012), on the basis of the Granger causality tests tourism affects on exports, government revenue generation such as taxes and expenditure are a good indication that tourism can be an engine of growth in the country in the days ahead. The Granger causality tests carried out between tourism receipts and GDP, per capita income, GNI, service and so on also show the linkage and causal relationships between these variables. Tourism receipts and tourist arrivals both show that tourism has impacted positively on the Nepalese economy. From multiplier and the Granger causality tests it can be concluded that tourism does really matter for the economic growth of Nepal.

According to Neupane (2012), the volatility can be inferred as risk or uncertainty associated with international tourist arrivals in Nepalese tourism industry. These empirical results envisage sufficient room for intervening or amending the tourism policy to address the problems associated with Nepalese tourism industry and to harness the essence of tourism benefit by promoting tourism as a sustainable business. Further research on volatility by using daily data and extension of modeling considering spatial destination could be an important attempt for policy implications. The quantitative analysis of tourism demand in the Nepalese tourism industry including volatility modeling could be beneficial to translate the tourism policy in its real meaning.

Yogi (2010) has said that ecotourism in Nepal always needs more scientific studies and researches and evaluation of ecotourism practice and scientific eco-certifications and accreditation system to the institutions and originations involving in the field. But it seems that Nepal still practices traditional tourism in the name of ecotourism due to massive policy deficit and various internal problems that prevent effective application of qualitative tourism which should emphasize for the ethical encouragement of all stakeholders including tourists, locals, and tour operators for the promotion of genuine ecotourism. And also there is no special strategy for conservation and tourism development.

Besides various challenges and problems in the fields of ecotourism, it can be a great opportunity for Nepal if all tourism resources are handled and utilized responsibly and it can be phenomenal

instrument to achieve real sustainable development of the country by promoting different aspects and sectors – economy, environment, culture, and conservation procedure.

Pokhrel (2011) states that rural tourism being the key strategy for economic growth, lends village economy by generating income, employment and industry. Rural tourism in fact, is a powerful machine which can play decent role in poverty alleviation, as well as can reduce the growing inequality and unemployment. Tourism is important not only for the view of earning foreign exchange but it also enhance various industrial branches like hotels, motels and other types of accommodation, restaurants and other leisure activities, gifts shops and large number of other enterprises such as fruit production and processing so village tourism could be a powerful instrument for poverty alleviation as well as to reduce unemployment problem.

According to Thapa (2012), after the peace agreement between major political parties of Nepal in 2006, there has been a significant growth of tourism in Nepal. The first five years, from 2001 to 2005, was the dark year for Nepalese tourism because of Nepal's civil war. In the recent four years, the number of visitors has doubled with 10 percent contributing to the nation's economy. Today, around 40 percent employment opportunities within a nation are created by tourism industry (Employment in third world countries is excluded).

He indicates that the development of tourism is limited mainly to Kathmandu and Pokhara because of the limited road connection and air availability. Nevertheless, the concept of home stay is being developed nowadays but still needs vast improvement to gain a regional balance in terms of tourism. Further standardization of present tourism infrastructures and construction of new infrastructures offers employment for youth, and helps to keep the manpower within the nation.

According to Kandel (2011), village tourism is new concept and implemented as part of ecotourism. In Nepal, village tourism emerged as to response to the negative effect that mass tourism has had on the culture and geography of countries. In reality, it is a culturally and environmentally sensitive travel that contributes to conservation and management of natural areas for sustainable economic development (Gayan & Brijesh, 2006). It has been touted as an attractive sustainable development alternative to mass tourism for two main reasons. The first is that it has fewer negative impacts on natural resources than mass tourism, while the other reason

is that village tourism related activities can enhance conservation of natural resources, community development and overall socio-economic improvement of the area.

However, village tourism has long term social influences on such community. Many local traditions and habits have come under the influence of western tourists. As a result, generations old traditions and cultures have been negatively impacted in many areas. This is common among porters and trekking guides of the younger generation who come into direct contact with tourists, to the extent that some of them leave the country to go to the West and work. The increased use of drugs and growth of criminal activities are also linked to tourism (Gurung, 2007).

The word rural literally means countryside or village which is located far from urban area. In Nepal, most of the people living in villages are poor and are not getting equal access to mainstream of development due to various factors. Poor economic condition is one of them. It is, therefore, in order to raise the economic condition of the rural people, rural tourism was considered as one step solution.

According to Bista (2009), it was found that services of transportation, tourist information centre, availability of sign posts, and promotion of environment friendly products are rated poor. Similarly, it was found that Nepal was not free from fraud less transaction. Services in area of meeting tourists' specific needs and needs of disable tourists in also poor. Besides, tourists felt poor night life and entertainment facilities in Nepal. Another area, which need service improvement, is the accommodation service. Though it is rated fairly well, tourists still feel that service is needed to improve.

According to the World Tourism Organization (WTO, 1995) the meaning of sustainable tourism, stated in Agenda 21 for travel and tourism industry, that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems" (Sirakaya et al., 2001 p. 412).

Cohen has mentioned 8 important characteristics of tourism (1984:374-376); here they are;

- Tourism as commercialized hospitality.

- Tourism as democratized travel.
- Tourism as a modern leisure activity.
- Tourism as a modern variety of the traditional pilgrimage.
- Tourism as an expression of basic cultural themes.
- Tourism as an acculturative process.
- Tourism as a type of the ethnic relationship.
- Tourism as a form of neocolonialism.

Gurung (2000) in his article, “Tourism and Tirtha” has elaborated certain unique features of tourism in the context of a land locked country like Nepal. Dr. Gurung in his lectures in “International Conference on Himalyan Biodiversity, 2002” has elucidated triangle conservation, tourism and development as mutually interconnected factors. Conservation gives asserts to tourism and take revenue, tourism provides resource for development and takes framework while conservation ensures sustainability of development by taking its physical and social enhancement. Gurung concludes that conservation promotes tourism, tourism generates revenue for conservation and development enhances sustainability of conservation.

The Draft of Tourism Industry Strategic plan was presented to the MOTCA in May 2004 and it examines and highlights following issues

- The need for strategic repositioning of product
- To cussing well researched market, dynamics and distribution influences
- The need to trend the destination
- Changing destination perception to high light diversity of product
- Focusing the development of air access which is related to origin market demand in conjunction with industry.
- Integration training accreditation and professionalism with needs of the market
- Harnessing tourism to help poor people become less poor, developing product and skills in areas of Nepal.
- The need to constantly upgrade marketing skill

The plan identifies 5 priority clusters for development and marketing as follows:

- Culture, tradition and people
- Cities and touring
- Outdoors and adventure
- Religion and pilgrimage and
- Nature and wild life

## **2.2 Literature review on existing plans and policies of Tourism in Nepal**

### **2.2.1 Review on Tourism Vision 2020**

Government of Nepal has been reviewed its policies from time to time to exploit tourism as a potential industry. One of the latest developments is vision 2020. The objectives of tourism 2020 are as follows:

- To improve livelihood of the people across the country is developing integrated tourism infrastructure, increasing tourism activities and product, generating employment in the

rural areas enhancing inclusiveness of women and other deprived communities and spreading the breadth of tourism to the grass root level.

- To develop tourism is a broad based sector by bringing tourism into the main stream of Nepal's socio-economic development supported by a coherent and enabling institutional development.
- To expand and extend tourism products and services in new and potential areas of Nepal by enhancing community capacity to participate in tourism activities.
- To publicize, promote and enhance the images of Nepal in international tourism sources market.
- To enhance the flight safety and improve capacity and facilities of national and international airports and
- To attract new investment in creating new tourism facilities, product and services.

### **2.2.2 Declaration of Tourism Areas**

In the fiscal year 2011/12, 18 tourism areas has been declared encompassing all 75 districts of Nepal and mission of doing so is to materialize the country's tourism potentials and identify, develop and promote tourism resources in balanced way. The name and districts included in the tourism areas are: (1) Mechi Hill Tourism Area (Taplegunj, Pachthar, Illam), (2) Birat Tourism Area (Sunsari, Morang, Jhapa), (3) Arun Tourism Area (Shankhuwasabha, Terhathum, Bhojpur, Dhankuta), (4) Salahas Tourism Area (Udaypur, Siraha, Saptari), (5) Sagarmatha Tourism Area (Solukhumbhu, Okhaldhunga, Khotang, Ramechhap), (6) Bideha- Mithila Tourism Area (Sindhuli, Sarlahi, Mohhatari, Dhanusha), (7)Langtang – Gaurishankar Tourism Area (Rasuwa, Dhading, Nuwakot, Sindhupalchowk, Dolakha), (8) Kathmandu Tourism Area (Kathmandu, Lalitpur, Bhaktapur, Kavre), (9) Simraun Tourism Area (Chitwan, Makwanpur, Bara, Parsha, Rauthaut), (10) Annapurna-Manaslu Tourism Area (Gorkah, Lamjung, Manang, Mustang), (11) Pokahara Tourism Area (Tanahu, Syangja, Kaski, Parbat), (12) Lumbini Tourism Area (Nawalparashi, Rupendehi, Kapilbastu), (13) Ruru-Resunga Tourism Area (Gulmi, Arghakhachi, Palpa), (14) Sisne-Jaljala-Dhorpatan Tourism Area (Baglung, Myagdi, Pyuthan, Rolpa, Rukum, Salyan), (15) Bheri-Kakrebhihar Tourism Area (Jajarkot, Dailekh, Surkhet), (16) Rara-Karnali Tourism Area (Dolpa, Mugu, Humla, Jumla, Kalikot), (17) Chisapani-Thakurdwara Tourism

Area (Dang, Banke, Bardiya, Kailali, Kanchanpur), (18) Khaptad-Ramaroshan Tourism Area (Bajura, Achham, Bajhanj, Doti, Darchula, Baitadi, Dadeldhura) (MOF,2012).

### **2.2.3 Review of three year plan (2010-2013)**

This plan has given very high priority to the tourism sector, believing that this industry can be a strong pillar of the economic growth and development of the country. It has emphasized on tourism diversification that would contribute for balanced regional development in the country. This plan has focused on rural tourism or home stay tourism in order to raise the living standard of the rural people. It has focused on the integrated tourism infrastructure development that is carried by the respective sectoral ministers. The plan has policies to encourage the youths and the people from pushed back, marginalized; women, indigenous and the rural poor to participate in rural tourism related awareness and employment oriented trainings and skill development, and capacity building programs. A commendable part of the Tourism policy is that the respective role of the government and the private sector has been clearly delineated. The government is bestowed with the role to act as a catalyst, leader, coordinator, and facilitator while the commercial and business activities are set aside from the private investors. Development of the required infrastructures and facilities in rural areas, enhancement of the quality of services, promotion of pilgrimage and development of adventure tourism are also some of the major activities mentioned in the policy but that lacks proverb ways to follow them. The original brand “Naturally Nepal; Once is not enough” has brought the tourism in Nepal. On the other hand the air transportation services should be made safe, cheap and trust worthy in order to recognize Nepal as the best tourism destination of the world (NPC, 2010).

### **2.2.4 Review of Tourism Policy 2009**

Nepal is well known in the map of global tourism as one of the best destination because of its unique natural beauty, immensely rich bio-diversity, multi-ethnicity, variety of languages and religion, social heterogeneity and historical as well as cultural heritages. Day and night advancement in the field of science, technology and communication had converted the entire world in one village, in this present context Nepal needs to advertise its national heritages in

front of the world to enhance the capability to obtain maximum benefit by attracting global tourism market. As tourism industry in itself as a major basis of national economic development, it has become essential to enhance the livelihood and employment opportunities of general population and improve their standard of living by diversification and expansion of their business. For this purpose, while on the one hand it is imperative to aptly protect and preserve these heritages of Nepal, on the other hand it is necessary to have quantities as well as qualitative growth of tourism service industry by developing all kinds of infrastructures related to tourism service industry including international airport services (MOTCA, 2009).

## **CHAPTER -III**

### **Research Methodology**

#### **3.1 Research Design**

The ultimate target of the study is to identify the possibilities and problems of tourism in Kailali with relevant to FWDR. The design to the study is made to derive conclusion answer to the subject matter. This study followed the combination of exploratory or formularizes descriptive and diagnostic research design.

### **3.2 Rationale of the Selection of Study Area**

Tourism has been recognized priority sector. It is considered as key to strengthening the national economy, improving living standard and reducing poverty as well as helping to preserve cultural tradition and historic monuments (NTB, 2001). This study covers Kailali district, with focusing major destinations of FWDR. People of Kailali have awareness about the tourism and to promote the industry. They are making infrastructure on tourism industry to get maximum benefit. Kailali DDC has also being involved to development infrastructure and tourism awareness programs due to get maximum benefit from tourism industry. But the problem is how to make recognize the possible places of tourism and how to advertise them in national and international level.

Kailali lies in Far western Terai, it is the business hub of this region people of different caste and ethnicity lives here and different star hotels are grooming in Kailali these days, different natural, cultural, religious and historical sites are in easy access from Dhangadhi.

### **3.3 Sampling Procedure**

Various types of tools and techniques were applied to select samples. In this study judgment method was adopted to select the sample units. Local people, leaders, intellectuals, tourists, hotel owners, key informants etc were selected purposively.

30 tourists who have already visited Kailali and 30 individuals related with tourism agencies in Kailali were selected through random sampling and purposively.

### **3.4 Source of Data Collection:**

For the data to be reliable and authentic, quantitative and qualitative data obtained from primary source by using different data collection tools and techniques and secondary sources.

### **3.4.1 Primary Source of Data:**

Primary data was collected through interview by structured questionnaire and observation of different activities by hotel, restaurant and local agencies and tourist who have visited Kailali.

### **3.4.2 Secondary Source of Data:**

Secondary data was obtained from various published and unpublished information sources i.e. relevant literature, library study, news papers and journal of tourism, research report and annual report of NTB, CBS, NPC and NRB.

### **3.5 Data Collection Tools and Techniques.**

To collect reliable and authentic data, the researchers employed various research tools and techniques, which were dependent on the nature of the study. The following tools and techniques were adopted to obtain primary data and information.

#### **A. Questionnaires Survey**

Structured questionnaires for tourist already visited Kailali and the tourism agencies of Kailali.

#### **B. Key Informant Interview**

Structured questionnaires for local elites, local experts, development workers, hotels managers and owners, school teachers and entrepreneurs as well as business men were asked to collect the essential information related to existing scenario of tourism and prospects of ecotourism and hindrances of the tourism profession.

#### **C. Field Visit and Observation**

It was done in imbedded form during accomplishing the other activities in destination area. It is recognized as major tool to sketch the condition of infrastructure, glance over the scenic beauty, sanitary situation of the area, as well as prevailed culture and tradition, tourist arrivals, satisfying and interesting manner/behavior of tourists were recorded indirectly.

#### **D. Focus Group Discussion**

Focus group discussion is major tool to acquire essential information from participatory approach and best verification procedure immediately. During the collection of information FGD was held in field. The researcher analyzed the problems and prospects of tourism.

#### **3.6 Methods of Data Analysis**

The data obtained from the field survey was coded and categorized according to requirement. Then the coded data was converted into tables with numbers, averages and percentages through computer office programs as MS Word and MS Excel. Different statistical means like diagrams and tables was used in presenting the data. Statistical methods like percentage analysis will be used to analyze the quantitative data. Since the study is qualitative description and explanation will be made to analyze the quantitative data.

#### **3.6 Limitation of the Study**

Study was done in limited area, with limited people that are the limitation of the study. Therefore, the findings may not be relevant to other part of Nepal. But the inferences might be valid to some extent to those areas, which have similar geographic, socio economic and environmental settings.

## MAJOR TOURIST ATTRACTIONS OF FWDR

### 4.1 Khaptad National Park

Khaptad National Park is a protected area in the Far-Western Region, Nepal that was established in 1984 on the advice of the region's holy man Khaptad Baba. The renowned Khaptad Baba Ashram, a religious site where Hindu pilgrims come to worship Shiva on the full moon of July-August each year, is located near the park headquarters. A buffer zone of 216 square kilometer (83 square mile) was declared in 2006. Khaptad Baba moved to the area in the 1940s to meditate and worship. He spent about 50 years as a hermit and became a renowned spiritual saint. The park is stretching over the four districts namely Bajhang, Bajura, Achham and Doti it ranges in elevation from 1,400 meter (4,600 ft) to 3,300 meter (10,800 ft). Khaptad is a land of grasslands and forests. Its rich geography ranges from high mountains to deep gorges and mid-elevation plateaus. The diverse landscape of Khaptad is filled with subtropical, temperate and sub alpine vegetation. Khaptad offers: treks that range from short easy hikes to strenuous ones, religious sightseeing with its several sacred sites, quiet rejuvenation in its pristine surroundings and the rich cultural experience of far west Nepal (NTB, 2008).

The best time to visit Khaptad is during autumn and spring, October-November and March-May. A fair is held at Tribeni near Khaptad, every Dashain (annual Nepali festival) which falls in October and another fair is also held at Khaptad Doha (lake) around the same time at the end of summer. Rains occur between May - September. Snowfall occurs during the extreme winter months. The National Park is covered by subtropical forest of Chir pine at lower altitude, and sub alpine forests of fir, hemlock, oak and rhododendron in the higher areas. The area boasts of 224 species of medicinal herbs and is described as the living garden of herbs and a museum of natural history. It is estimated that about 567 species, 11 percent of flowering plants of Nepal, are found in Khaptad. The Park also offers excellent bird watching opportunities, with 270 species of birds, the common ones being different varieties of Impheyan pheasant, partridges, flycatchers, bulbuls, cuckoos and eagles. The Park is also fairly rich in its variety of wild animals, common ones being barking deer, wild dog, wild boar, ghoral. Himalayan black bear, yellow-throated marten, rhesus monkey and langur monkey.

Other attractions for tourism in the National Park are Khaptad Daha, Nag Dhunga and Upper Tribeni. Khaptad National Park also offers religious sightseeing. The Ashram (hermitage) of Khaptad Baba as the name proclaims is the area where the famous Khaptad Baba (Late Swami Sachchidananda) resided. The Ashram located at Tribeni is an important destination for pilgrims and tourists to Khaptad. The meditation area includes Temples of lower Tribeni. There are no entrance restrictions for visitors. In the core zone, grazing animals, cutting firewood and activities like drinking alcohol, smoking, slaughtering animals are prohibited. The gateway to Khaptad is Silgarhi Bazaar in Doti district, from where the Park headquarters is 50 km and almost 2-day trek away.

## 4.2 Shuklaphata Wildlife Reserve

The Suklaphanta Wildlife Reserve is a protected area in the [Terai](#) of the [Far-Western Region, Nepal](#); covering 305 square kilometer (118 square mile) of open grassland, forests, river beds and tropical wetlands at an altitude of 174 to 1,386 meters (571 to 4,547 ft). The name *Suklaphanta* was derived from one of the grasslands found inside the reserve. The main grassland called *Suklaphanta* is the largest patch of continuous grassland in Nepal covering an area of about 16 square kilometer (6.2 square mile). The climate of the region is [subtropical monsoonal](#) with mean annual rainfall of 1,579 mm (62.2 in) that occurs from June to September and is highest in August. The winter months of December and January are fairly cold with daytime temperatures of 7–12 °C (45–54 °F) and occasional frost. From February onwards temperatures rise up to 25 °C (77 °F) in March and reach 42 °C (108 °F) by end of April. When the first pre-[monsoon](#) rains reach the area in May, humidity increases.

Some 700 species of flora are estimated in the reserve including 553 [vascular plants](#), 18 [pteridophytes](#), 410 [dicots](#) and 125 [monocots](#). The prevalent vegetation of the reserve is grassland that constitutes almost half the reserve's vegetation. The main grass species include *Imperata cylindrica* and *Heteropogon contortus*. *Khagra Reed (Phragmites karka)* and *Saccharum spontaneum* grow in the marshes surrounding the seven small lakes. The dominant forest type is [Sal](#). [Khair](#) and [Sissoo](#) grow alongside rivers. Grassland encroachments by tree and shrub saplings are major threats to the long-term existence of the main phantas. Trees out compete any grasses growing under them, especially those that need plenty of sunlight. Tree seeds are dispersed all

over the grasslands and generally germinate near already existing trees. Additionally, trees encourage the growth of shade-loving grasses and inhibit growth of sun-loving species. This process of succession usually converts grassland into woodland over time. The extensive open grasslands and wetlands around the lakes of the reserve are habitat for a wide range of faunal species. In the rivers, lakes and ponds 28 [fish](#) species and 12 [reptile](#) and [amphibian](#) species were recorded. These include [mahseer](#) and [rohu](#), [Mugger crocodile](#), [Indian Rock Python](#), [monitor lizard](#), [Indian Cobra](#), [Common Krait](#) and [Oriental Ratsnake](#). Current checklists include 46 [mammal](#) species, of which 18 are protected under [CITES](#) such as the [Bengal tiger](#), [Indian leopard](#), [sloth bear](#), [swamp deer](#), [elephant](#) and [hispid hare](#). [Great One-horned rhinoceros](#) were Trans located from [Chitwan National Park](#) to establish a third viable population in the country. The congregation of swamp deer in the reserve's grasslands is the largest in the world; the population of hispid hare may be of international significance. As of 1999, there were 1500 to 2000 swamp deer in the reserve. A total of 423 bird species has been recorded. The reserve supports the highest population of [Bengal Floricans](#) in Nepal. It is the western limit of [Swamp Francolin](#), [Jerdon's Bushchat](#), [Rufous-rumped Grassbird](#), [Chestnut-capped Babbler](#) and [Jerdon's Babbler](#); the north-western limit of [Yellow-eyed Babbler](#); the eastern limit of [Finn's Weaver](#) and the most important regular wintering site of [Hodgson's Bushchat](#). Forest birds include [Spot-bellied Eagle Owl](#), [Dusky Eagle Owl](#), [Rufous-bellied Eagle](#) and [Oriental Pied Hornbill](#). The forests are also important for [Great Slaty Woodpecker](#) and [White-naped Woodpecker](#). [White-rumped Vulture](#), [Slender-billed Vulture](#), [Lesser Adjutant](#), [Grey-headed Fish Eagle](#), [Darter](#) and [Rufous-rumped Grassbird](#) are breeding residents. [Sarus Crane](#), [Painted Stork](#) and [Bristled Grass bird](#) are summer visitors. [Greater Racquet-tailed Drongo](#), [White-capped Water Redstart](#), [Rusty-tailed Flycatcher](#) and [Rufous-gorgeted Flycatcher](#) are uncommon winter visitors.

### **4.3 Saileshwori Temple**

One of the famous temple of Hindu and recognized as one of the few tourist destination of far west Nepal located at the heart of Silgadhi. History says that temple was founded before 1400 years when a shepherd saw a cow giving milk to a White stone (SHILA in Nepali). He found that every day cow gives milk to that stone regularly which was at the middle of the dense forest. People usually don't go to jungle for pasture because of carnivorous animal which kills animal, but the cow was neither afraid nor killed. Then he decided to call another person for the thing

that cow has done. At night he had a dream of Goddess who appeared before him from that white stone and told him to move that stone to the holy soil of Chandan Giri. He woke up and with the traditional music and puja he transferred the stone to Chandan Giri and the Goddess was the incarnation of lord BHAGWATI and named SHAILESHWORI. By that day the place of holy soil was called SILGADHI and People all over Nepal have a great believe in Lord Shaileshwori. She was one of the sisters among seven and a brother. Her brother viz. MASTA MAHARAJs temple is also located in the premises of Shaileshwori tourist Area. People of Silgadhi don't start any of their work without calling the name of Shaileshwori. They believe in lord Sailehwori that she would fulfill their destiny.

#### **4.4 Silgadhi**

Silgadhi is the head quarter of Doti District, Farwest Nepal. It was also called 'CHANDAN GIRI PRABHAT'. Early age, Silgadhi used to be the capital of several Known Districts of present Nepal, up to Salyan including Humla, Jumla, Surkhet etc. They all were the part of Uttarakhand (Modern India). Silgadhi was the business and central trade center of these places. Especially those who sing the DEUDA songs are recognized as DOTYAL and the place as DOTI. Kings of Doti were among the wealthiest king of historical Nepal and the people of Doti were master in making tunnel and canal. They had made lots of tunnel here to hide from hostile and to transport. Canal for taking water from valley to ridge as king lived at ridge and watch each citizen's activity. King's palaces were made up of Bajra mortar (Dal, Lime, sand). They had made coins of gold and silver and import salt from the other nations of modern India. King Dilip was the last king of Doti Kingdom. Different peoples of different community live here. Newar (Shrestha, Joshi, Raj Bhandari, Bhijukchhe, Malla) is the Major followed by Brahman (Bhatta, Joshi, pant), Chhetri (Khadka, K.C., Bam, swar, Malashi, Dhami, Saud, Bohora) and Dalit(Sob, Parki, Mijar, Nepali, B.K). Nepali and Dotyali are the major spoken language. Silgadhi is as rich as Kathmandu valley in celebrating festival. Being Hindu, Dashain and Tihar are the major festival. Beside these Holi, Bhimsen Jatra, Gaura, Krishna Janmastami, Dol Jatra, Gai Jatra, Lakhe jatra, Ghate Mangal, Olkae, Indra Jatra, Baag Jatra, Putala are popular among Newar Community and celebrated all over Silgadhi. Thulo Jath of Lord Shaileshwori is also a big festival to celebrate. New Year festival 'Bishau' is celebrated in the beginning of every New Year. Then after two days: Bhimsen Jatra in the month of Baishak. Month of Shawan is the month of festival. In this

month people celebrate Ghate Mangal, Lakhe Jatra(Naach), Gai Jatra, Krishna Janmastami, Dol jatra, Baag jatra, Indra jatra). Then in month of Margh people celebrate Jath, a major festival. Putala naach: in first of Magh with Makar Sankranti. In Shaileshwori temple: Nepalese People Celebrate Lakshyahum in every 12 years as a major festival of Nepal and in every 144 years, Coutihum. Last Coutihum and Lakshyahum was celebrated in 2059 B.S. for 12 days. Fharwo is the main dish of this place with Nepalese cultural dal, Bhat, Curry, Pickle. People usually take rice at lunch, Chapattis at dinner and tea in morning. No distinct dress is seen here. The cultural dress of Nepalese society is rarely seen though some people still use Dhaka Topi, Patuki, Daura Suruwal and women Gunyo Choli.

#### **4.5 Ghodaghodi Wetland**

Ghodaghodi is one of the most beautiful lakes in whole Far Western Region of Nepal. This lake is very beautiful which can attract anyone toward it and can be considered as a perfect creation of nature. The lake is very accessible as Mahendra Highway passes besides the lake. The lake has got its name from the name of the temple situated on the lake. The temple is of the Goddess Ghoda Ghodi and the lake is named so.

Ghodaghodi is a [Ramsar site](#) covers an area of 2,563 hector (6,330 acres) in [Kailali District](#) at an altitude of 205 meter (673 ft) on the lower slopes of the [Siwalik Hills](#). This Ramsar site consists of a system of around 13 large and shallow [oxbow lakes](#) and ponds with associated marshes and meadows. It is surrounded by [tropical deciduous](#) forest and some streams along the periphery, which are separated by hillocks. The forest and wetlands serve as a wildlife corridor between the [Terai](#) lowland and the Siwalik Hills. They support critically endangered and vulnerable species including [Bengal tiger](#), [Smooth-coated otter](#), [Eurasian otter](#), [Swamp deer](#), [Lesser Adjutant stork](#), [Marsh crocodile](#), [Red-crowned roofed turtle](#) and [Three-striped roofed turtle](#).

During the festival of Sivaratri (one of the popular festival of Nepal) many people from different part of Nepal as well from India come and gather here to worship and get blessed. In the same time different types of cultural items are also prepared and sold there. People also get married on this day in this sacred place. The pilgrims who come here for praying offer money in the lake.

This lake is very attractive from every angle when you come here and see. The eye catching scenario of the reflection of the forest on the lake makes everybody feel with unbound joys.

This lake has social, cultural, religious, natural, ecological, historical importance and can be one of the places for attracting tourist in this region.

#### **4.6 Ramaroshan**

Ramaroshan is naturally very beautiful area consisting 12 lakes and 18 romantic patans which looks like small grassy valley. 11 different types of rhododendrons decorate this area as groom. It lies in the south of Kalikot and Bajura District and is connected with the Ramaroshan and Bhatakatiya VDC of Achham. This is the real boon for the hardcore nature lovers. Area is covered with dense forest, this place is in height of about 3000 meters from the sea level, the lakes and grass lands here heart touching which can attract any one towards their beauty. Dafne, munal, kalij are the main birds found here, bear, deer, musk deer, kasturi tiger are the animals of this area and different types of medicinal herbs are available here. Mountain View from this area is pleasant and this place is important archeologically also because of the remaining here from past civilization (Sudursansar).

#### **4.7 Amargadhi Fort**

Amargadhi is historical fort of Nepal; it is related with Kaji Amarsingh Thapa and his bravery during unification of Nepal. This historical fort lies in the Dadeldhura district and the Amargadhi Municipality is named from the name of fort. When Kaji Amarsingh Thapa was appointed administrator of west region of Nepal during unification of Nepal, on the same year he made this stony fort. He extended Nepal's territory up to Kumaun, Garwal and Kangada during unification of Nepal. This is historically, archeologically, politically, religiously, socially and culturally important. From this fort we can have a beautiful view of mountains and snowy peaks, likewise the view of Ghanghasya lekh, Mahabharat lekh, Seri lekh, Ugratara temple, Doti Ghatal Temple, Silgadhi seems beautiful from here. The fort is given protection from one team of Nepal army.

#### **4.8 Gaura Parba (festival)**

Gaura Parba is mainly celebrated in Mid Western and Far western parts of Nepal. Similarly, it is also celebrated in northern India, particularly in Kumaun and Garhwal. This festival falls in the month of Bhadra. It begins from the birthday of lord Krishna. That is, Krishna Janmastami, and lasts for three days.

This festival is observed by worshipping *Shiva* and Parvati along with Ganesh. Women keep fasting on the day of Krishna Janmastami (birthday of lord Krishna). Later they form a grass-made (from paddy, sau, teel, upamarg etc) idol of *Shiva* and Parvati. Then they bring that idol to gaura ghar then the devotees do puja of Shiva and Gauri (Parvati). They not only worship the idol but also offer a mixture of five kinds of grains, known as Panchbirudi, to it. The biruda is different kinds of wet grains which are kept in water day before. This festival is also called Biruda Parva. The devotees after puja women and men in different circles plays deuda, chait, dhamari etc and that continues up to the last of the Gaura festival, people wears new clothes in this occasion the greenery in the nature and different colored dressed peoples looks very beautiful in this occasion. According to legendary, the festival is said to have been celebrated for the last four centuries, in memory of Satidevi's bodily sacrifice to the burning altar and her re-birth from Himalaya Pravrat (ancient mythology). People's belief that this festival not only bring religious belief, brotherhood, the puja of Shiva and Gauri brings peace, happiness and the Gods and Goddess will also be happy.

#### **4.9 Krishna Janmastami (Astimki)**

Krishna Janmastami is one of the festivals celebrated by different community people in this region like Chettri, Brahmin, Thakuri, Tharu, here we will discuss about the Astimki celebrated by Tharu people of this region.

Krishna Janmastami is one of the big festivals for the Tharu women, in this Tharu women takes fasting throughout the day and in evening after worshipping Lord Krishna they takes fruits, milk, curd only. During the day the males in the house of the village head (Badaghar/Mahatauwa) makes picture of the Gods, Giants, persons, creatures related with Lord Krishna and Krishna leela with different colors namely forest, river, boat, Kansha, elephant, dog, crab, snake, Scorpion, monkey, tortoise, pandavas, pancha kanya and more. That is called Astimki and at the evening worship is done of the same picture. The artists (male or female) who make the picture

should take fasting up to the drawing of the picture. Different Tharu food items are prepared and should be given to the daughters and sisters up to their home, people makes their village, houses and surroundings neat clean and uses different colorful dress and ornaments which makes village attractive and beautiful.

#### **4.10 Badi Malika**

Badimalika is one of the famous temples (shakti pith) in Nepal, it lies in Bajura District of Seti Zone at the height of 4210 meters. On the left of the temple lies Devatata and to the south is a mountain called Poor. It is believed that those born in the previous life the devotion of goddess, Devi go to visit the temple. People believes the knowledge, which cannot be possible through the knowledge of Sankhyayoga; the first explanation of earth, can be achieved through this pilgrimage. This goddess is more famous than in other temples. Every year on the day of 'Janai Purnima' and 'Ganga Dashara' the worshipping of Goddess is done here and fair is organized. The devotees takes the certain days by resting in certain predetermined places to reach the temple premises that places are determined religiously and now it is a tradition. Chief district officers from different district like Doti, Bajura, Achham, Mugu, Humla, Kalikot has to take part in puja officially. The first grain produced of the season in Bajijyanath, Achham is offered to Goddess. Government appoints official pujari (priest) for the temple.

According to ancient mythology Lord Mahadev and Goddess Satidevi was not invited by Dashya Prajapati in his yagya, then Dashya's daughter Goddess Satidevi went to the yagya without invitation and asked her father for not inviting the only then Dashya said that Mahadev who takes bhang (marijuana), dhaturu, who lives among the death bodies, who covers body with leather of tiger, wear garland of snake and moves demons in front and after him is not suitable for yagya and you who married with him against my decision is no more my daughter. Then Goddess Satidevi came in anger as she was unable to hear such rude words against her husband from her father then he jumped into the fire and left her life saying that the life connected with the name of Dashya is not acceptable for her. The fire was unable to burn her body, when Lord Mahadev came to know about the happenings in yagya premises then in anger he send his solders and demons to destroy the yagya and Dashya, after his command followers finishing their given task he came to the premises and he cries in pain of separation with his wife, he

carried the body of Satidevi and went out in pain of separation he started to move here and there, and because of the absence of Lord Mahadev in Kailash the balance of whole universe is disturbed and then Lord Bishnu makes a trick, he with his Sudarshan Chakra destroyed the body of Shatidevi, the left elbow of Shatidevi falls on the Mallagiri Parbat and a holy temple was established there as a Shakti pith, that Mallagiri Parbat is known as Malika these days.

#### **4.11 Gurans Himal**

The Gurans Himal is a small sub range of the [Himalaya](#) in far western [Nepal](#). It is little-known, since it does not contain any [8000 meter peaks](#), or even any peaks above 7,200 meters. Its highest peak is [Api](#), 7,132 meters (23,399 ft), which, despite its relatively low height compared to the major Himalayan peaks, rises dramatically from a low base, as do the other significant peaks of the Gurans Himal.

[H. Adams Carter](#)'s classification of the Himalaya divides the Gurans Himal into two subsections. The Saipal subsection lies east of the [Seti River](#), and its highest peak is [Saipal](#), 7,031 meters (23,068 ft). The Yoka Pahar subsection lies west of the Seti, and contains [Api](#); [Jethibahurani](#), 6,850 meters (22,474 ft); [Bobaye](#), 6,808 meters (22,336 ft); and [Nampa](#), 6,755 meters (22,162 ft), among other peaks (NTB, 2008).

#### **4.12 Api Himal (Mountain)**

[Api](#) is the highest peak in the Yoka Pahar Section of [Gurans Himal](#), part of the [Himalayas](#) in the extreme north-west corner of Nepal, near the borders of [India](#) and [Tibet](#). It is a little known peak in a rarely visited part of the Himalayas, but it rises dramatically over the low surrounding terrain. Because of which it looks very beautiful.

Although low in elevation among the major mountains of Nepal, [Api](#) is exceptional in its rise above local terrain; the surrounding valleys are significantly lower than those surrounding most higher Himalayan peaks.

[Api Himal Expedition](#) starts after you trek up to the [Api Himal Base Camp](#) at an altitude of (4,000 meters). It takes about 20 days for you to attempt the summit during which you take days rest and construct different camps at different height for acclimatizing you. You also explore the Holy lake of [Kali Dhunga](#) which is at 2 hours walking distance from the [Api Himal Base](#)

camp. [Api Himal Expedition](#) is gaining popularity day by day with increasing number of tourist each year.

The Api region was visited by Westerners in 1899, 1905, and 1936, but the peak was not attempted until 1953. This attempt was unsuccessful, as was another, by [Italians](#), in 1954 which resulted in the death of two expedition members.

The first ascent of Api occurred in 1960. The Doshisha Alpine Society of [Japan](#) successfully completed the Northwest Face route attempted by the 1954 party.

In 1980 a British Army Mountaineering Association expedition made an attempt to climb the peak by the south face reaching within a few hundred meters of the summit. The Himalayan Index lists four more ascents of the peak, in 1978, 1983, 1996, and 2001.

#### **4.13 Api Nampa Conservation Area**

[This Conservation Area](#) is a famous gateway of Kailash Mansarobar holly region located in Tibet. Many pilgrims pass through this Conservation Area to get Kailash Pravat. Not only Nepalese but also foreigners visit Api Nampa Conservation Area to acquire satisfaction, spirituality and boon of the nature. First European, A. H. Savage Landor entered Nampa valley in 1899 and explored the glacier system. He travelled across the Tinkar valley and entered Tibet via Lipu pass. In 1905, Dr. Longstaff visited this region. Then Swiss geologists A. Heim and A. Gansser visited Api Himal area in 1936. John Tyson and W. H. Murray explored this region in 1953. Api group has been creating lure to tourists due to the geological feature blending with nature and natural assets. Sauka culture is also attraction for tourist. You can visit Api Himal either going via Darchula Bazar, Huti, Sunsera, Rapla to Base Camp. It takes five days to reach there or going via Bitule, Makari gad, Ghusa village, Domilla, to Lolu at the Base Camp. Panaromic view of Himalays is created by several peaks like Nampa, Jethi Bahurani and others. The beauty of this landscape is unforgettable (NTB, 2008).

#### **4.14 Seti River**

The Seti River is an important tributary of the [Karnali](#) system that drains [western Nepal](#). The Seti originates from the snow fields and glaciers around the twin peaks of [Api](#) and Nampa in the south facing slopes of the main [Himalayas](#). The area is near the tri-junction of the borders of

Nepal, India (Kumaon, Uttarakhand), and China (Tibet). The river first flows in a south-easterly direction, then turns and flows in a south-westerly and finally south-easterly again before joining the [Karnali \(Nepal\) or Ghagra \(India\) River](#). It has cut a spectacular gorge across the [Mahabharat Range](#) and appears to be lost amongst caves and tunnels for a short distance.

Seti River is one of the most possible river for white water rafting in this region, this river have ecological importance also.

#### **4.15 Siddha Nath Baba**

The temple of Siddha Nath Baba is located at the central part of Bhim Dutta Municipality of Far-western region of Nepal. It is believed that desires get fulfilled when one pays homage to Siddha Nath Baba after worshipping Goddess Purnagiri at Tanakpur, a nearly Indian border city. The Purnagiri temple is a famous pilgrimage site in North India. The tradition of offering bell to the Siddha Nath Baba temple after one's wish is fulfilled is maintained to this day. Religious gathering takes place at this temple especially during the festivals like Navaratri, Holi Purnima, Teej, Panchami and Gaura etc. Devotees from India also come to pay homage to Siddha Nath Baba.

Just like in India, the four Dhams of Nepal denoted as Kshetras form a complete pilgrimage. Besides the above mentioned major pilgrimage sites, there are numerous other holy places which bear mythical and cultural significance.

The temples and images are important both for religious and aesthetic purposes because they have beautiful decorations, designs, carvings and symmetry in addition to their strong religious significance.

#### **4.16 Baidyanath Kshetra**

Baidyanath kshetra is located in Achham district of far western region of Nepal, at the right bank of Briddaganga River, one of the four important regions of Aryavarta, the land of Aryans. The places described in Manaskhanda of Skandapurana are as follows:

Baidyanath based in Garudagunj, famous as a place where Goddess Parvati was married to Lord Shiva. Four sites (Chardhama): Kailash, Manasrovar, Khocharnath and Achham-based Baidyanath. The following lines are the holy words of Lord Shiva himself; called on by

Maharshi (sage the great) to please me, the confluence of Bridaganga and Saraswoti River is my symbol and my holy site. This place is famous Baidyanath which is lovelier than Kailash and Vindiyachal. On this earth, I am medicine and doctor myself. Gods get medicines of thousands of diseases and pray me as baidyanath (lord of medicines) and get rid of problems.

Until men worship the Jyotirlinga at Baidyanath, human beings keep wandering as sufferers of diseases. It is one of the four religious sites, Chardhama of Nepal; Pashupat Kshetra, Muktinath Kshetra, Baraha Kshetra, Baidyanath Kshetra. Baidyanath is described as a savior / redeemer for the devout. This is believed to be the place where Ravana, the antagonist in The Ramayana, sat in penance in devotion of God.

#### **4.17 Kailali Dolphin Zone**

An indigenous species of Gangetic dolphins found in the big rivers in Kailali district. Dolphins are found in Kanda, Patharaiya, Kandra and Mohana rivers. Bardawaghat to Himmatpur area is the major habitat for dolphins. The numbers of dolphins are seen in hundreds of number in the four major rivers that flow through the district. Dolphins can be seen in the rivers in the rainy season when the water surface in the rivers increases. Many tourists came every year to see dolphins in these rivers.

#### **4.18 Jhilmila Lake**

Jhilmila Lake lies in Kanchanpur District it is 21 kilometers from district headquarter and in its range at the height of 1528 meters. The lake is more romantic and romantic as it lies in its range, to reach there we have to travel 20 and half kilometer by road from district headquarter and then about 700-800 meters of walk to reach this lake, visitors find it very interesting because of fishes here and they jumping in groups. This lake has religious and cultural aspects also, people take bath here after visiting Purnagiri (India) and Siddhababa, people have believe that curses and bad sprits get washed away after bathing in.

Even though it has religious importance and is beautiful still it is not so famous. There are sal trees, pine trees and rhododendron trees around the lake which makes it even more beautiful. We can also see the different kind of birds that came from Siberia.

#### **4.19 Tikapur Park**

Tikapur Park is one of the most beautiful and biggest parks and is situated at Tikapur Municipality of Kailali District. It is related with King Mahendra as he makes to build this. At that time his health condition was very worse because of heart disease and doctors suggested him to take rest, during that time he build this park and take some rest here and slowly his heath improves here because of this park is also called 'rest park' and 'healing park' also.

Every day many tourists came here for the purpose of entertainment, picnic, rest and recreations. A very mass of people from in and outside of the country comes to visit this place for their soul peace and satisfaction with its pleasant and cool environment. Besides, Tikapur park is a famous park with variety of food stuffs made up of banana, and a melodious and sweet banana wine has been each people's desire to taste once, and every time whenever they come.

Because of the quiet and silent peaceful environment and also pleased by the adjoining Bardia National Park, people are more attracted with the natural environment provided by the animals and birds' anomalous sound and their activities with their amazing eye-catching varieties and colors, preserved in that National Park. An amazing creation: of feelings provided by the combination of the nature and its creatures that you would ever have dreamt of. Besides it's further located near the [Karnali Bridge](#) at 25 km distant and [Ghodaghodi Lake](#) at 44 km, where a large mass of people come to visit and therefore are attracted to this very amazingly silent park, "The Rest place".

#### **4.20 Hudkeli Nritya**

Hudkeli Nritya is a traditional dance which is performed on the basic of mythological stories and practiced in the Far-western region of Nepal. This dance is mainly performed in the hilly areas of the far western development region. As in this dance the traditional musical instrument Hudka is used it has been given the name Hudkeli dance. The performers even use shield and sward while

dancing. As it is performed in the marriage ceremony it wishes for the happiness and prosperity of the married life. The head of the performers having Hudka play a key role in it.

#### **4.21 Mungrauha Naach**

This is one of the famous Tharu naach, according to mythology in ancient time epidemic and calamities takes many life and damage property, to protect community from that this naach (dance) is performed. Male takes part in this dance. Generally in this dance, dancers carries small wooden log (mungra) and in their back they ties peacock quill which makes this dance catchy. This dance is performed in two lines and the wooden log of each other is collapsed with one another's in sequence, after male use the female cloth and use majira to perform an another aspect of dance and then at that time they are called Durpatti. In this dance male use dhoti, kchhauti, chaubandi and colorful pagadi on their head. The colorful wooden logs, peacock quill, dress up; enthusiastic performance makes the dance catchy and attractive. Before and after the dance the name of different God is taken, this dance is also called the dance of Devi.

#### **4.22 Karnali Bridge**

Karnali Bridge, the asymmetric, single-tower, [cable-stayed bridge](#) is the longest of its type in the world and represents a unique international collaboration. A bridge spanned the longest River Karnali between the [Kailali District](#) and [Bardiya District](#) of western [Nepal](#). A cable-stayed single tower bridge was constructed by Kawasaki Heavy Industries Ltd. [Japan](#) and inaugurated (1994 AD) after six years of its constructing date by late Prime Minister Girija Parsad Koirala.

The bridge lies in [Mahendra Highway](#), which is the longest highway of Nepal and connects Kailali and Bardiya district. The bridge site is 500 km from the capital city of [Kathmandu](#), and 25 kilometer from Tikapur and 96 kilometer from Dhangadhi. A unique design of the bridge and its beautiful location has made it one of the tourist attractions for domestic and international visitors.

Before this the Far western region is not connected with the other areas of Nepal, after construction of Mahendra Highway Ferry is used to clear the river for the people and transportation means, this bridge makes easy connection of the Far west and other region of Nepal. Thousands of tourists come here yearly to watch its design and explore Chisapani bazaar.

#### **4.23 Bhada Home Stay**

Bhada home-stay based in Urma VDC – 8, Kailali, this home stay is very accessible from Dhangadhi Municipality and from Mahendra Highway also, people from different parts of Nepal and world visit here.

Mostly this home stay is famous for the Tharu tradition; visitors can have a warm welcome with Tharu tradition, can enjoy Tharu foods, enjoy Tharu dances and can have an experience of village day to day life with pleasant neat clean and green environment.

#### **4.24 Betkot Tal**

Betkot lake lies in Daiji VDC - 5 in Kanchanpur district is being developed as a spot of religious and tourism importance for tourists and visitors. The lake at an altitude of 1,400 meters on the lap of Chure hill is awaiting proper preservation because of lack of proper clean up. The 4-hectare lake is located in the dense forest 8 kilometers from the east-west highway and 21 kilometers from the district head quarter.

The lake is now developed as an entertainment park; a picnic spot with running boating after it was cleaned up. The lake is also interspersed with hundreds of fruit and flower trees around, entertainment spots and plenty of birds of various species. The lake has ancient inscriptions depicting the Doteli culture.

A wall was constructed by raising the surface of the lake in association with the ministry for culture, tourism and civil aviation. There lies the important religious shrine of Baijanath temple beside it. A large number of devotees also visit the temple after taking a dip in the lake in Magh Shukla Dashami day. A fair weather road reaches the lake from Jogbudha of Dadeldhura district. People believe that taking a bath in the lake cures all diseases of skin. As per the mythology, the

king of Lanka Ravan had received in blessing the Lord Shiva himself and was taking the lord in the form of rock. On complaints of the Gods, Lord Bishnu (Wishnu) disguising himself as a cow herder stopped him and Lord Shiva, the rock was dropped here.

#### **4.25 Chhaliya Dance**

This dance is a famous traditional dance in the hilly region of far western region of Nepal. This dance is performed without any discrimination of cast tribe by the people living in a village especially in the occasion like wedding, bartabandha (a ceremony where a young male lad of a family is proved to be matured to do a social happenings), pasani (where a newly born child is given a name by spiritual guru) male and female perform this dance wearing local customs playing famous musical instruments such as Daino, Damaha, Jhhyali, Hudka, Bigun, Ghunghar, Khakar etc.

#### **4.26 Deuda Dance**

Nepal has a folk music repertoire to be really proud of. Deuda is one that belongs to the Far Western region of Nepal. In today's age, many may not be aware about Deuda, while some have a slight idea about this music. Deuda is limited to the area where it originated though people are aware about this music. Deuda is a song as well as culture. And it expresses one's emotions that include sorrow, happiness, love and tragedy. This music usually resounds in the festivals, fairs and celebrations. It is the conversation sung between females and males, or males against males, or between females.

#### **4.27 Dodhara Chandani – Suspension Bridge**

Dodhara Chandani is a suspension bridge over Mahakali river, built and designed by Nepali engineer and technicians; over Mahakali River with a length about 1,496.5 meters built to link the only island of Nepal, a border villages of Chandani Dodhara in Far western Nepal with the rest of Nepal. It is in Kanchanpur District of Mahakali zone. The construction of the bridge is financially aided by Peoples Republic of China.

This bridge became blessing for the people of the villages Dodhara and Chandani, this helps to make them connected with their land, this bridge seems very beautiful many local and foreign tourist came to visit this place.

#### **4.28 Ramkot Dada**

Ramkot dada lies along Seti River Valley in Bajhang, provides spectacular views of Surmalekh, Urailekh, Saipal, Gorakh, Kanti and Kanjirowa Himalayan ranges to the west, north and east and beautiful meandering Seti River valley with settlements of the people, garlands of mountain-horizons to the south. The trail to Ramkot from Talkot Dhuli along the river valley is pleasant. Birds and insects, primitive life style of the people, huts and thatched roof houses decorated by colorful clay are common sights. The formation of the mountains can be the subject of study for the geologists. There is the way to Kailash and Man Sarovar in Tibet passing through the Chanwa Urailekh via Seti River valley (NTB, 2008).

#### **4.29 Budhinanda Tal**

Budhinanda Lake is a forbidden lake in forbidden region of country, Nepal. The name of the lake you haven't heard much but is the second lake in the highest altitude of the world after Tilicho Lake. This is a big lake at the height of 4581 meters from sea level and there are seven lakes around this main lake, Budhinanda. The lake is in between rocks and beside it is a temple; this main lake looks round in shape and takes about one and half hour to go around the main lake.

Budhinanda Area is one of the most beautiful places with pleasant environment and heart touching surroundings; it is a real boon from nature. Name of some beautiful places in the Budhinanda area are 'Lauri Binayak', 'Kheti Beti', 'Barmagne Dado', 'Gaigoath', 'Dhauligadh', 'Dhan Bhandar', 'Chhapre Patan etc. So many hardcore nature lovers reach here and their feel great after reaching this area and they wish to come here again and again. So many pilgrims came here to worship Budhinanda Bhagwati Temple which lies besides the main lake, Budhinanda.

#### **4.30 Khanidada**

Khanidada is a beautiful place in the northern part of Kailali, it is located in the height of 1750 meters, the small market with some shop is available here, new resorts and hotels are opening.

This place is famous in the nearby cities as people from these cities came here in summer to avoid the hot and humid climate of Terai, Dhangadhi is about 25 kilometer from here and is growing as a one of the nearest and natural destinations for training, picnic, and seminar.

#### **4.31 Dewariya Botanical Garden**

Devariya Botanical Garden was established under the Ministry of forest and soil conservation in BS 2055 and now functions as a field unit of district plant resources office, Kailali. It is located in the northeast of Dhangadhi Municipality (ward no. 7), at a distance of about 5 kilometer from the central of Dhangadhi Bazaar and is linked to the main market by pitch road. DBG covers more than 100 hector with varying ecological condition and ecosystem. In addition to Botanical Garden there is Jakhaur Tal, Murfutta Tal, Murfutti Tal, Historical temple of Lord Shiva and productive natural forest of Sal and Saj are the main attraction to the visitors.

DBG is more than 100 hectare and lies between the latitude  $28^{\circ} 42' 22''$  N to  $28^{\circ} 42' 46''$  N the longitude  $80^{\circ} 37' 09''$  to  $80^{\circ} 38' 12''$  N Altitudinal range of DBG 105m to 110m from the sea level. The DBG has about 108 ha of natural forest of representing sal (*shora robusta*) forest mixed sal-saj (*shorea robusta-terminator*). Forest riverside Khair, Jamun (*Acaciacate chuenchia jam bolina*) forest and grassland (*imperatassp, saccharumsp*) this part of the natural in northeast of the garden is conserved for main forest products like temper fuel wood and fodder.

#### **4.32 Bardagoria Park**

Bardagoria park lies in Bauniya, it is about 3 kilometers from the highway, we can find different types of birds, vegetations in the park, near park there are small ponds which adds the beauty and different temples inside the park has increased its religious importance also, the park has very good climate and be one of the best place for resting and visiting in this area.

#### **4.33 Sakhiya Naach**

Sakhiya is also one of the famous cultural dances of Tharu community. After the finishing of cultivation of rainy season crop, after Gurahi it starts.

Mythology says because of this cultural dance it became easy for the earth to carry the load of crops and grains, another believe this will help to protect the crops from insect. Before the starting of the dance all the Gods are pre-informed about, namely Bramha, Bishnu, Basukinag, Surya, Patal, Jamjutwa etc. and at the end of the dance are also informed about the ending.

This dance is performed by at least four girls and women and as much as they can be in numbers. Dance is preformed in at least two or more rows, in rhythm of madam played by Mandariya (male who play musical instrument called madal/mandraa) and the dancers play majira in their hand during dance. In this Morihiniya used to be in first and Pachginiya at last. Morihiniya ans Pachginiya use to start the song. Generally this dance is performed up to dashain and tihar, and songs of origin of earth and Krishna lila is sung. For the protection of dancers the Guruwas used to be together. Every day after dance it is said that birds, animals, villagers has went to sleep, so dancers can go for sleep. Normally this dance is performed at night but at the time of dashain and tihar this is performed during day time also.

Nowadays this is used for awareness enhancement programs also. Mandariya wears white dhoti, shirt/chaubandi, and handkerchief on shoulder; the madal is covered with specially designed and colorful cloth which looks attractive. Manjra looks beautiful as different colored ribbons are tied on them, in this dance the dancers (girls and women) generally use phariya, choliya/blouse, ribbon/sagiya of same color and they also use different ornaments, pote, chura which makes them to look like butterfly.

The above mentioned tourism attractions are only some of the major destinations, they are some of which described here, the region have even more than this.

## **CHAPTER - V**

### **PROSPECTS AND PROBLEMS OF TOURISM IN KAILALI DISTRICT**

#### **5.1 An Overview of Kailali District**

Kailali district belongs to Seti zone of Far Western Development Region, in the different aspects this district makes national space, agriculturally this district is famous for its grain productivity, in aspect of tourism this district has different areas of tourism possibilities namely they are Chisapani Area, Ghodaghodi Area, Tikapur Area and Godawari Area according to DDC Kailali. The total area occupied by this district is 3235 kilometers, among which 40 percent of its area is composed of Chure hills and 60 percent of the area is plain land. Sub-tropical, temperate and cool temperate are the climate found here. Temperature rises up to 40-45 degree centigrade in summer season and falls down to 7-5 degree centigrade in winter season. The average rainfall of 1840 millimeters occurs here. There are 42 VDCs in Kailali district among them 35 VDCs lies in plain land called Terai and 7 VDCs lies in Chure range and two municipality lies in this district namely Dhangadhi and Tikapur, district have 6 election areas. This district lies between 28<sup>o</sup>22' north to 29<sup>o</sup>05' latitude and 80<sup>o</sup>30' east to 81<sup>o</sup>18' east longitude.

Among the facts, about how the district got its name; one is in Hasuliya VDC, Kailali is a village where a fort is located between 1968 to 1978 and after the district got its name from the fort. Another fact is that during the Rana Regime in the country there were market areas in this

district namely Satti Market Area, Bhajani Market Area, Kailali Market Area and Dhangadhi Market Area, as Kailali Market Area which lies in between of all and because of which after the district got its name from.

Boundary of the District:

East → Karnali River, Bardiya District, Surkhet District

West → Kanchanpur District, Dadeldhura District

North → Doti District, Dadeldhura District, Surkhet District

South → Lakhimpur Khiri District of India

Kailali district lies in the height of 109 meters to 1950 meters from sea level, district has ecological, environmental, natural, cultural diversity because as district covers Terai land and Chure Range also, different wetlands and forests added the beauty of the district, and about half of the area of the district is covered by forest and suburbs. The most fertile area of the district are Malakheti, Bauniya, Rajipur, Manipur, Loharpur, Hasuliya, Manikapur, Joshipur, Munuwa, Satti, Bhajani etc.

The large rivers of Kailali district are Karnali, Gauriganga, Mohana, Khutiya, Pathariya, Godawori, Kanara and small rivers are Gulara, Chaumala, Shivganga, Manahara, Likma, Roda, Gulara etc. Ghodaghodi, Jowakhaur, Tiliko, Bhedababa, Kuileahi are the name of the some major lakes of Kailali district. Ghodaghodi Lake has touristic and religious importance and Bhedababa is religiously important for Hindus.

On the basis of the soil composition Kailali district is divided into three areas. (a) North Area: Chure Range of this area's soil compose of sand, stone gravel, red soil etc. this type of soil is very good for fruits, orange, maize, barley, oak etc. The rocks here are fragile and compose of sand stone and conglomerates. (b) Mid Area: Generally sandy loam type of soil is found in this area, this area consists of some plains with bottom of Chure hills. The soil here is good for ginger, phapar, wheat, paddy, lemon. (c) South Area: the fertility of the soil here is very good. The sandy, loam soil, forest soil is found here. The soil here have slight acidic but that hasn't

mattered in the fertility of soil here. This area has good irrigation facility also because of which productivity is also notable. This area has role to make Kailali a major district of Nepal in grain productivity. The main crops are paddy, wheat, mustard, lentil, sugarcane, banana, mango, litchi etc (Kailali District Profile, 2058).

## **5.2 Prospect and Problems related with tourism in Kailali**

From the different discussion with selected people related with tourism industry, related area expert and tourism managers main attractions of Kailali are village life, cultural attractions, adventure and trekking can be a potential option for tourism development here. Kailali can serve as a journey position for the tourism exploring and expanding in FWDR. According to them they see a high voltage of potential of tourism development in this district and region; they believe tourism can be an important industry for the improvement of the living standard of the people and development of this district giving positive impact on the economy of the districts in this region. If developed and promoted properly, Kailali district has a prospect of developing various types of tourism. Some major are village tourism, pilgrimage tourism, nature based tourism, trekking, adventure tourism, boating, rafting, cycling, biking, home stay tourism, agro tourism, floriculture tourism, ethno tourism. However they identified following problems related to tourism in Kailali-

5.2.1 Even Nepal is now going in good direction slowly but as even the peace agreement is not finalized yet that means new constitution is not drafted yet different strikes, shut downs and protest are announced, which make difficulty and fear in free movement.

5.2.2 Only airport in the district with only two flights from Kathmandu, no regional flights which makes difficulty in the movement of tourists. Bus transportation has been improved than in past but even need some service improvements.

5.2.3 Lack of advertisement and insufficient budget investment in this sector.

5.2.4 Insufficient infrastructure development and the facilities like road, electricity, water and sanitation etc.

5.2.5 Lack of tourism development centers and organizations.

5.2.6 Lack of quality service.

5.2.7 Insufficiency in preservation of natural and cultural assets.

5.2.8 Lack of motivational factors for the investors to invest in this industry.

5.2.9 Lack of promotion of the tourism products in local, regional and international level.

5.2.10 Less considerations and focus from the Government.

### **5.3 Strength Weakness Opportunity Threat Analysis for Tourism in Kailali**

Strength is the asset or skill that provides sustainable competitive advantages such as ability to develop a strong promotional program. Conversely, the absence of an asset or skill can represent a weakness (Aaker, 1995). An opportunity is a trend or event that could lead to significant upward changes if appropriate strategic responses are given. A threat is a trend or event that will result a significant downward departure from current sales and profit patterns in the absence of a strategic responses.

#### **5.3.1 Strengths and Opportunities**

Strength can create opportunity and opportunity can leads toward recognition and prosperity.

##### **5.3.1.1 Friendly people**

Peoples in Kailali are very friendly and their culture of respecting guest as God can be observed as tourism asset. Kailali have vast cultural diversity and ecological diversity, a tourist who visit Kailali will feel these diversity.

##### **5.3.1.2 Rivers, lakes, parks**

The longest river of Nepal-Karnali, has the highest potentiality of generating hydro electricity in Nepal and has possibility of developing rafting, fishing, boating and water related sports. In some of the rivers here we can see dolphins so it can be a means of tourist attraction. Lakes here has importance in different aspects like Lake Ghodaghodi has religious, cultural, ecological and environmental importance, this is one of the famous wetland of Nepal, it has easy access also as Mahendra Highway goes besides it. Lake Behadababa has religious importance; through it pilgrims from different parts of Nepal and India can be attracted. Different beautiful parks have added the beauty of this district, Tikapur Park has its own ecological and environmental importance and is one of the biggest park, King Mahendra and Birendra has used this park for their health improvement and rest. Dewahariya Botanical Garden has its own ecological importance and can be used as recreational park.

#### 5.3.1.3 Climate and diversity

Another important strength of Kailali can be its climate. District has both hilly and terai climate as it extended up to chure hills from the terai. The diversity found here is notable because of its diversity in climate, wetlands, lakes, dense forests, hills, terai.

#### 5.3.1.4 Geographical location

Southern boundary of Kailali is India and China is also not so far, as India and China are the growing economy of the present world, the income of medium level people is increasing there, if tourists are attracted from there it can be a great opportunity for the tourism development in the district. This area has many destinations with religious importance also and the huge population in India follows Hinduism which will be an added advantage if the pilgrimages in the district are promoted.

#### 5.3.1.5 Cultural attractions

Kailali has much diversity of people and many different languages are spoken. Due to thi diversity, there is practice of different dances, music, paintings, festivals and religious practices.

This could be one strong strength and also opportunity to make attractive tourist product based on this strength.

#### 5.3.1.6 Pace in development of tourism related agencies

Slowly but now enthusiastically the tourism related agencies are developing here, like hotels, travel and tours, trekking agents, tourism packages and tourism related organizations.

#### 5.3.1.7 Possibility of ancient health tourism

Ayurvedic treatment and traditional healing methods are even in use in Kailali district so if they were preserved and promoted it can be one of the potential instrument to attract tourist in this district.

#### 5.3.1.8 Price advantage

The accommodation and travel is not so expensive in Kailali so tourist visiting Kailali can get an advantage of price also.

#### 5.3.1.9 Possibility of eco-tourism

World Tourism Organization has said eco-tourism is growing rapidly. Kailali has good possibility for eco-tourism because of its ecological diversity, and hills of Kailali could be attraction for eco-tourists.

#### 5.3.1.10 Possibility of foreign investment

Because of the high potential of the tourism industry in Kailali, the possibility of foreign investment is very high here, which can be able to give speed to the tourism development.

#### 5.3.1.11 Opportunity of developing city and adventure tourism

Kailali district has two municipalities, it has possibility of development of the city tourism by development of shopping tourism, recreation and amusement tourism, and adventure tourism has also a great possibility as district have big rivers, hills and dense forests.

#### 5.3.1.12 Development of community based tourism

Kailali is a district with more rural people. So rural tourism can help in poverty alleviation objective of government and can reduce regional imbalance. TRPAP is implementing program to develop community-based tourism in different districts of Nepal. The success stories of the program are encouraging.

#### 5.3.1.13 Special skills of people

Peoples in Kailali have different skills like knitting, ayurvedic medicine preparation, bamboo goods production, different cultural food items, pottery and many more which has great possibility of handicraft promotion.

#### 5.3.1.14 Transit point and hub of FWDR

Kailali district is an entry point of region through Mahendra Highway and Dhangadhi Municipality in district is business hub for the region, which can be a good opportunity for the development of tourism.

### **5.3.2 Weaknesses and Threats**

Weakness can create threats and threat can lead toward declination and degradation.

#### 5.3.2.1 Growing threats in conservation

The real threat is traditional culture (dress, songs, musical instruments, way of celebrating festivals) are getting degraded day by day and the deforestation is another big problem, the lakes and ponds are in threat, rivers are getting polluted.

#### 5.3.2.2 Unplanned urbanization

Unplanned urbanization is going hazardous, which can lead toward the blurred city and villages and in future can increase pollution.

#### 5.3.2.3 Lack of access

Most of the part in the district is remote; they don't have regular and good transportation. District has one airport running in Dhangadhi but has only flight from capital city, has no any regional flights which add difficulty to reach.

#### 5.3.2.4 Security issues

Political instability became one of the worst threats, because of the instability different shutdowns, strikes, protests, disputes between management and workers are the key factors which make problem in security issues.

#### 5.3.2.5 Lack of facilities /lack of infrastructural development

Kailali district is facing lack of infrastructural development and different facilities like transportation, health centers, roads, water, electricity and basic services like accommodation, communication, eating places, financial services and tourist information centers.

#### 5.3.2.6 Less educated and unskilled work force

Quality, quantity and cost of the available human resources in the industry would show the competitiveness. Kailali district lacks educated and skilled workforce.

#### 5.3.2.7 Less financial resources

Country accumulate very low part of its budget for the development of Kailali district, mostly the tourism development has not got specific space in the budgeting.

### 5.3.2.8 Lack of promotion

The destinations, religious and cultural assets in Kailali has not been properly advertised in national and international scenario.

### 5.3.2.9 Lack of national consideration

Nation has not given specific importance to the district so the development sector is very poor here and in spite of having great possibility and potential the tourism sector seems crawling here.

### 5.3.2.10 Lack of motivation and peoples self consciousness for development

Kailali district lacks the motivational factors for the investors in tourism sector and people are not yet conscious about own effort for the development.

Table No 5. SWOT Analysis

| SN | Strengths and Opportunities | SN | Weaknesses and Threats         |
|----|-----------------------------|----|--------------------------------|
| 1  | Friendly people             | 1  | Threats in conservation        |
| 2  | Rivers, lakes and parks     | 2  | Unplanned urbanization         |
| 3  | Good climate and diversity  | 3  | Access                         |
| 4  | Geographic location         | 4  | Security                       |
| 5  | Cultural attractions        | 5  | Infrastructures and facilities |
| 6  | Increasing tourism agencies | 6  | Unskilled workforce            |
| 7  | Traditional health tourism  | 7  | Financial resources            |
| 8  | Price advantage             | 8  | Less promotion                 |
| 9  | Possibility of eco-tourism  | 9  | National consideration         |

|    |                                   |    |                     |
|----|-----------------------------------|----|---------------------|
| 10 | Possibility of foreign investment | 10 | Motivational factor |
| 11 | City and adventure tourism        |    |                     |
| 12 | Community based tourism           |    |                     |
| 13 | Special skills of people          |    |                     |
| 14 | Transit point and hub             |    |                     |

## **Chapter – VI**

### **DATA ANALYSIS AND INTERPRETATION**

#### **6.1 Introduction**

In this chapter the collected data is analyzed for fulfillment of the objectives of the study. Information available from the primary as well as secondary source is analyzed and interpreted. Generally, the information on the number of tourist arrivals in Nepal, purpose of visit, means of transportation used by tourists, length of their stay, income pattern, investment pattern, role of the government, promotion level, satisfaction level is analyzed in this chapter. The analysis and interpretation is mainly based on questionnaire collected from tourists, key informants and tourism related agencies.

#### **6.2 Present Information About Tourist in Kailali**

During the survey, 30 tourists who have already visited Kailali were asked to fill up the questionnaire through internet on which the following result is based.

### 6.2.1 Tourist Visiting by Purposes in Kailali

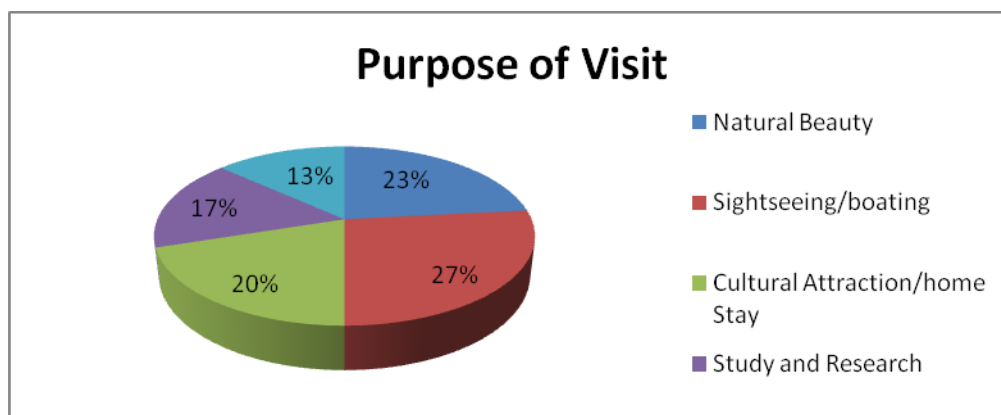
Tourists visit Kailali for different purposes which may be classified into pleasure and relax in natural beauty, sightseeing/boating, cultural attraction/home stay, study and research and other purpose etc. For this a set of questions was asked to 30 visitors who have already visited Kailali to identify the purpose of visit.

Table No. 6.2.1 Tourist Arrivals by Purposes in Kailali

| Purpose of Visit              | Number | Percentage |
|-------------------------------|--------|------------|
| Natural beauty                | 07     | 23         |
| Sightseeing/boating           | 08     | 27         |
| Cultural Attraction/Home stay | 06     | 20         |
| Study and research            | 05     | 17         |
| Other purpose                 | 04     | 13         |
| Total                         | 30     | 100        |

Source: Field Survey, 2013

Figure No. 6.2.1 Tourist Arrivals by Purposes in Kailali



Source: Field Survey 2013

From the Table 6.3.1 and Figure 6.3.1 it is clear that most of the tourist visit this district for the sightseeing/boating, then natural beauty, and then comes cultural attractions and home stay then after tourists visit Kailali for study and research also.

### 6.2.2 Tourist Arrivals by Age and Sex Composition in Kailali

Different age and sex group of tourists visited Kailali which is presented below table.

Table No.6.2.2 **Tourist Arrivals by Age and Sex Composition**

| Age class  | No of respondent | Percentage | Male | Female |
|------------|------------------|------------|------|--------|
| > 15 years | 3                | 10         | 2    | 1      |
| 16-30      | 7                | 23         | 4    | 3      |
| 31-45      | 4                | 13         | 3    | 1      |
| 46-60      | 10               | 34         | 6    | 4      |
| 61 above   | 6                | 20         | 4    | 2      |
| Total      | 30               | 100        | 19   | 11     |

Source: Field Survey 2013

The table reveals that majority of tourists belongs to 46-60 years has preferred to visit Kailali. This constitutes 34 percent of total. Likewise 16-30 years occupy 23 percent, 61 and above occupy 20 percent, likewise 13percent of visitors are of 31-45 years, and 10percent are of below 14 years. On the other hand the figure shows that among visitors the number of male is greater than female.

Figure No: 6.2.2 (a) Tourist Arrivals by Age in Kailali

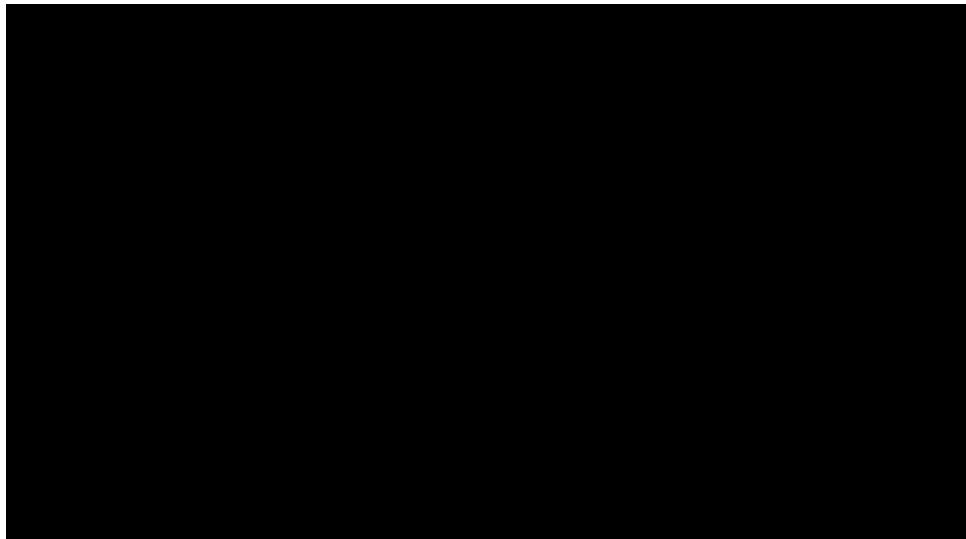
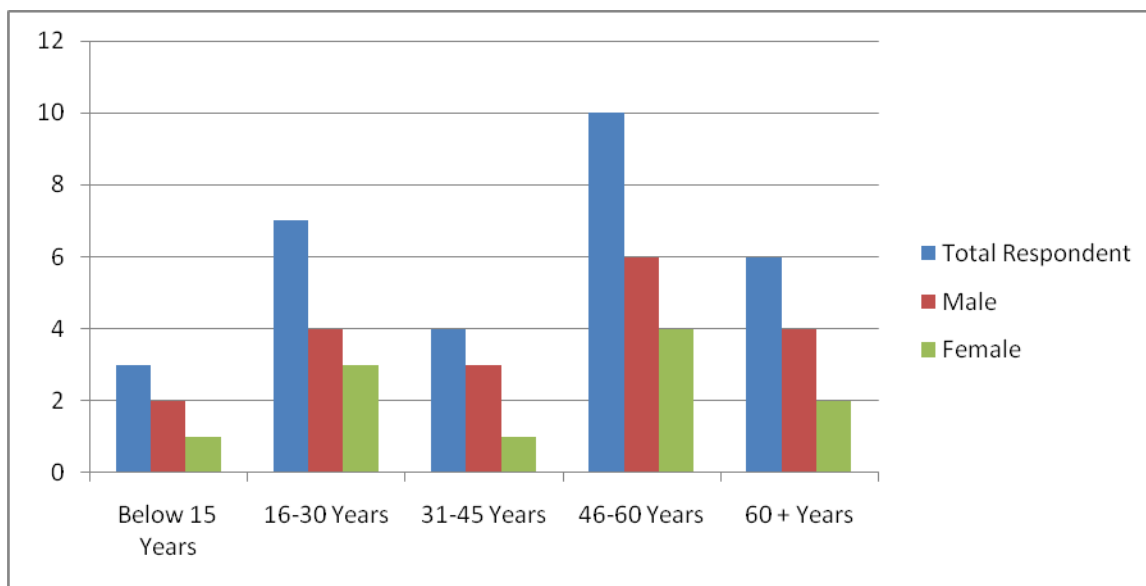


Figure No. 6.2.2 (b) Tourist Arrivals by Sex Composition in Kailali



Source: Field Survey, 2013

### **6.2.3 Means of Transportation used by Visitors/Tourists to reach Kailali**

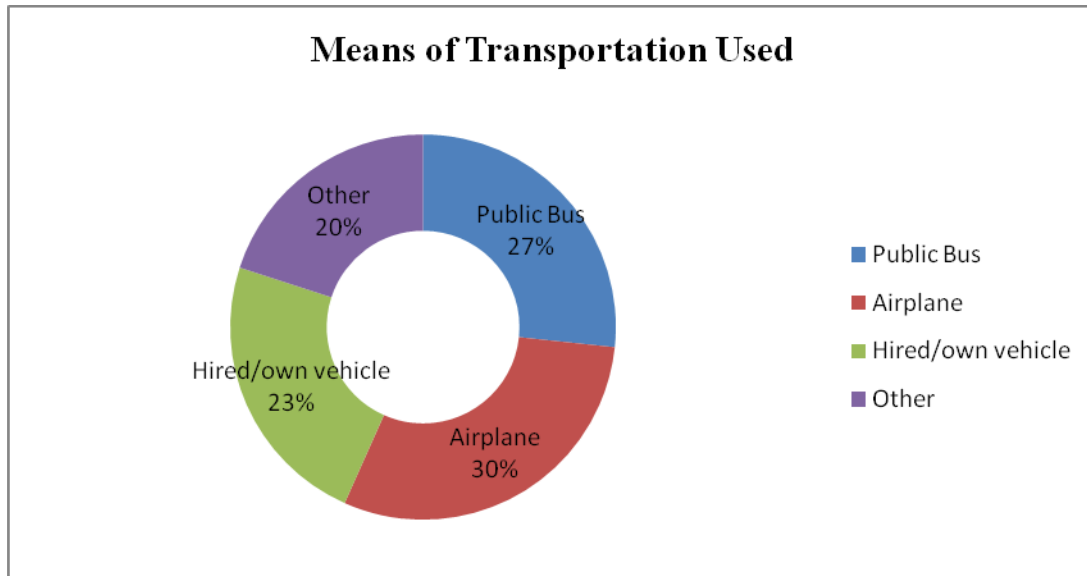
The various means of transportation like airplane, local buses, cars, bicycle and private vehicles are available for tourist to travel from different part of Nepal to Kailali. Transportation used by the visitors who have visited Kailali is presented in below table.

Table No: 6.2.3 Means of Transportation Used by Tourists to reach Kailali

| Means of transportation | No of respondent | Percentage |
|-------------------------|------------------|------------|
| Public Bus              | 8                | 27         |
| Airplane                | 9                | 30         |
| Hired/own vehicle       | 7                | 23         |
| Other                   | 6                | 20         |
| Total                   | 30               | 100        |

Source: Field Survey, 2013

Figure No: 6.2.3 Means of Transportation Used by Tourists to reach Kailali



Source: Field Survey, 2013

The above figure and table represent the majority of tourists 30 percent visited Kailali by airplane, 27 percent of tourist used public vehicle to reach here, like wise 23 percent used hired or own car and 20 percent of the tourist had used other means of transportation.

#### 6.2.4 Length of Tourist Stay in Kailali

Tourist visits their destination for different purpose and on the basis of that their stay depends.

Table No: 6.2.4 Length of Tourist Stay in Kailali

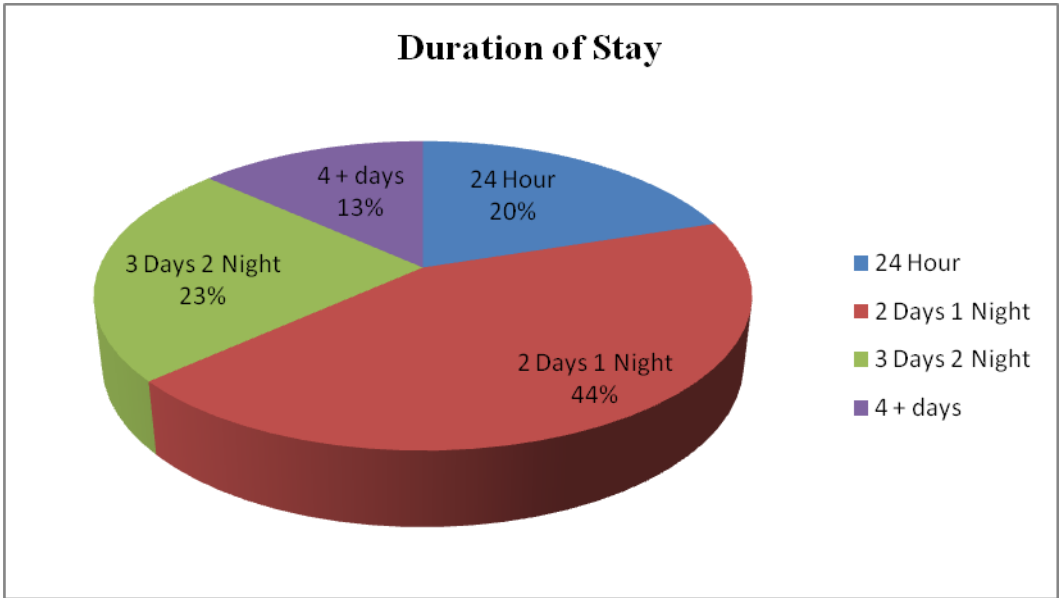
| Duration       | No | Percentage |
|----------------|----|------------|
| 24 Hour        | 6  | 20         |
| 2 Days 1 Night | 13 | 44         |
| 3 Days 2 Night | 7  | 23         |
| 4 + Days       | 4  | 13         |

|       |    |     |
|-------|----|-----|
| Total | 30 | 100 |
|-------|----|-----|

Source: Field Survey, 2013

Mostly about half of the tourists stays 2 days and 1 night in Kailali, the table and figure shows it 44 percent, 13percent likes to stay more than 4 days, 20 stays here for 24 hours only, and 23 percent stays here for 3 days and 2 night.

Figure No: 6.2.4 Length of Tourist Stay in Kailali



Source: Filed Survey 2013

**6.2.5 Level of tourist satisfaction in Kailali**

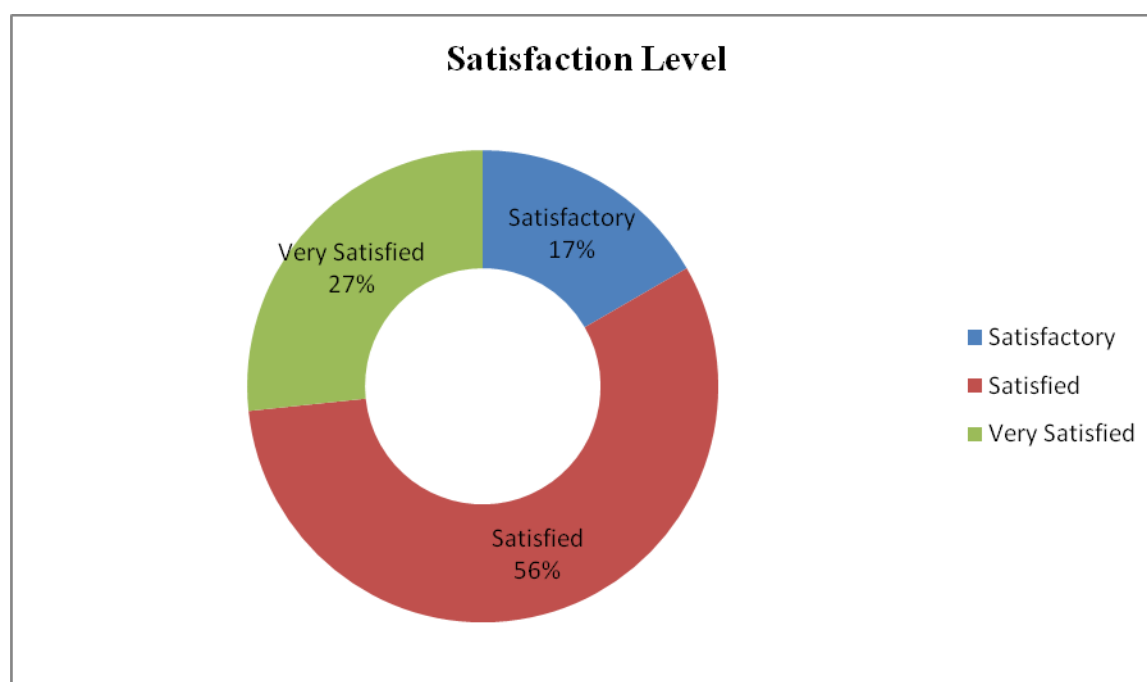
Guest’s satisfaction is very important for the host country, the industry depend on the service to the guest and their satisfaction.

Table No. 6.2.5 Level of tourist Satisfaction in Kailali

| Level          | No of Respondent | Percent |
|----------------|------------------|---------|
| Satisfactory   | 5                | 17      |
| Satisfied      | 17               | 56      |
| Very Satisfied | 8                | 27      |

Source: Field Survey 2013

Figure No. 6.2.5 Level of tourist satisfaction in Kailali



Source: Filed Survey 2013

From the figure and the table it shows that 56 percent tourist visiting Kailali are satisfied for what they got here, that is a very good sign.

### **6.3 Present Information Related to Tourism Agencies**

To find some specific facts related to the tourism related agencies (hotels, tour planner, travels, tourism organization etc), 30 respondents from those agencies were selected for the questionnaire and the findings are as described-

#### **6.3.1 Level of Infrastructures and Facilities Development**

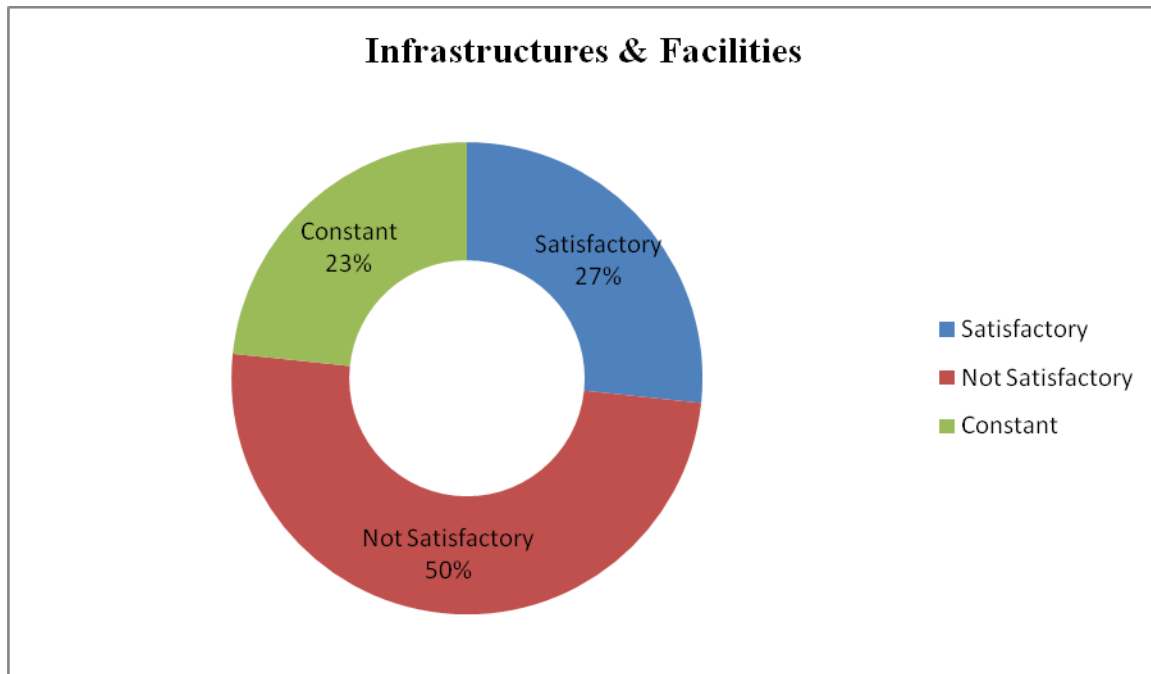
Infrastructure and facilities development, improvement are the key for the tourism industry.

Table 6.3.1 Infrastructures and Facilities Development in Kailali

| Level            | No of Respondent | Percent |
|------------------|------------------|---------|
| Satisfactory     | 8                | 27      |
| Not satisfactory | 15               | 50      |
| Constant         | 7                | 23      |

Source: Field Survey 2013

Figure 6.3.1 Infrastructures and facilities in Kailali



Source: Field Survey 2013

Figure and table shows that 50 percent of the agencies are not satisfied on the work on infrastructure development and the facilities improvement which is the clear indication that it really needs special consideration and improvement.

### 6.3.2 Promotion of Tourism Products of Kailali

This is the time of advertisement and promotion; these factors play the key role in the business of tourism industry.

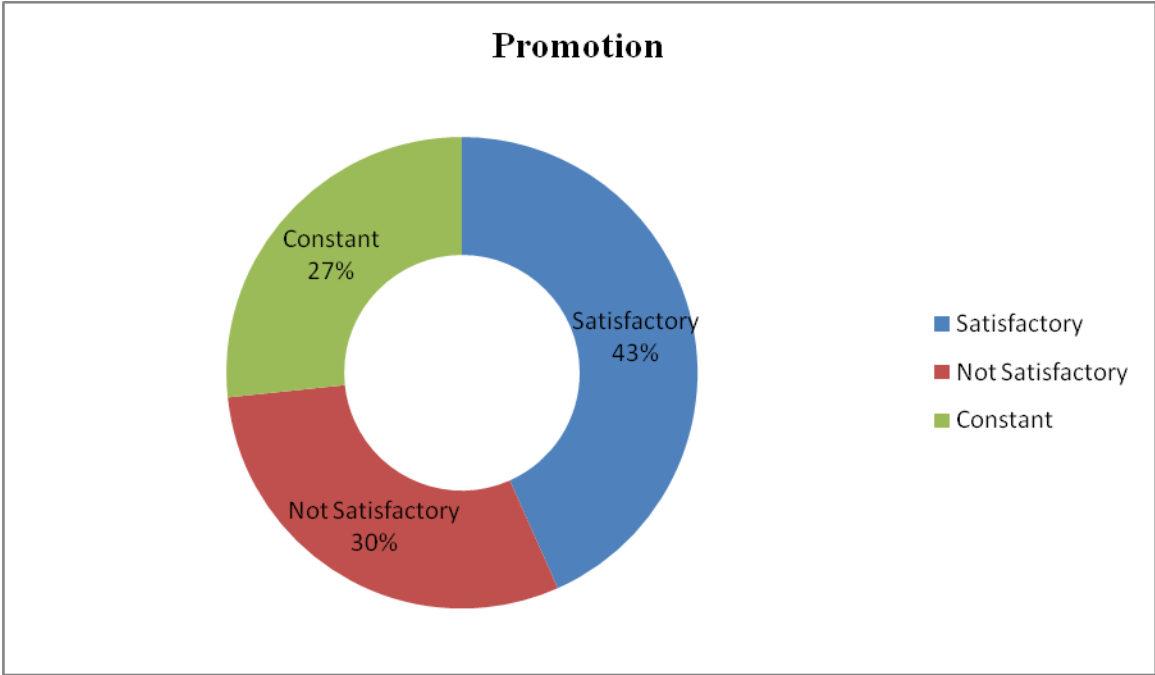
Table 6.4.2 Promotion of tourism products of Kailali

| Level | No of Respondent | Percent |
|-------|------------------|---------|
|       |                  |         |

|                  |    |    |
|------------------|----|----|
| Satisfactory     | 13 | 43 |
| Not Satisfactory | 9  | 30 |
| Constant         | 8  | 27 |

Source: Field Survey 2013

Figure 6.4.2 Promotion of tourism products of Kailali



Source: Field Survey 2013

Figure and table shows the need on more promotion and the advertisement of the tourism products of the district.

**6.3.3 Role of Government for tourism development in Kailali**

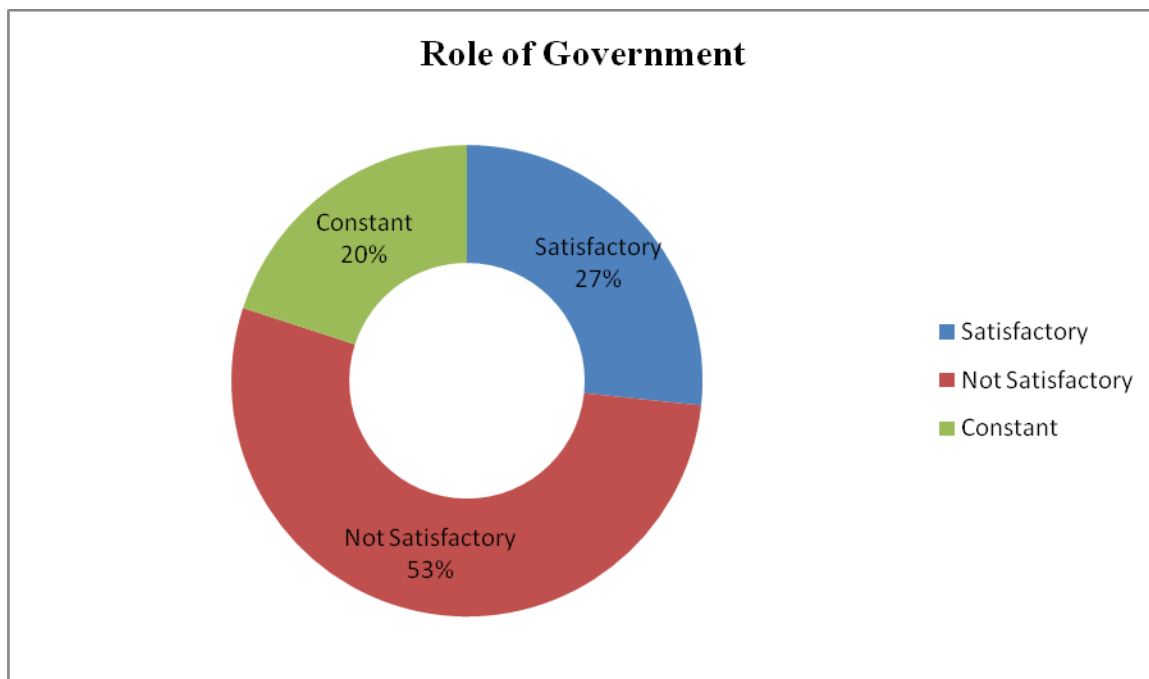
Role of the government is always necessary for the development of any sector in the nation.

Table No. 6.3.3 Role of Government for tourism development in Kailali

| Level            | No of Respondent | Percent |
|------------------|------------------|---------|
| Satisfactory     | 8                | 27      |
| Not Satisfactory | 16               | 53      |
| Constant         | 6                | 20      |

Source: Field Survey 2013

Figure 6.3.3 Role of Government for tourism development in Kailali



Source: Field Survey 2013

Most of the agencies about 53 percent are not satisfied with the role played by the government for the development of this industry and without specific role from government real improvement and development is not possible so government should show its presence.

#### 6.3.4 Investment Pattern in tourism in Kailali

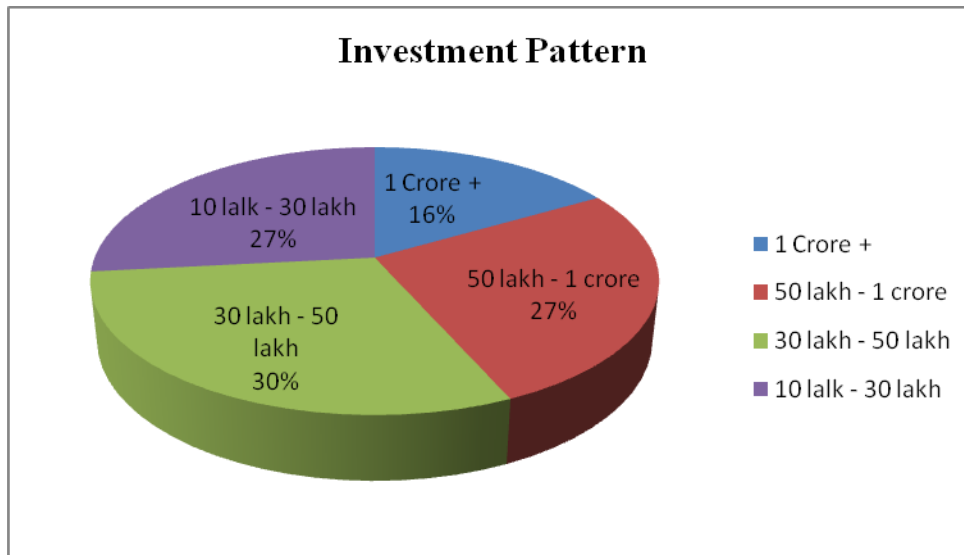
Investment is the key factor for any industry and investment can bring change in industry and for investment good environment is needed.

Table No 6.3.4 Investment Pattern in tourism in Kailali

| Investment (NRs)   | No of Respondent | Percent |
|--------------------|------------------|---------|
| 1 crore +          | 5                | 16      |
| 50 lakh to 1 crore | 8                | 27      |
| 30 lakh to 50 lakh | 9                | 30      |
| 10 lakh – 30 lakh  | 8                | 27      |
| Total              | 30               | 100     |

Source: Field Survey 2013

Figure 6.3.4 Investment Pattern in tourism in Kailali



Source: Field Survey 2013

Figure and table shows that 16 percent of the investment exceeds more than one crore, which is the symbol that the investment is increasing in this industry and 27 percent of the investment are of 50 lakh to 1 crore this is enthusiastic that the investment is going increased in this sector.

### 6.3.5 Profit Pattern from tourism in Kailali

Profit from the industry is the key factor for the investment and the sustainability of the industry.

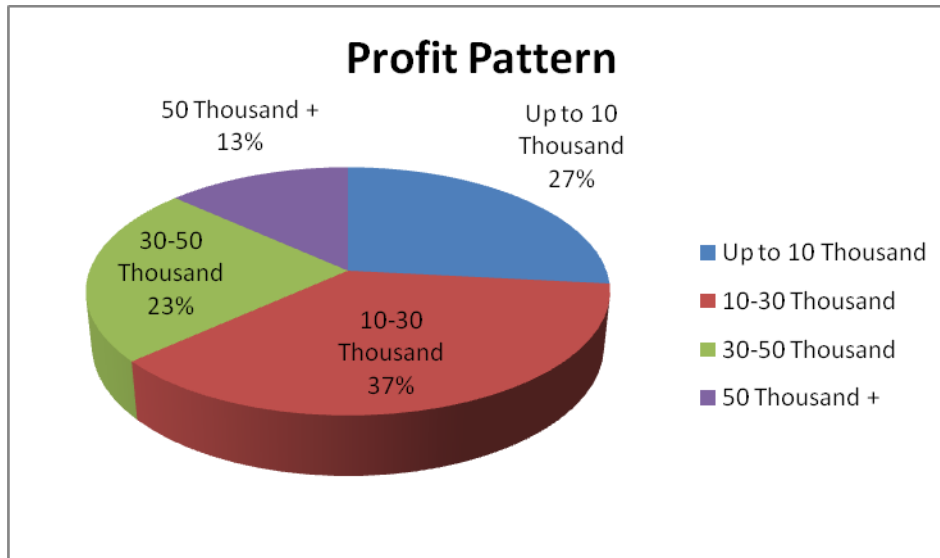
Table No. 6.3.5 Profit Pattern from tourism in Kailali

| Profit per month (NRs) | No of Respondent | Percent |
|------------------------|------------------|---------|
| Up to 10 thousand      | 8                | 27      |
| 10-30 Thousand         | 11               | 37      |

|                |    |     |
|----------------|----|-----|
| 30-50 Thousand | 7  | 23  |
| 50 Thousand +  | 4  | 13  |
| Total          | 30 | 100 |

Source: Field Survey 2013

Figure 6.3.5 Profit Pattern from tourism in Kailali



Source: Field Survey 2013

13 percent of the agencies are earning 50 thousand plus after deducting their all expenses, this also good profit and will encourage for the investment.

## CHAPTER - VII

## **CONCLUSION AND RECOMMENDATIONS**

### **7.1 Conclusion**

Nepal with vast ranges of pristine diversity, natural beauty with almost varieties of climate within its small territory, also owes one of the most potent locations for the tourism.

Far Western Region of Nepal being far from the capital of the country is not getting attention from the very past, have a lot of possibility for the tourism development because of its national park, conservation area, wildlife reserve and ecological, environmental, cultural, religious, social, ethnic diversity which are the rich source for the tourism development. Tourist can be attracted here for sightseeing, trekking, wetlands exploring, village life exploring, home stay, agro tourism, healing tourism, market tourism, adventure tourism etc.

Kailali a district with plain terai and chure hills have huge potential of tourism development because of its diversity, lakes, ponds, rivers, greenery, pastures, and breathtaking views, and cultural attractions, historical and religious sites. Kailali have potential for adventure tourism, market tourism, healing tourism, trekking, sightseeing, home stay, cultural tourism, religious tourism, agro tourism etc. Infrastructures and facilities development should be given high priority for the central and local level.

Tourism can be a leading industry to bring up the living standard of the people and can contribute for the economic enhancement.

### **7.2 Recommendations**

Following recommendations are viable for the solution of the challenges and problems of the tourism development in Kailali and for the improvement-

- Nature and natural aspects are always very close to the human life, as maximum use done by the human beings proper care and conservation should be done.
- Possible socio-economic and cultural impacts of tourism should be considered in the development of the tourism.
- Knowledge and awareness for the young generation about the cultural and religious sites and youths should be involved in the protection and preservation.
- Lodges and hotels should be managed; food and service delivery mechanism should be improved.
- Local entrepreneurs should involve and step on for the overall development, the concept of the people should be positive.
- For the promotion the tourist attraction here the local tourism agencies should target to the Indian tourist also, as with the economy the purchasing power of the Indian people is increasing.
- Cultural attractions of the district should be promoted nationally and internationally.
- Religious sites should be advertised in the nearby Indian markets also in order to attract tourist from there also.
- As terai and Indian plain have tropical climate, the chure range resorts have to advertise their services in facilities to attract tourists from terai of Nepal and India.

With these recommendations, there are several problems faced by local people and tourists hence following policy measures seem to be appropriate to solve them.

- To promote sustainable tourism, priority should be given to responsible traveler that conserves the local environment and cultural heritage; it improves the welfare of local peoples. Optimum benefit should be given to local population.
- Both the Government and NGO's should actively take part to mobilize the local peoples to protect resources and the environment.

- Emphasis should be given to develop the infrastructures such as transportation network, information network and management.
- Government with the help of local peoples should maintain the major trekking routes, campsites along with the facilities like drinking water and sanitation.
- Priority should be given to local employees so that local people could be directly benefited. It will definitely help to boost up the local economy.
- Local natural and cultural tourism products like orange, mango, handicrafts etc should be promoted within tourism.
- Viewpoints should be constructed in order to enjoy the scenic beauty of nature.
- Information centre is most necessary for the overall information about the tourism products available.
- Proper advertisement and publicity is lacking. Therefore, the urgent need is to open the tourist information service centre in different touristic areas, organize different cultural programs and exhibition just to acquaint Kailali.
- Government form the policy level must also include the tourism products of this region and also promote the destinations here.
- Dhangadhi airport must be used as the hub airport of this region and regular flights from the different part of country must be regular.

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## APPENDIX - I

### Problem and Prospects of Tourism in FWDR

(A case study of Kailali district)

Questionnaire for Tourists who have already visited Kailali

#### Q.1 Personal detail

(a) Name-

(b) Age-

(c) Sex-

(d) Nationality-

(e) Educational Status-

Q.2 what is the purpose of your visit in Kailali? Please tick (√) the appropriate option below.

(a) Natural beauty ( ) (b) Sightseeing/boating ( )

(c) Cultural attraction/home stay ( ) (d) Study and research ( )

(e) Other ( )

Q.3 what type of vehicle have you used to reach Kailali? Please tick (√) the appropriate option below.

(a) Public bus ( ) (b) Aero plane ( )

(c) Hired or own car ( ) (d) Other ( )

Q.4 How much time have you spent in Kailali? Please tick (√) the appropriate option below.

(a) 24 hours ( ) (b) 2 days 1 night ( )

(c) 3 days 2 nights ( ) (d) 4 + days ( )

Q.5 what is your level of satisfaction from Kailali? Please tick (√) the appropriate option below.

(a) Satisfactory ( ) (b) Satisfied ( )

(c) Very satisfied ( )

## APPENDIX – II

### Problem and Prospects of Tourism in FWDR

(A case study of Kailali district)

### Questionnaire for Tourism Related Agencies

Q.1 what do you feel how the infrastructure and facilities development going on in Kailali district? Please tick (√) the appropriate option below.

(a) Satisfactory ( ) (b) Not satisfactory ( )

(c) Constant ( )

Q.2 what do you feel about the present level of promotion of tourism in Kailali district? Please tick (√) the appropriate option below.

(a) Satisfactory ( ) (b) Not satisfactory ( )

(c) Constant ( )

Q.3 what do you feel about the role played by the government for the tourism development of this district? Please tick (√) the appropriate option below.

(a) Satisfactory ( ) (b) Not satisfactory ( )

(c) Constant ( )

Q.4 what is your investment? Please tick (✓) the appropriate option below.

(a) 1 crore + ( ) (b) 50 lakh to 1 crore ( )

(c) 30 -50 lakh ( ) (d) 10 – 30 lakh ( )

Q.5 what is your monthly profit after deducting all expenses? Please tick (✓) the appropriate option below.

(a) up to NRs 10 thousand ( ) (b) 10 – 30 thousand ( )

(c) 30 – 50 thousand ( ) (d) 50 thousand + ( )