

CHAPTER I

INTRODUCTION

1.1 Background of the study

Nepal, a developing country is rich in terms of its socio-cultural and natural resources. It has immensely diverse and undulating topography, varied climate and mix of people that combine to produce a magical attraction for the outsiders. Having uniqueness and diversity in regard to ethnicity customs, social structures as well as natural phenomenon e/g/ flora and fauna, Shangri-la for its scenic beauty and uneven ecological and natural environmental variation ranging from the Terai plain to mountains and high Himalayas representing richness in biological and cultural diversity have contributed the great prosperity and progress of the nation. Even though its richness in panoramic scenic beauty and paramount resources exists, the country could not absorb its property for the multidimensional development aspects of the nation. The country has been consistently ranked as one of the poorest countries in the world. The laterst report reveals that Nepal's poverty headcounts remained 24.85 percent in 2010/11 with a per capita income \$ 520 (World Bank, 2010). More than 85 percent of the total population 23 million are residing in rural areas (CBS, 2010). So there is a great challenge to the nation to eliminate the massive poverty of the country through gradual development of the area and to provide basic need of the people. To overcome these challenges the nation has been conducting some efforts however, are not gainful. The efforts are being in vain to some extent. In this situation, the development and promotion of tourism sector can play a vital role in Nepal's overall development. Development and promotion of tourism sector contributes to generate male and female employment and income opportunities. It also increases government revenue through various types of taxation and reduces nation trade deficits. Tourism has also a socio-cultural significance. It helps to develop international peace, friendship and understanding.

Tourism is a vague and broad terminology, which may be defined as "some of the phenomenon and relationship arising from interaction of tourist business suppliers, host government and host communities in the process of attracting and host in this tourists and

other visitors" (Macintosh, 1995). In wide and comprehensive term, tourism is the science, art and business of attracting and transporting visitors accommodating them and graciously catering their need and wants. On the other hand, ecotourism is new concept; it is quite popular in tourism literature and tourism activities at present. Eco-tourism is specific terminology which refers to the purposeful travel to natural areas to understand the natural, cultural history of environment, taking care not to alter the integrity of the ecosystem while producing economic opportunity that makes conservation of natural resources financially beneficial to local citizen (Eco Tourism, 1992).

Growth and development of traditional mass tourism in the environmentally fragile areas caused destruction and deteriorating the fragile environment results the ecosystem eroded and disturbed. To get rid of the problems of traditional mass or quantitative tourism the alternative concept of environment friendly ecotourism was introduced in early 1980s/ Adventure, trekking, wildlife seeing, rafting, hunting, bird watching, sightseeing village tours, jungle safari, kayaking canoeing, mountaineering etc. are the activities of ecotourism that high potentialities in new genre of tourism. There is a growing market for ecotourism across the world in present. Ecotourism comprises over 50 percent of the total tourist business worldwide and growth in ecotourism shows as increasing trend in the worldwide tourism industries.

Nepal is a single destination of the worldwide ecotourism because of recognizing as the living museum, Shangri-La-root of the world, birth place of the apostle of peace, country of living goodness, Himalayan pilgrimage, wildest dream of Kew, nature amphitheatre, melting pot of Hinduism & Buddhism, bevy kingdom of sixty ethnic groups and seventy five spoken languages, birth place of Sita, abode of Shiva, land of mysticism and eroticism, land of non-stop festivals, homeland of numerous floara and fauna, four heritage sites, 2 cultural e.g. Kathmandu and Lumbini & two natural e.g. Sagarmatha and lamjung national park and rest place of wild animal and bird varieties etc. are explicit of self explanatory of our incomparable & prosperous natural cultural heritage. Thousands of visitors come to Nepal & its myriad exotic natural, cultural and spiritual features that exceed the further prospect of ecotourism in Nepal; therefore Nepal has been ranked among the top ten ecotourism in the world. Similarly, it is recognized as top destination for trekking in its mountain and hills.

For the purpose of development and promotion of ecotourism and conservation of environment and its biodiversity, the government has initiated 3 conservation areas, 3 wild lives reserves, 1 hunting reserves and 9 national parks, etc all these protected areas occupys 19 percent of the total area of the nation. In 9th five years development plan the government has paid attention to the concept of ecotourism development and promotion, afterwards government organization, civil society, NGOs, INGOs etc. are showing their interest in nature based tourism contribution to both conservation and poverty alleviation.

Among the popular ecotourism destination of Nepal. Ghale Gaun is one which, a splendid variety of natural and cultural beauty crammed in to small area combination of long arrays of mountain peaks, picturesque of village inhabited by simple friendly ethnic groups, situated in panoramic beauty of nature and culture, the pleasant climate make the Ghale Gaun area most popular ecotourism destination. Wonderful and delighted area of Ghale Gaun located at Lamjung district.

Ghale Gaun is a beautiful mountain village having necessary basic tourist infrastructure, offering diversity of panoramic natural assets and cultural heritage to promote and develop as popular tourist destination in national and international arena. But the potentiality of such triangular destination from three hub centers is not still highlighted in national and international front. Even though Ghale Gaun selected as a model village in the SAARC, it does not address for sustainable rural development by conserving environment as well as benefiting majority of the poor section of Ghale Gaun areas. Ghale Gaun is a full of nature paradise and socio cultural diversified has a huge potentiality of ecotourism but some challenges and constraints are emerging day by day. Therefore, if the tourism activities managed efficiently these above issues/ problems may be resolved easily and local people will benefited as environment preservation. The rationale of the selection of the study area is to improve the socio economic status of local people by generating employment opportunity, income generating activities and vocational trainings to conserve the natural resources (environment) by sustainable utilization of them. Ghan Pokhara, Bhujung, Pasgaun, Kapurgaun, Siurung are the beautiful Gurung villages surroundings of Ghale Gaun. Tour to these villages is possible from Ghalegaun. The visits to these villages to help to know more about Gurung culture, history & civilization.

1.2. Statement of the Problem

Tourism is the result of movement, entry, and stay; it is a composite product and outcomes of attraction, accessibility accommodation and amenities. Development and scope of tourism depends up on the quality and quantity of products/ components. However most of potential tourist destinations except few destination e.g. Kathmandu, Pokhara, Lamjung are deprived of transportation, communication and accommodation and amenities as well as lacking the identification of new potentialities and its development, advertisement and promotion, thus the promotional effect of tourism are so ineffective that large chunk of probable tourists do not know about Nepal in international front. Even though it is generally recognized that peace is pre condition for tourism, relationship between tourism and peace is tenuous and security is backbone for the betterment of the tourism. Nepal could not maintain conflicts, civil war, violence and disturbances. Most of tourist destinations have been impaired by conflict of people war.

Although the contribution of tourism for the development of national economy significantly high of total foreign exchanges earnings, majority of the population lies in rural areas. 75 percent people of rural areas have not been able to create much economic development (Report of NTB, 2010). Very little benefit from tourism is distributed in or returns to the population of hills and mountains. A first estimate reveals that roughly trekking tourist visiting rural areas in the hills and mountains spend with US\$ 110 million per year in Nepal. Of this amount US % 87 million is paid for trekking agencies in Kathmandu and Pokhara. Over US\$ 2 million is paid for trekking permits and more than US \$ 1 million is paid for entry fees to protected areas. Less than 10 percent is spent locally and of this more than half is spent in the ACAP region alone. In more remote rural areas less than 1 percent are spent locally (NTB Report, 2010). Village people, culture, tradition, flora and fauna, views of natural beauty, touristic activities as trekking, mountaineering, paragliding, skating, rock climbing, bee hunting, etc are the major touring products found only in rural areas in Nepal but unfortunately the owners of those products have been deprived of the benefit from the tourism industry. It is estimated that these tourists spend less than 10 percent of their money locally. 90 percent of their money is spent in cities especially for travel agents, tourism organizations and industries.

Therefore, there is lacking of a careful planning to provide the benefits for the local people and avoid the well documented negative side effects of tourism on the rural,

ecology, culture and economy without adequate planning and tourism development only rich individuals and urban based organizations will benefit from the economic opportunities of tourism and tourism may in fact increase the economic environmental and socio cultural problems of the area visited.

Ecotourism loves to nature and enjoys its unique beauty. Produced by diversity in flora and fauna topography, climate etc but rapid growing population deteriorates the forest to fulfil their needs. It causes deforestation, bio diversity loss, landslide, flood, soil erosion, such effort ends the panoramic and wonderful/magic scenic beauty of environment or the products of tourism. The native Nepalese cultural products as folk songs, flute tune, feast and external products are replacing festivals, rites and rituals. Red mud walled, thatched roofed round houses being replaced by boom buildings. The dressing pattern smile and hospitality all native aspirations are lost. Obviously, the higher potentialities of ecotourism in Nepal are degrading.

Statement of problems are as following:

-) The contribution of tourism for the development of national economy significantly high of total foreign exchanges earning, majority of the population lies in rural areas.
-) 75 percent people of rural areas have not been able to create much economic development.
-) Deforestation, bio diversity loss, landslide, flood and soil erosion, such effort ends the panoramic & wonderful/ magic scenic beauty of environment or the products of tourism.
-) The dressing pattern smile and hospitality all native aspirations are lost. Obviously, the higher potentialities of ecotourism in Nepal are degrading.

1.3 Objectives of the study

The general objectives of the study are to explore the prospects and problems of ecotourism development and its effects on the livelihood of local people and environment of Ghlae Gaun area. However the specific objectives are as follows:

-) To study the present situation of ecotourism in Gahlae Gaun.
-) To explore the major problems and prospects of ecotourism in Ghale Gaun.

) To find out the socio economic and environment impacts of ecotourism in Ghale Gaun.

1.4 Importance of the study

Tourism is the back bone-leading sector for the economic development of developing countries like Nepal, however it has not been developed, poor has not been addressed. Ghale Gaun is paramount of socio-cultural and natural assets. It is a place of god gifted natural assets, panoramic, scenic beauty of mountains, Himalayas river basin wild life, favourable climate and other attraction which may be of great interest for the tourists, even though it has a lot of assets for the development and promotion of ecotourism, they are not in use regarding to ecotourism purpose, this study explored the feasibility/ potentiality of ecotourism in Ghale Gaun and its surroundings. This study analysed the problems concerned to the development and promotion of ecotourism in that area. That is why this study can be the crucial importance for the ecotourism planners, policy makers, governments, NGOs and INGOs etc.

Now, socio-cultural products are being depleted & natural environment is deteriorated. Tourism in Ghale Gaun does not address the poor people; the benefit from tourism is also not equitably distributed. On the other hand the government has not given priority to the development and promotion of ecotourism destination, so this study found out the reason that cause above problems as well as recommended the proper solution. In this contest the concept of ecotourism is only the alternative to cope these problems. Therefore this study can be crucial significant for the resolution.

1.5 Organization of the study

Chapter I

This first chapter is the introductory chapter, which discusses about the background information, statement of the problem, objectives, organization of the study, etc.

Chapter II

In this chapter it is analysed literatures related to ecotourism which have been reviewed on the second chapter under the heading of ‘Literature review.’

Chapter III

This chapter is all about the research methodology including research design, rationale of the selection of the study, sampling procedures, etc.

Chapter IV

Chapter four is about the description of the study area including physical setting, natural resources and socio cultural diversity, etc. the prospects of ecotourism in Ghale Gaun have also been discussed here.

Chapter V

In this chapter the data are represented and analysed through tables, graphs and pie charts.

Chapter VI

Summary, conclusion and recommendations are included in this chapter.

1.6 Limitation of the study

-) This study has following limitations:
-) The study has concerned only with the particular problems and prospects in Ecotourism of Nepal in Ghale Gaun area.
-) Only limited respondents are participated in this study.
-) The study is made within a duration of two months and hence it does not give the overall scenario of tourism in Ghale Gaun.
-) The sample is taken as purposive sampling. As the sample size is small, it may not reflect the exact scenario of Ghale Gaun.

CHAPTER II

LITERATURE REVIEW

2.1 Introduction

Tourism is one of the largest industries of the world. It is known as white or smoke less, service oriented intangible industry. It is a recent phenomenon and travel is an ancient phenomena. In the past, large merchants, pilgrims, scholars, etc. travelled in search of ancient texts, trade and commerce. After industrial revolution, ILO took the initiative of giving paid holidays at six weeks per year, growing industrial activities, population growth, new settlement and growth of new towns and cities, railways system and steamship for the need of individual travel especially western society gave birth to a large and prosperous growth of tourism in the world.

In context of Nepal, the history of tourism is not so long. After the advent of democracy in 1951, Nepal formulated an open door policy. When late Mr. Tenjing Norgay and Mr. Admond Hillary climbed Mt. Everest the world's attraction was focused on Nepal and subsequently a tourism industry began to develop smoothly. To make the study more reliable, some of the important available reports, manuals, articles, worskshops proceedings and stories on tourism and different types of research study on tourism development programmes by different institutions undertaken nationally and globally have been reviewed.

Tourisms is perhaps the only sector of economic activity in which the principles of free trade still apply. More important, it is now possible for underdeveloped countries to improve their economies not only by increasing exports via low cost production, but by tourism (Naylon, 1967).

Christaller (1964) noted that many developing countries choose tourism not only for its economic benefits to the national economy but also as a regional development agent.

The economic aspects of tourism are of central inherent but it is important to remember that tourism is more than an economic activity. The 1980 Manila declaration

(WTO, 1980), described tourism as being in essence, a massive interaction of people, demanding a wide range of services, facilities and inputs which generates opportunity and challenges to destinations.

Healthy and varied natural and socio-cultural environment are the basic resources of tourism. The areas of outstanding natural beauty (national parks, hills and mountains, cliffs, wildlife, climate, etc) and living socio-cultural heritage (historical remains, sacred cave, delightful villages and life world etc) are the most preferred and successful environment benefits from tourism and, of course, tourism benefits from environment (Davidson, 1989). The environmental impacts of tourism are related mostly to the number to tourists, their behaviour and the resiliency or fragility of natural and cultural environment. Negative environmental impacts are commonly noted in that tourist area, which is tied with large number of tourist, flows. In the light of natural environment “negative environmental impacts linked with tourism and commonly noted worldwide, include litter and vandalism, trial erosion, habit change, deforestation, water pollution, poaching, loss of endangered plant and animal species and resource depletion (Zuric, 1992).

Tourism is one of the important contributors to economics and a social development of any country. Dhungel (1981) made attempt to analyze the trend, structure and composition of tourist arrival, to estimate the interdependence of the sector with some of the sectors of economy, to estimate the leakages within the sectors in terms of import, to estimate the impact of the sectors on employment, income and output of the economy in Nepal. This study has been carried out on the basis of both demands as well as supply framework. The main findings stated in this study were:

- Politico-economic crisis in the country as in the region has been found affecting the number of visiting tourist.
- Country-wise concentration of international tourist has been found to be decreasing.
- Seasonality factor has been found most prominent in Nepalese tourism.
- Expenditure on food items has been found inelastic whereas that of travel elastic.

- Weighted GDP of the tourist originating countries is found elastic and significant and
- Direct, indirect and induced effects of the tourism sector on value added have been found relatively larger than those of the non-tourism sectors.

According to Shrestha, M. (1967) “tourism industry in Nepal” tourism industry plays very important role for the economic development of the country. It is one of the important sources of foreign exchange with its multiplier effects. The study includes that future development of tourism in Nepal is closely associated with RNAC’s expansion program as well as international air transportation connection and facilities.

Tourism is one of the major sources of revenue of Nepal. The gross foreign exchange earnings from tourism stood at US\$ 179.9 million, contribution of tourism to the GDP of the nation was 2.6 % and it also provided 8.2 % of total foreign exchange earnings in fiscal year 2002/2003 “Nepal Tourism Statistics 2003, HMG/N, MCT & CA”

According to Tenth plan of HMG, tourism is a backbone of the economy of the nation; it enhance employment generation, poverty alleviation, and overall national economic development. HMG has considered the tourism as a key to strengthening the national economy improving living standard and reducing poverty. Ninth plan’s policy and implementation strategies include promotion of ecotourism; it initiated the village tourism model developing of new trekking areas etc. The tenth plan has focused to review of institutional performance, tourism policy, regulations and institutional arrangements, it has focused to develop tourism infrastructure in remote areas that certainly help, to extend the numbers of destinations The major objectives of tenth five year plan has been set as effective promotion of tourism sector achieving sustainable development by enhancing public participation thus contributing to poverty alleviation.

Furthermore the Draft Tourism Industry Strategic plan was presented to the MOCTCA in May 2004 and it exams 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 need 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 follow:

- ✓ Culture, tradition and people
- ✓ Cities and touring
- ✓ Out doors and adventure
- ✓ Religion and pilgrimage and
- ✓ Nature and wild life

Tourism activities of the 2004/2005 observe 14 percent increases in visitor arrival numbers to Nepal. A total of 3,852,977 visitors came to Nepal during the year with 13.51 days of average length of stay. In terms of volume and value based markets, there was a parallel growth. A healthy growth of 17 percent was observed from the volume generating South Asian market and a similar percent rises in value-based markets of Europe. The growth however was not satisfactory enough to fulfil the supply capacity of Nepalese tourism industry. As of last year, the number of hotel beds has already reached 39,107 with 996 registered hotels. With a large bed night capacity and lesser demand, there is a widening gap between tourism demand and supply situation today (Nepal Tourism Statistics, 2004)

2.2 Concept of Ecotourism

Ecotourism is a new concept; it is a quite popular in tourism literature and tourism activities at present. Ecotourism seems to be a catchword that means many things to many people. To some it means ecologically sound tourism. To others it is synonymous with nature tourism. Ecotourism in both these but it must go a step further; it must be force sustaining natural resources, ecotourism is nature travel that advances conservation and sustainable development efforts. It seems that development of the eco-tourism concept has led to a concept based on the desire to have ideal tourism term like must be and should be in these definitions indicate this desire. There are however almost no indications

on what ideal is and how the development of this ideal situation should be organized. (Kunwar, 1993)

Interest in economics has arisen from a combination of increasing demand for authentic tourist experiences and increasing interest in environmental conservation. It appears that Hector Ceballos-Lascurain coined the term ecotourism in 1983.

Ceballos – Lascurain defines ecotourism as “Tourism that involves travelling to relatively undisturbed or uncontaminated natural areas with the specific objectives of studying, admiring and enjoying the scenery and its wild plants and animals as well as any existing cultural aspects (both past and present) found in these areas.” On the other hand Ziffer defines ecotourism as “A form of tourism inspired primarily by the natural history of an area, including its indigenous culture and the ecotourism visitor’s relatively undeveloped areas in the spirit of appreciation, participation and sensitivity.” (Ziffer, 1989). In the Nepalese context, ecotourism is not a precise term. In Nepal, a broad definition of sustainable tourism or ecotourism is adopted as “Any style and type of tourism that has the potential to bring benefits to the local economy contributing to natural and cultural resources.” (NTB,2001).

Ecotourism is known as active tourism, sustainable tourism and its ultimate goal is to benefit local people by uplifting their economy and protecting their socio-cultural heritage as well as conserving natural environment. In this concept, no tourist allowed to disturb local socio-cultural and environmental balance. According to Chauhan, 2004; Ecotourism has benefited the environment by stimulating measures to protect physical features of the environment historic sites and monuments and wildlife; nature areas are becoming major attraction and constitute the basis for what is now known as nature tourism or ‘ecotourism’. As a concept as well, it should have a minimum impact on soil, water, air, flora, fauna and bio physical processes, use little energy cause little pollutions; educate the tourist; and contribute to the welfare of local and indigenous population. Trekking, hiking, bird watching, nature photography, wildlife safaris, camping, mountain climbing, fishing, snorkelling, river rafting and canoeing, and botanical and zoological studies are some of the favourite forms of ecotourism. Experiencing other cultures especially those of rural or native people who have traditional relationships to the land, is usually an important aspect of such travel. Ecotourism can be fun recreation as well as education (Jha, 1999). Travel to remote or natural areas, which aim to enhance

understanding and appreciation of the natural environment and cultural heritage while avoiding damage or deterioration of the experience for others (Figgis 1992). Therefore the principles of ecotourism should emphasize the importance of environment however, ecotourism experiences should be affected as educational, outdoor or adventure travel experiences for many years, Ceballos Lascuraines definition of ecotourism incorporated two elements tourism to undisturbed areas and an emphasis on education, conservation and cultural sustainability with the condition that economic activity generated by ecotourism should directly benefit the local or host community and environment.

Similar definition has been given by the ecotourism Association of Australia 1992 as “Ecological sustainable tourism that fosters environmental and cultural understanding, appreciation and conservation.”

Thus, all the definitions of different scholars and ecotourism organizations have come on similar conclusion as the ecotourism is nature based tourism that is ecologically sustainable and is based on relatively undisturbed natural areas,; is non damaging and non-degrading; provides areas used ; and is subject to an adequate and appropriate management regime (Valentine, 1991). These definitions quoted above suggest that ecotourism is comprised of:

-) The natural environment
-) Ecological and cultural sustainability
-) Education and interpretation and
-) Provision of local and regional benefits

When Hector Ceballos – Lascurain coined the term ‘ecotourism’ in 1993, it was not the one being used to describe the new form of nature travel that was developing (Buter,1992). Scarce et al (1991) has identified 35 terms that ‘may possess links to ecotourism. Among the best known of these are nature tourism, nature-based or nature-oriented tourism, wilderness tourism, adventure tourism, green tourism, alternative tourism, sustainable tourism, appropriate tourism, nature vacations, study tourism, scientific tourism, culture tourism, low impact tourism, agro – tourism and safe tourism. These terms share some general concepts, but they are not synonymous. To assume that they would be to make ecotourism a catch – all term to be applied indiscriminately to

almost any activity linking tourism and nature (Farrell and Runyan, 1991, cited by Butlor, 1992).

The ecotourism appears to have much in common with the concept of alternative tourist, or appropriate tourism which has been discussed with in the tourism industry for over a decade. For instance, it provides it greatest benefits through pursuit of a widespread but controlled 'small is beautiful' philosophy (Ceballos Lascurain, 1996).

Ecotourism guidelines (Tourist Service Centre)

-) Do not take anything away, only memories.
-) Come, see and conserve
-) Nothing beats walking
-) Trees are meant to grow- don't make on open fire, firewood is scarce, avoid misuse.
-) Littering is careless manners, burn or buries paper and caries away all non-degradable garbage

Requirement of Ecotourism

If any activity is to qualify as eco-tourism, it must be demonstrate the following 9 characteristics.

1. It promotes positive environmental ethics and foster 'preferred' behaviour in its participants.
2. It does not degrade the resource. In other words, it does not involve consumptive erosion of the natural environment.
3. It concentrates on intrinsic rather than extrinsic values.
4. It is oriented around the environment in question and not around man. Eco-tourists accept the environment, as it is, neither it to change or to be modified for their convenience.
5. It must benefit the wildlife and environment. The environment must attain a net benefit, contributing to its sustainability and ecological integrity.
6. It provides a first-hand encounter with the natural environment.

7. It actively involves the local communities in the tourism process, so that they may benefit from it, there by contributing to a better valuation of the natural resources in that locality.
8. Its level of gratification is measured in terms of education and appreciation rather than in thrill-seeking physical achievement, the latter is more characteristic of adventure tourism.
9. It involves considerable preparation and demands in-depth knowledge on the part of both leaders and participants. The satisfaction derived from the experience is felt and expressed strongly in emotional and inspirational ways (Lascurain, 1996).

2.3 Benefits of Ecotourism

In developed countries, mass tourism had caused many social ills via, alcoholism, commercialization of sex, organic diseases and social crimes. In developing countries, tourism has accelerated begging problem, and some beggars have under taken it as a profession. Tourism has also brought changes in the life styles of local people, and they loose their adherence and attraction towards their own heritage (Jha, 1999). Indeed, overuse, resulting in degradation of the environment, loss of economic benefits due to damage to the resource or the local community, and disruption of local cultures or values, are often cited as drawbacks to ecotourism. But if tourism is damaging a natural resource, then it is bot ecotourism. True ecotourism can in fact be one of the most powerful tools for protecting the environment (Ceballos-Lascurian, 1993).

There are ample benefits of ecotourism. It can provide income and employment contributing to development, enabling public enjoyment, and understanding and it also can justify nature protection (Jha, 1999). Ecotourism potentially offers national, regional and total economic benefits similar to those of other types of tourism activity. Full economic potential at different aspects of economy is yet to be substantiated by specific studies (Ziffer, 1989)

A new concept, called ecotourism, has emerged as a replacement to mass tourism as a way to reduce adverse impact on nature, eco-tourism is a response to the negative effect that mass tourism has had on the culture and geography of countries. In reality, ecotourism is a culturally and environmentally sensitive travel that contributes to

conservations and management of natural areas for sustainable economic development (Gurung, 1997).

Many countries have developed and several countries are developing guidelines and standards for tourists and tour operators to ensure that ecotourism is environmentally and culturally sustainable. Nepal has developed some guidelines for tourists. Eco-tourism trips in general should include: pre-trip preparation, environmental impact, resource impact, cultural impact, wildlife impact, environmental benefits, advocacy and education, etc. (Jha, 1999). Being community and natural resource based, eco-tourism provides an opportunity to harness indigenous knowledge for the socio-economic benefit of rural poor communities. Ecotourism's proponents argue that ecotourism contributes to more sustainable development in Nepal because it reconciles the pressures for economic growth with those for environmental preservation in the management of natural areas as income generating tourist places (Chauhan, 2004). Developing ecotourism product required minimal impact and ecologically sustainable approaches to tourism planning development and management. Community participation in decision making, planning and participatory techniques at a grass roots level are key methodologies enveloped in Nepal for ecotourism development (NTB, 2001).

Recently, ecotourism has been defined as sustainable tourism. Sustainable tourism, as defined by Travis and Ceballos-Lascurain, is tourism that is developed and managed in such a way that all tourism activity which is some way focuses on a heritage resources (be it natural or cultural) can continue indefinitely. In other words it does not detract from efforts to maintain that resource in perpetuity (FNNPE, 1992). De Kadt also uses "sustainable tourism" as the broadcast descriptor, employed to denote all types of tourism, whether based on natural or human made resources that contribute to sustainable development (190, cited by Healy 1992).

In recent years a specific category of nature – based tourism has developed along these lines, "Ecological tourism or "ecotourism" as defined by IUCN, Ecotourism program is 'environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features both past and present) that promotes conservation, has low visitor impact and provides for beneficially active socio-economic involvement of local populations (Ceballos-Lascurain, 1993). The ecotourism society's definition is similar: "Ecotourism is

responsible travel to natural areas that conserves the environment and sustains the well-being of local people.” (Blangy and Wood, 1992).

For World Tourism Organization (WTO) ‘sustainable’ tourism 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 a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support system (Pandey, 2003).

Revenues collected from ACAP helps to educate children and adults, firm and strengthen local institutions, build infrastructure, develop local income sources conserve natural and cultural heritage, information and services proved by ACAP.

2.4 Global Initiatives

The UN had designated the year 2002 as the International Year of Ecotourism (IYE) and World Ecotourism Summit (WES) was held from 19 to 22 May, 2003. There was huge focus on the regulation of ecotourism in future. It was felt that ecotourism could be developed in partnership, in the management of culture, resources in rural areas and it can be successful in tourism industry. One of the key outcomes of the conference was the establishment of the South Asia Network for Ecotourism (SANE).

Asia Pacific Ecotourism Conference (APEC, 2002) held from 3-6 October 2002 in Malaysia. The conference was organized to create awareness on essentiality of ecotourism in sustainable socio-economic development through environment and natural resource conservation.

2.5 Ecotourism in Nepal

Having adopted the ecotourism model in its program for mountain trekking, jungle wildlife viewing, and village culture study, Nepal has tried to fit it into the country’s unique physical and cultural geography (Chauhan, 2004). There is evidence of a growing market for more specifically organized village tourism experiences, particular from culture-seeking European segments and comfort needing North America and Asian non-trekking visitors (NTB, 2001). The global tourism patterns have promoted adventure tourists and eco tourists to visit new area and spend liberally to new destinations (Pandey, 2003). A relatively new style of eco-tourism is village tourism. The network of home

stays, tea houses and small lodges that have emerged in villages along Nepal's popular trek routes are among the most successful examples of village tourism in Asia (NTB, 2001).

Country's Ninth plan's policy and implementation strategies include promotion of eco-tourism (Niroula, 2003). 'Promotion of qualitative and sustainable tourism is one of the objectives of Tenth plan. Second strategy of Tenth Plan gives emphasis on the use of locally produced goods and services to return back the major earnings of tourism in local areas. Likewise fourth strategy of Tenth Plan adopts eco-tourism to develop Nepal as a major ecotourism destination. Programs such as environment conservation and pollution management, alternative energy, employment creation, fostering of awareness come under these strategies to promote ecotourism (Tenth plan).

Prof. Lars Eric Inblad, the father of ecotourism defined the concept of ecotourism as "it is simple, more global and wide". Therefore his concept and definition are used. According to him the meaning of ecotourism in a single word "Respect". Respect is the root of everything worthwhile and good. Respect to nature, local people, culture, history, community, aspirations and tourist themselves. He further defines the concept of ecotourism as a multidisciplinary equity approach where disciplines can be allies rather than inevitable adversary and can avoid negative dimensions like where: The fisherman becoming a trinket sales man.

The term "Ecotourism" means ecological or environment friendly tourism it must have five major components – travel, environment, economy, culture, people and development or change. Therefore ecotourism is sustainable development or overall changing dimensions; it enhances the conservation of local environment and promotion of local economy.

Ecotourism has been described as a small group, appropriate travel and socially responsible tourism, it is compatible travel with sound environment and promotion of local economy.

Ecotourism has been described as a small group, appropriate travel and socially responsible tourism; it is compatible travel with sound environment principles to avoid disturbances or damage to the social and physical environment. So following should be the principles of ecotourism:

-) Minimal negative impact on the environment.
-) Increase contribution to environmental protection dynamic.
-) Create necessary funds to promote sustainable promotion of ecological, social and cultural resources.
-) Contribution to the economic and social wellbeing of local people.
-) Promote moral and ethical responsibilities and behaviour toward the natural and cultural environment.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Approach

This study follows the combination of descriptive and analytical research approach.

3.2 Sampling size:

Out of the nine wards, the four wards have higher flow of tourists. And these four wards have been taken into consideration. Appropriate tools and technique have been applied for sample selection. In this study judgement, method was adopted to select the sample units. Hence local people, leaders, Intellectuals, tourists, hotel owners, key informants are selected purposively.

Out of 115 (XBS, 2001) household of Ghale Gaun 60 percent, 50 households of GhaleGaun were selected through random sampling and purposively. Each respondent was taken from that selected household, which also represents both sexes. The tourist respondents were selected through chance sampling. At least 35 tourists both domestic and international were deal with the researcher. There were only 8 hotels and lodges operating at that time including a resort. All of them were interrelated to quest the fact and figure. Similarly, all the owners of Home Stays were deal with to get in depth information about tourists and other tourism related subjects.

3.3 Sources of data:

The quantitative and qualitative data are obtained from primary sources. Similarly, the secondary data are also used according to the need of the study. Primary data was collected through household interview, structured questionnaire and observation of different activities of hotel, restaurant and local agencies (For Structured Questionnaire, see Appendix – 1). Secondary data was obtained from various published and unpublished information sources i.e. relevant literature, library study, newspapers and journal of

tourism, research report and annual report of NT, SDC and other relevant resources (For Check List, see Appendix-2).

3.4 Data Collection Tools and Technology:

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 local people, hotel and lodge owners and tourists were prepared to draw socio economic information of the local residents, potentiality of ecotourism in Ghale Gaun. To get information about the economic change, the informants were asked about their livelihood situation that is about the household's income, hotel owner's income, animal husbandry, food production and so on. Similarly, questionnaire for 13 hotel owners and 35 tourists were designed according to the nature of the data required. The sample questionnaire is annexes to the end of this research work.

B. Key Informant Interview

Structure questionnaire for local elites, local exports, development workers, hotels managers and owners, former VDC members, 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. Altogether 60 respondents were interviewed during the research act.

C. Field Visit and Observation

It was done in imbedded from 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/ behaviour of tourists were recorded indirectly and photographs were taken.

D. Focus Group Discussion

Focus group discussion is major tool to acquire essential information form participatory approach and best verification procedure immediately. During the collection of information FGD was held in field. Participants were from local levels basically key informants and number was concise at the range of 8 to 10. During the FGD researcher facilitated the program. The researcher analysed the problems and prospects of ecotourism. A brief check list was developed for the task.

3.5 Methods of Data Analysis

The obtained from the field survey are coded and categorized according to requirement and analysed by using simple mathematical and statistical tools such as percentage, graph, etc.

Both quantitative and qualitative techniques have been used as corresponding each other rather than competitive or mutual exclusive to analyse the data. Following procedures were undertaken.

The quantitative data has been collected through field survey. It is transferred, processed and tabulated into excel file. Simple qualitative techniques such as calculation of percentage, weighted value and mean value have been calculated.

-) Regarding the qualitative data, information has been collected through focus group discussion, interview and observation in the study systematically and logically.
-) The information was present as pie chart, bar diagram of line graph with help of excels software.

CHAPTER IV

TOURISM IN NATIONAL PLAN

The seventh plan (1985-1990) had emphasized on bringing quality tourists. It dealt upon expanding tourism infrastructure creating employment opportunities, encouraging local production of consumable items management of pilgrimage and historical sites. The focus was on extending tourism to the outskirts and newer areas, added aviation services to new districts in the mid-western development region to reduce regional economic imbalance.

A separate tourism policy 1995 was declared during the eight plan (1992-1997). The plan emphasized on encouraging high budget cultural and religious tourists and lengthening their stay in Nepal. Incentives to reduce seasonality impacts, promoting trekking in remote areas, establishing linkage with local food and energy development programs for promoting sustainable rural tourism were other major programs.

The ninth plan (1997-2002) was specific on carrying out activities based on environmental impact assessments in protected areas balanced economic and social development and promotion of domestic tourism. The need of a code of conduct for private sector services provides was also highlighted.

The tenth plan (2002-2007) has clearly stated in its objective to contribute to poverty reduction through increased people's participation in tourism related activities while ensuring effective promotion and sustainable development. Development of value based and quality tourism, retention of earning at local level diversification of products optimal utilization of existing potentials, establishment of regional tourism hubs, encouraging visitation of the tourists.

The eleventh interim three year plan (2007-2010) has an objective of providing international standard human resources Tourism for rural poverty alleviation has been successfully completed as a pilot project in six districts.

The twelfth interim three year plan (2067-2070 B.S.) has slogan of “one is not enough” and “Together for tourism” and implementation of tourism policy 2065 with amendment of 2052. By 2020, it has a target to attract around 20 lakh tourists.

The thirteenth year plan (2070-73 B.S.) has an objective of tourism promotion and tourism development through initiation of private sector and focused on qualitative and quantitative development to emerge in national and international as tourism model.

The fourteenth year plan (2073-76 B.S.) focused on economic growth and employment opportunities through tourism sector development.

4.1 Policy constraints

The first ever tourism policy 1995 distinctly aimed at expanding broad based tourism in the country. It incorporated income generating activities at the central and rural lands in reducing regional imbalances accommodated natural and human environments for the sake of tourism and also proposed linkage of tourism with agro-based and cottage industries. Furthermore, it envisaged mobilizing local communities to take part in tourism.

Nepal houses several unique culture and traditions in the unexplored rural areas which have high potentials of commercialization through tourism development. This venture would especially benefit the rural poor and women. Despite increasing opportunities of utilizing culture as a niche product in Nepal tourism. Tourism policy has not accorded required attention and preferences in this aspect.

4.2 Socio-Economic Impact of tourism

Tourism has emerged as one of the most vibrant activities in the country as it carries enough strength to address necessities of the deprived and poor segment of the Nepalese population. This sector is economic activity for national development. Due to its potential to increase employment and thereby increasing rural livelihood, tourism has become a priority agenda of HMG for the median term. The beauty of tourism also lies on the fact that it contributes to foreign currency earning without exploiting any natural resources for export mutual interface of people with foreigners contributes to introduce local aesthetics to the outside world. Evidences also show that a significant mass of no-urban population are gaining through tourism activities.

The nation's priorities in tourism have been in increasing the number of tourists and improving quality of service. This sector is considered as a major source of foreign exchange earnings and creation of employment. Policy makers and planners often emphasize less on its multiplier effects. Incentives are provided for investors in tourism establishments. Foreign direct investment is sought in big projects especially hotels. However, issues like equitable distribution of tourism benefits and enlarging the distribution of tourism benefits and enlarging the base by including poor and disadvantaged groups had never attracted concerns prior to the tenth plan. Harnessing participation and equitable distribution of tourism benefits are more manageable in new locations than in running ones. Hence, extending tourism to newer areas helps attracting support of locals in the programme, thereby contributing to sustainability. However Nepal has a poor record in adding new sites for tourists. Analysis in this segment is restricted to aspects that have linkage with community's distribution of income, livelihood and sustainability.

Tourism provides both direct and secondary employment. Direct employment includes accommodation, restaurants, bars, shops, night clubs, transport operators and government administration of tourism. Secondary employment embraces the construction, agriculture and fishing, manufacturing and processing sectors.

The volume of secondary or direct employment generated depends on the degree of linkage between the concerns meeting tourist demand and the producers. The higher the degree of integration and diversification in the economy the higher the amount of indirect employment generated. In Nepal the major linkage developed by hotels are with the large centralized wholesale sector.

Nevertheless, the volume of secondary employment generated depends on the degree of linkage between the concerns meeting tourist demand and the producers. The higher the degree of integration and diversification in the economy the higher the amount of indirect employment generated. In Nepal the major linkage developed by hotels are with the large centralized wholesale sector.

Nevertheless, the volume of secondary employment generated can exceed the number of direct tourism jobs. In Nepal, total employment generated by tourism is not known.

Direct or Indirect Economic Benefits of Tourism

1. Increased government revenue through various types of taxation.
2. Tourism helps to reduce national trade decadency to the economy.
3. Creates jobs and increase family and community income.
4. Helps to diversity and stabilize the rural economy.
5. Provide the opportunity for innovation and creativity.
6. Brings more money particularly foreign currency to the economy.
7. Provides the support for existing business and services.
8. Helps to develop local crafts and trade.
9. Helps to develop other sector of the economy.
10. Helps to develop national economy through development of infrastructure.
11. Develop international peace and understanding.
12. Tourism fosters a sense of national identify.
13. Creates regional balance.

Economic costs of Tourism

1. Involves risk for the operator and community.
2. Places/ creates demands on public services.
3. My only give part time employment.
4. Many increase cost of living for community residents because of inflation of property and goods and services cost.

Direct or indirect Social Benefits of Tourism

1. Helps to build up a community infrastructure.
2. Provides the opportunities for cultural exchange.
3. Develop international peace, friendship and understanding.
4. Promotes a team community spirits particularly through the development of cultural and entertainment activities.
5. Creates conditions for safe guarding and enhancing local cultural identities.
6. It brings in attitude and behaviour.

Social Cost of Tourism

1. Tourism may cause the introduction of conflicting ideas and styles into the community.
2. It may cause the increase of crime.
3. Overcrowding and congestion.
4. Infringement/ break in privacy in household and in the sharing the important community resources with outsiders.
5. Institutional community and family jealousies as all may not share the benefit equally. Areas, ecotourism as an over-riding guideline for the future growth of tourism activities are some of the major aspects in the tenth plan. Engagement of women and the ethnic minorities in delivering tourism services is prioritized development and conservation of heritage sites, managing air pollution, solid waste and air safety expansion of road and air accesses and tourism facilitations are few other areas of concentration the noticeable features of the tenth plan are the responsibility awarded to the rural communities to manage the recycled resources for socio-economic development works as well as managing national and historical heritage sites for the benefit of tourism.

CHAPTER V

PROSPECTS OF ECOTOURISM IN GHALE GAUN

5.1 Introduction

Nepal is tourists paradise with an infinite variety of interesting things to see & do, it has many things to offer the visitors as a matter of fact, having along the greatest heights of the Himalayas, the Kingdom of Nepal is the land of ancient history, colourful cultures and people, super scenery and some of the walking trails on earth.

Nepal can also be said as rivers runner's paradise & no other countries can offer such multi-day choices, away from roads in such significant mountain surroundings with cool river water, it has a sub-tropical climate, peculiar geography, exotic culture, wild life and friendly receptive people.

Similarly, Ghale Gaun is a tourist paradise. This place offers varieties of attraction to the visitors. Visitors from all over the world have been visiting Ghale Gaun to experience its cultural heritage, views of world famous Himalayan peaks, unique architecture preserved in ancient village and the flora and fauna of this wonderful land.

Prospect of tourism development in any area influenced by different tourism components, whether they are present or absent in the destination. Diversity in nature and culture is the major component of ecotourism development. Prospect of ecotourism in Ghale Gaun is described as follows:

5.2 Diversity in Nature

i) Scenic beauty

This beautiful village lies in along the round Annapurna circuit route a whole worlds as well as Nepal's a popular trekking destination. Ghale Gaun village is the best village among south Asian villages is the perfect example of home stay based tourism destination in Nepal. The view from the villages stretches from Buddha Himal, Himalchuli and Manaslu to the northeast Mt. Lamjung and Annapurna II to the northa dn

Mt. Machhapucchre and Annapurna south to the Northwest. Ghalegaun- Pasagaun is a model village for experiencing the typical and culture and lifestyles of the Gurung people.

ii) Pleasant of Favourable Climate

Climate is most pleasurable in Spring and autumn but tour can be made any times round this year. The winter is colder sometimes with snowfall. September-November, March-May is the best season for visit.

iii) Biodiversity

The vegetation consists of mostly pine, oak, rhododendron and other forest types. Wildlife recorded in the area includes the Himalayan black bear, leopard, jungle cat and rhesus monkey. The area around Annapurna circuit is the habitat of 177 species of birds, which includes at least nine threatened species, 102 species of butterflies with several endangered species, and 129 species of mushrooms.

The major vegetation's specially are Sallo, Katus, Chilaune, Chap, Simal, Siris, Bel, Utis, Im, Chuletro, Dhupi, Amala, Bar, Pipal, Lakuri, Laligurans, Lalupate, Sunakhari, Nigalos, Bans, Anap, Kimbu, Amba, Naspati, Bhaeamilo, Anar, Rittha, Kaphal. A number of medicinal plants (herbs) are found in this area. Similarly varieties of bird species like malewa, Maina, Koili, Nyauli, Luninche, Kaliz, Dhobi chara, Ban kukhuro are found. Like this some wild animals like Bah, Bhalu, Mirga, Chituwa, Bandar, Syal, Badel, Dumsi, Kharayo are the major of this area.

iv) Eco-trekking

Among the tourists adventure activities in Nepal trekking is the most popular means. The diversity in Nepal's nature & range of exotic culture makes this country ideal for trekking. The major trekking sites are Everest region, the world's best trekking trail Annapurna region, Langtang area, etc. In very short listing of trekking of Nepal. GhaleGaun is also most potential destination due to possessing most unusual & delightful trekking routes. The following reveals the eco trekking routes in Ghale Gaun.

Route Number 1 : Beshishar-Baglungpani-Kapurgaun-Ghale Gaun

Route Number 2 : Beshishar – Khudi – Simpani – Ghale Gaun

Route Number 3 : Beshishar – Khudi – Ghanpokhara – nayu – Ghale Gaun

Route Number 4 : Pokhara – Thumsikot – Pakhurikot – Pasagaun – Bhujung – Ghale Gaun

Route Number 5 : Beshishar – Pasagaun – Bhujung – Ghale Gaun

Route Number 6 : Beshishar – bahundanda – Koto – Duthpokhari – Ghanpokhara – Ghale Gaun

5.3 Sight Seeing Around Ghale Gaun by walk

A number of places favourable for sightseeing around Ghale Gaun by walk are illustrated: GhanPokhara, Bhujung, Pasagaun, Kapurgaun, Siurung are the beautiful Gurung villages surroundings of Ghale Gaun. Tour to these villages is possible from Ghalegaun. The visits to these villages help to know more about Gurung culture, history & civilization. Every villages around Ghale Gaun has their own uniqueness.

5.4 Socio-Cultural Diversity

Unless and until offering attractive and unique features in the tourist destination, the tourist will not be motivated to visit particular place. Various components play a vital role to attract the visitors in particular destination. Socio cultural assets are also crucial component to pull the visitors travelled. The rustic and traditional settlements, the ancestral home of brave Gurungs Ghalegaun lies in the Ghaleutterkanya Village development Committee. Traditional rituals are still followed during births deaths marriages and at other important times in a person's life. Traditional cultural dances like the Jhyaure, Serka, Dohori, Ghantu, Ghyabring, Krishna Charitra and Jhakri are performed on various occasions accompanied by different musical instruments with the dancers in traditional dress. New Year, Lhosar, Buddha Jayanti is celebrated with lot of traditional Ghantu dance.

CHAPTER VI

DATA ANALYSIS AND INTERPRETATION

6.1 Introduction

In this chapter the collected data is analysed for fulfilment of the study. Informative available from the primary as well as secondary source source is analysed and interpreted. Generally, the information on the number of tourist arrivals in Nepal and Ghale Gaun, purpose of visit, seasonal distribution of tourist arrivals by major continents, means of transportation used by tourists, length of their stay, expenditure patters, income variation, numbers and investment pattern of the hotels, lodges and Home Stays, perception of local people, hotels and lodge owners and tourists towards the development and promotion of ecotourism as well as socio economic and environmental impacts of tourism in Ghale Gaun etc are analysed in this chapter.

The analysis and interpretation mainly based on questionnaire collected from local people, tourists, key informant & hotel owners.

6.2 Present Information About Tourist and Tourism

During the field visit of researcher, 35 tourists (domestic and international) visited Ghale Gaun were asked to fill up the questionnaire on which the following result is based.

6.2.1 Tourist Arrival in Nepal and Ghale Gaun

Due to the political crises and violence taking place all over the nation, the flow of tourists visiting Nepal has decreased during these last years:

Data search and add from Ministry of Culture Tourism and Civil Aviation, 2010 or 2011 with table. Field Survey, of Ghale Gaun add table of tourist arrival in different seasons in Ghale Gaun. And show bar diagram also.

6.2.2 Tourist Visiting Purpose

Tourists visit Ghale Gaun for different purpose which may be classified into pleasure and relax in natural beauty, wildlife and animals, peaceful environment,

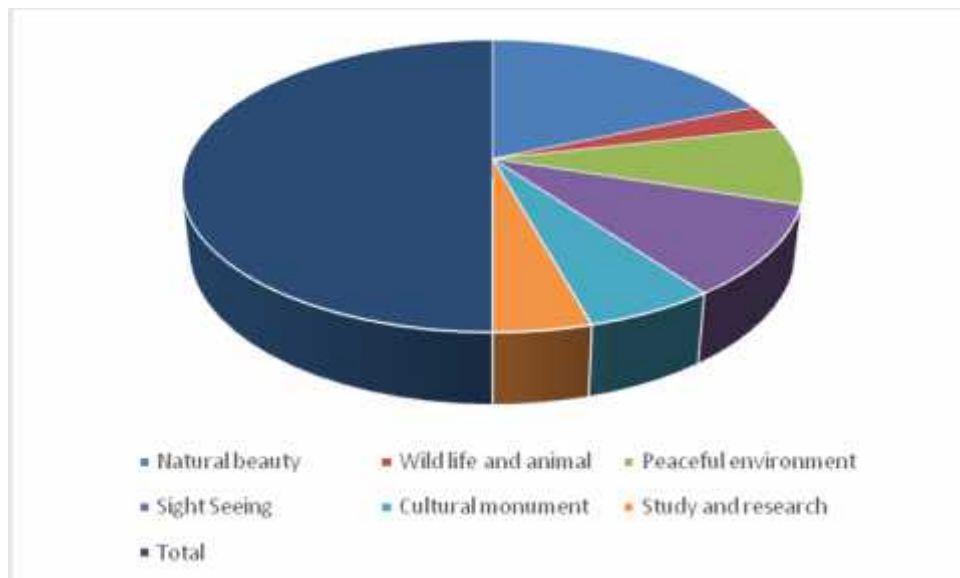
sightseeing, cultural monuments, study and research work, adventures, pilgrimage, etc. For this a set of questions were asked to 35 visitors to identify the purpose of visit. The highest number of isitors represent 37 percent of natural beauty, sight seeking purpose is in second position with 20 percent, peaceful environment purpose represents 17 percent, cultural monument 11 percent as well as wild life and research and study representing 6 percent and 9 percent respectively.

Table 1 : Tourists Arrival by Purposes in Ghale Gaun

Purpose of visit	Number	Percentage
Natural beauty	13	37
Wild life and animal	2	6
Peaceful environment	6	17
Sight Seeing	7	20
Cultural monument	4	11
Study and research	3	9
Total	35	100

Source: Field Survey, 2016

Number of Tourist Visiting for Different Purposes



Source : Field Survey, 2016

6.2.3 Tourists Arrival by the Nationality

The field visit was conducted during the period of political crisis, insecurity of life and prosperity and violence of the country. So the research could not encounter a number tourists in Ghale Gaun as much as expected. 35 tourists were surveyed during the field visit whose nationality is shown in following table.

Table 2 : Tourists Arrival by Nationality

S.No.	Country	No.	Percentage (%)
1.	China	7	21
2.	India	9	20
3.	America	4	12
4.	German	7	20
5.	Japan	5	12
6.	Other	4	15
Total		35	100

Source : Field Survey, 2016

Nationality and Tourist Arrival in Ghale Gaun (Show pie chart)



Source: Field Survey, 2016

6.2.4 Tourist Arrival by Age and Sex Composition

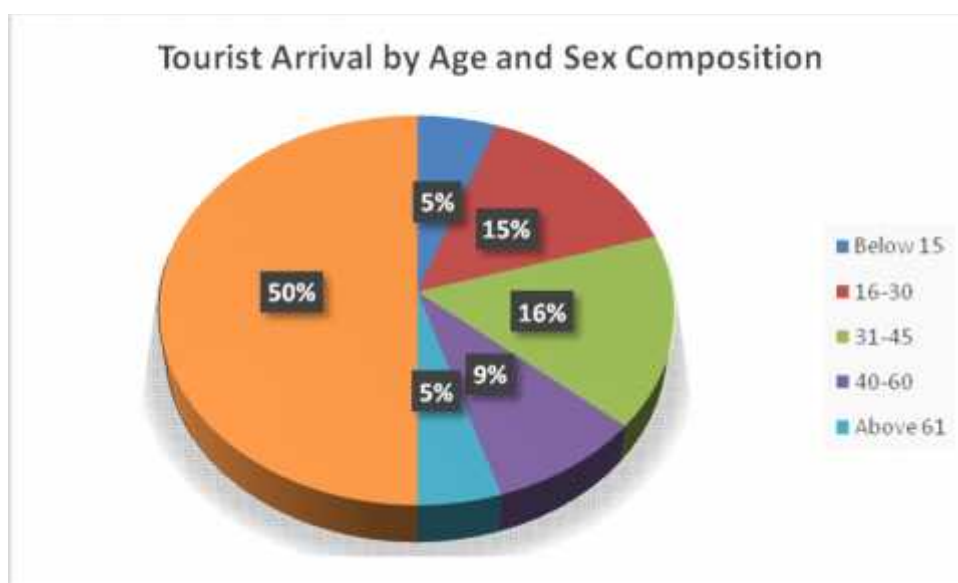
Different age and sex group of tourists visited in Ghale Gaun have been presented in given below:

Table 3: Tourist Arrival by Age Sex Composition

Age Class	No. of respondent	Percentage (%)	Male	Female
Below 15	88	11	51	37
16-30	237	29	183	54
31-45	259	32	144	115
40-60	143	18	84	59
Above 61	77	10	56	21
Total	804	100	518	286

Source: Field Survey 2016

Show in pie chart



Source: Field survey, 2016

6.2.5 Means of Transportation Used by Visitors/ Tourists

Means of Transportation used by Tourist

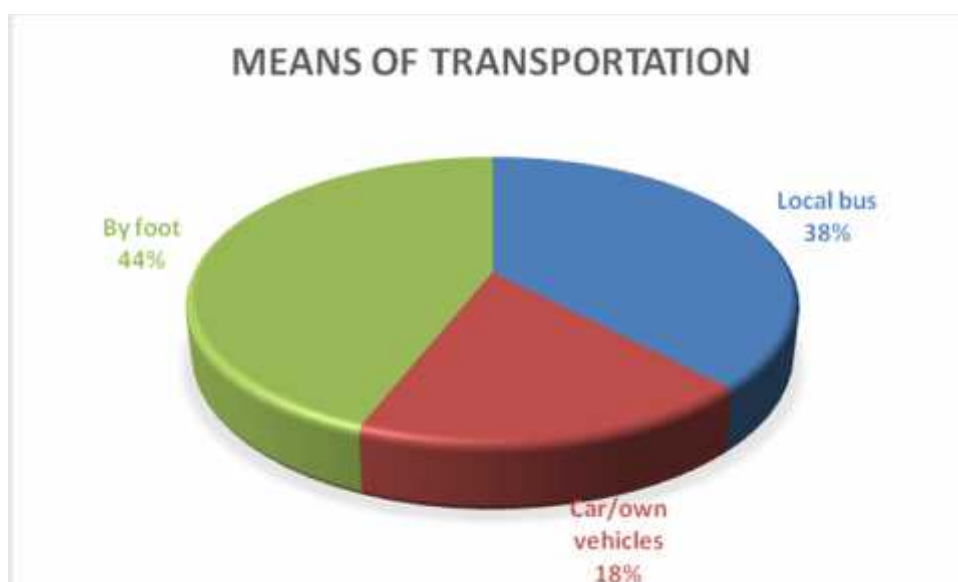
There are different kinds of transportation used by tourists. There are vehicles due to the facility of mutable roads to access Ghale Gaun. Tourists are travelling in Ghale Gaun through local bus, plane, car, vehicle, tourists but, motorcycle and others. There are many mini buses from Kathmandu to Besisahar. The different means of transportation used by tourists is presented in table.

Table 4: Means of transportation used by tourist

Means of Transportation	No. of Respondents	Percent
Local bus	19	38
Car/own vehicles	9	18
By foot	22	44
Total	50	100

Source: Field Survey 2016

The majority of the tourist (44 percentage) visited Ghale Gaun by foot, followed by local bus (38 percent) and car vehicles (18 percent), show in pie chart



Source: Field Survey 2016

6.2.6. Length of Tourists Stay in Ghale Gaun

Most of the domestic tourists stay in Ghale Gaun for amusement and pleasure. They come here for different purposes and their stay different in duration as well. Most of the tourist visit Ghale Gaun with the purposes of sightseeing, picnicking, and excursion tour and stay there. Not only has the number of tourists but length of their stay had also vital role in development of tourist industries. Length of tourists stay depends up on the time, money and desire of tourists. The duration of the tourists stay by types on Ghale Gaun can be seen from the table below:

Table 5: Length of Tourists Stay in Ghale Gaun

Duration	No.	Percentage
Day excursion	197	25
24 hours	106	13
One night two days	208	26
Two days	170	21
Between 2-4 days	123	15
Total	804	100

Source: Field survey, 2016



Source: Field Survey, 2016

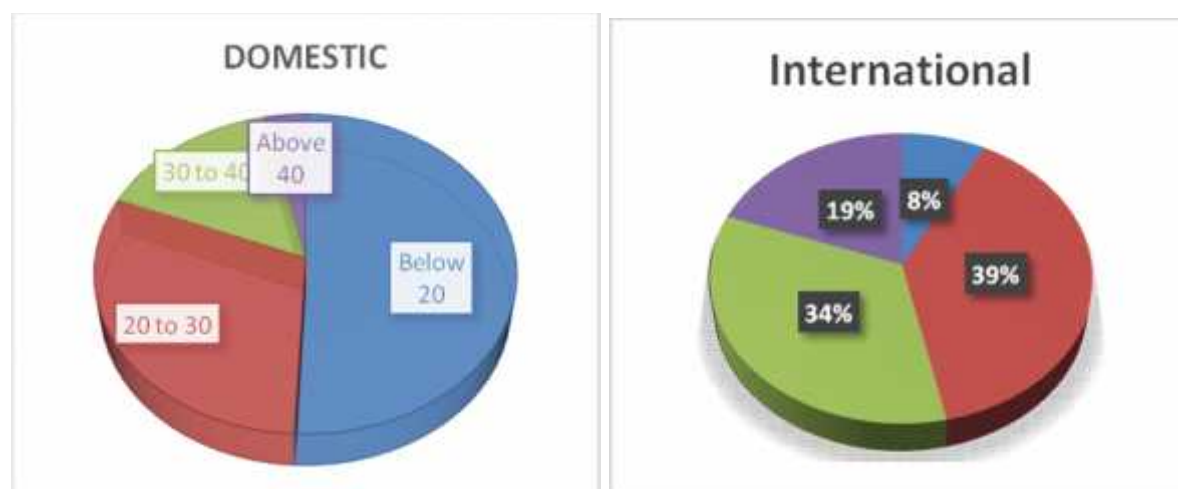
6.2.7. The expenditure Pattern of Tourists

Expenditure pattern of tourists is most important factor contributing to the development of tourism industry. Tourists without buying local products or paying them while getting services or socio economically helping local community do not leave any significance in the destination area. The expenditure pattern of the tourists in Ghale Gaun is presented below in tabulated form.

Table 6: Expenditure Pattern of Tourists

Amount (US\$)	Domestic	Percentage	International	Percentage
Below 20	50000	7	8000	8
20 to 30	30000	56	40000	39
30 to 40	15000	28	35000	34
Above 40	3500	7	20000	19

Source: Field survey, 2016



Source: Field Survey, 2016

6.2.8 Price and Standard of Lodging, Fooding and Behaviour of Local People to the Tourists

Higher the price and lower the standard of products never attract the tourists in the destination. To make the destination attractive, the relation of price and quality should be positive. Similarly hospitality of employees of tourism industries signifies for this issue.

6.3 Present Situation of Hotel Price and standard of lodging and fooding have to be fair in comparison to its quality and

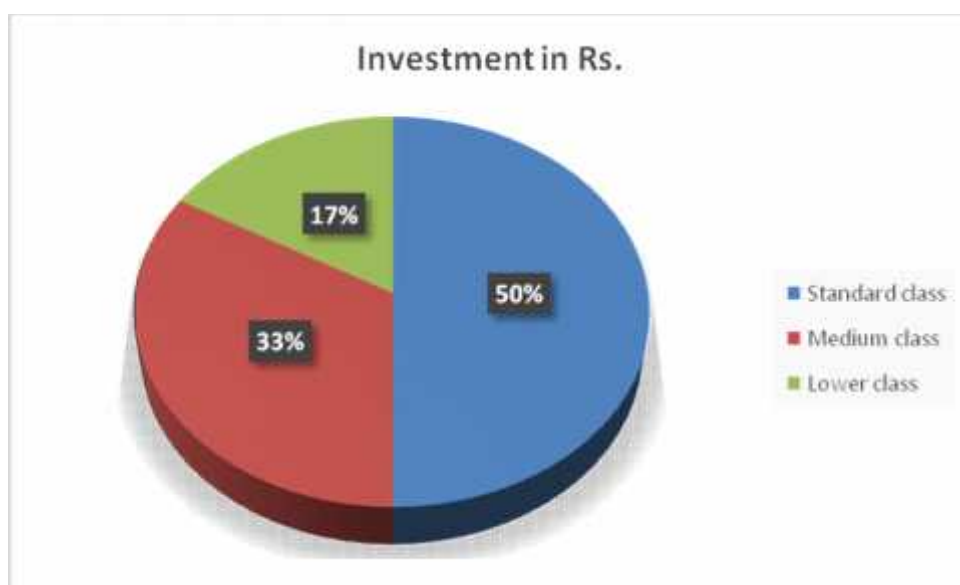
6.3.1 Home stay in Ghale Gaun

Hotel industry is a dominant factor for the development of tourism sector, hospitality, amenities, food and beverages, sanitation and beauties of surroundings are the components of hotels. Service delivery mechanism influences the quality and standard of from Besishahar. A new and novel concept, village tourism gives the opportunity to discover the true spirit of Nepal and to work as a volunteer in such a place is incredible. Indeed 28 houses (Village Resort) in Ghalegaun are providing home stays facilities for two Guest at a timer per home. The home are well furnished with Local products ahd have clean wash room. Guest are served delicious local food with warm respect. Guest safety and standers are always maintain by Ghalegaun Village Tourism management committee which the active Local body is playing the vital role in village.

Table 7: Investment Patterns of Home Stay

Home stay	Investment in Rs.	No. of home stay	Percentage
Standard class	30000	7	50
Medium class	20000	25	17
Lower class	10000	15	33

Source: Field Survey, 2016



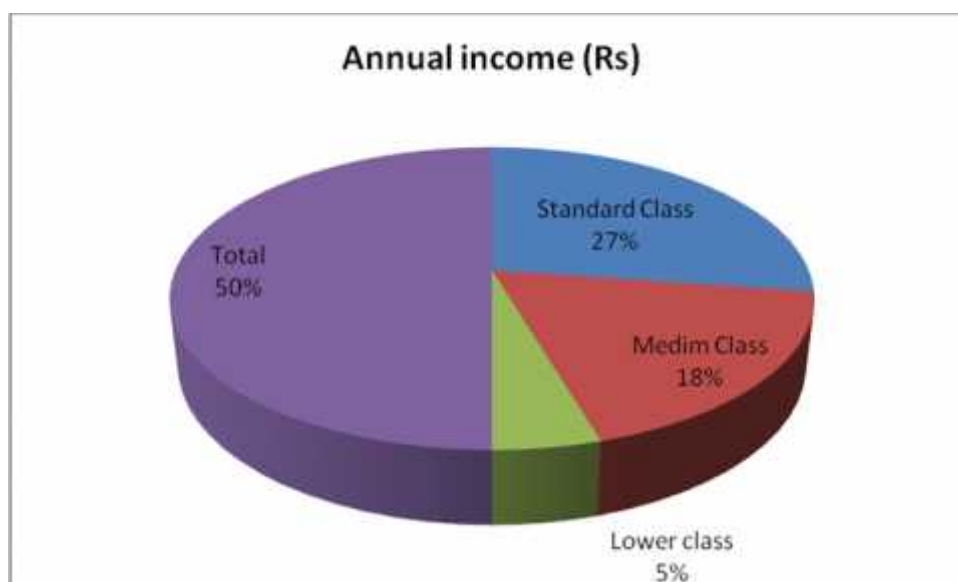
6.3.2 Income variation of Hotel or Home Stay

There is the direct relationship between the standards of hotel or home stay, tourist inflow and annual income of the hotels.

Table 8: Home Stay And Average Income

Types of home stay	Annual income (Rs)	No.	Percentage
Standard Class	600000	20	55
Medim Class	400000	20	36
Lower class	100000	20	9
Total	1100000	60	100

Source: Field Survey, 2016



Source: Field Survey, 2016

6.3.3 The Sources of Market for Goods Used in Home stay

Local markets are sufficient for the goods used in home stay. Especially green vegetable, meat, milk, butter, ghee, seasonal fruits and handicrafts are available.

6.4 Structure of the Respondents

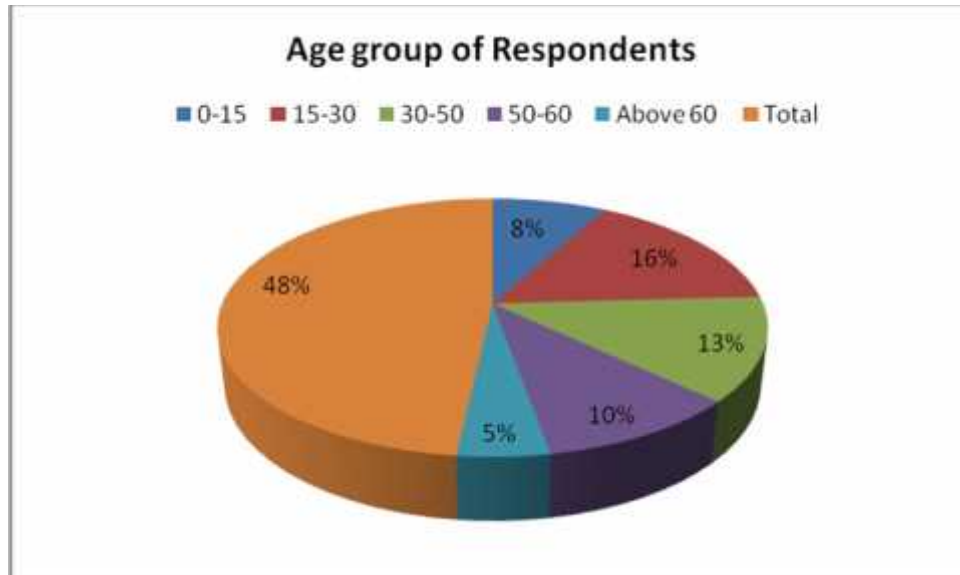
6.4.1 Age and Sex Structure

Different age and sex group of respondents were found in Ghale Gaun. The following diagram depicts that most of the respondents were taken from economically active age group and from the side of male group.

Table 9: Age Group of the Respondents

Age group	Respondent no.	Percentage	No. of family
0-15	23	15	16
15-30	46	31	20
30-50	37	25	19
50-60	29	20	17
Above 60	13	9	9
Total	138	100	-

Source: Field Survey, 2016



Source: Field Survey, 2016

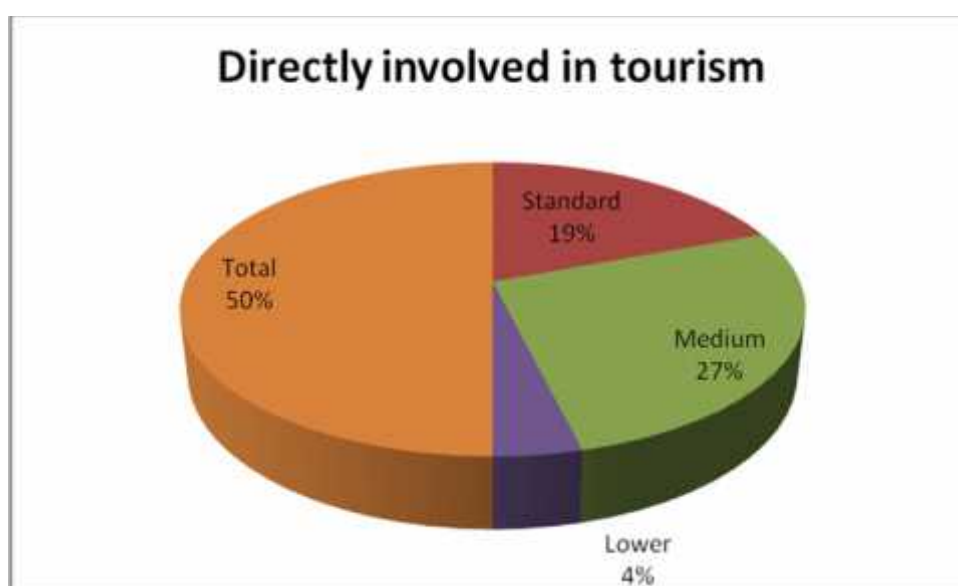
6.4.2 Number of the Local People Directly Involved in Tourism Industry

Tourism is an opportunity for the unemployed and for the tourist products/ services to be sold. During the last few years, the tourism industries could not achieve progress due to violence of the nation, condition of insecurity and political instability in the nation. Such worse situation of the nation decreases the involvement of the local people in tourism industry in Ghale Gaun. Through the local people are engaged in tourism directly in Ghale Gaun, it is very little number comparing with the employment provided by other tourism area. The table below reveals the fact.

Table 10: Numbers of Local people directly involved in tourism

Types of home stay	Directly involved			Total	Percentage
	Proprietor	Skilled	Unskilled		
Standard	5	0	10	15	25
Medium	7	7	8	22	36
Lower	1	4	3	8	14
No. involved	-	-	-	15	25
Total	13	11	21	60	100

Source: Field Survey, 2016



Source: Field Survey, 2016

6.4.3 Number of Local People Indirectly Involved in Tourism Industries

Tourism has multiplier effects; it has two sides at the same time. One is direct effect and other is indirect effect on the destination. The local people of Ghale Gaun were also engaged in indirect employment/ seasonal employment in tourism industry. Most of the local farmers, small retailers trained youngster, porters even those local people who exhibits typical cultural show pieces etc were indirectly benefited by the tourism industry in Ghale Gaun.

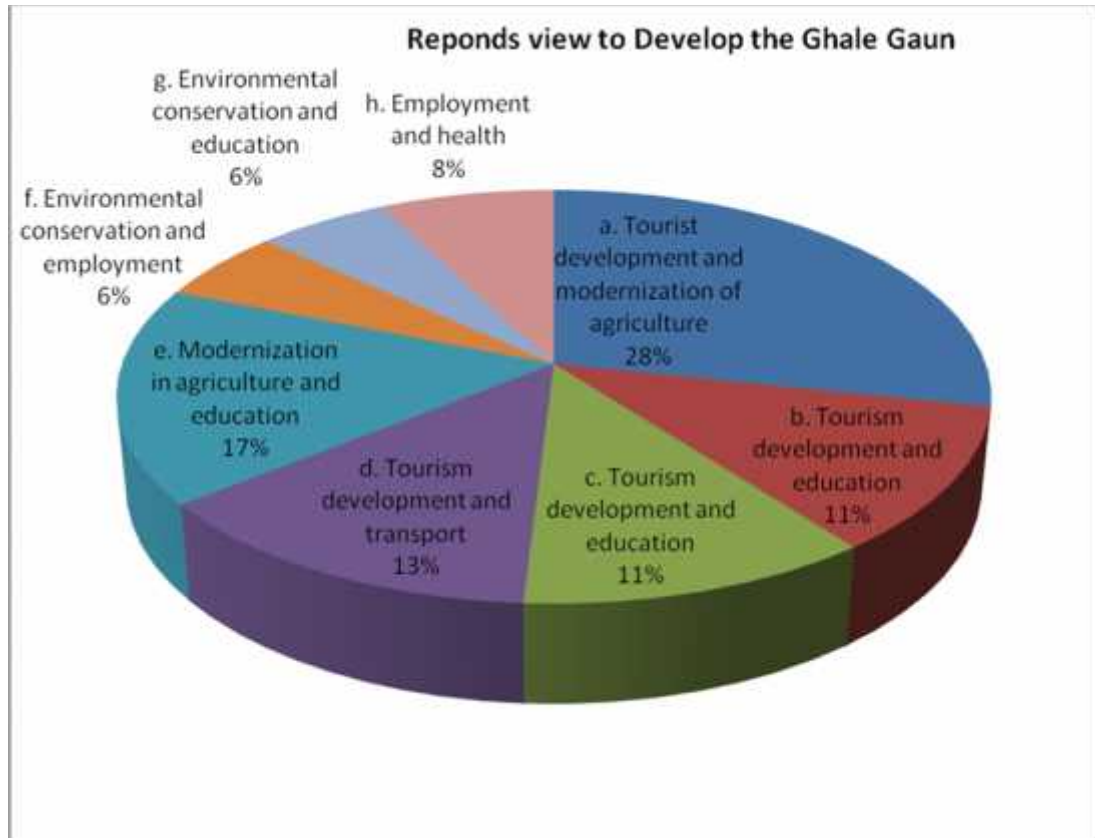
6.4.4. Respondents Views to Develop the Ghale Gaun

During the field visit 60 respondent were asked about how their village could be developed, the number of respondents and their views and their views are vividly Pictured in the table below:

Table 11: Different Sectors of Development in Ghale Gaun

S.No.	Sector	No. of Respondents	Percentage
a.	Tourist development and modernization of agriculture	15	25
b.	Tourism development and education	6	10
c.	Tourism development and education	6	10
d.	Tourism development and transport	7	12
e.	Modernization in agriculture and education	9	15
f.	Environmental conservation and employment	3	5
g.	Environmental conservation and education	3	5
h.	Employment and health	4	6
Total		60	100

Source: Field Survey, 2016



Source: Field Survey, 2016

6.5 Tourism Infrastructures in Ghale Gaun

Transportation, attraction and amenities are the major components of tourism. Whenever the one element lacks in the destination, the others cannot attract sufficient number of tourists. So, tourism infrastructures play a vital role for the rapid development of tourism, it includes transportation, accommodation, water power, security, medical facility, communication, bank, sports, etc. Available tourism infrastructures that exist presently in Ghale Gaun are as follows:

- i. Transportation facility
- ii. Accomodation facility
- iii. Catering facility
- iv. Security facility

i. Transportation facility

Transportation facility is the key factor which makes the travel possible from one place to another in hillside. The Ghale Gaun lies to the great Annapurna Range which starts from Beshishar around 43 km North from Dumbre the popular stop at Prithvi Highway. Besishahar can be reached by bus from Kathmandu Pokhara as well from major cities of the country.

ii. Accommodation facility

Accommodation is the process of adopting adjustment, which is an important ingredient of tourist industry. The concept of “**AtithiDevoBhawa**” is completely followed by the habitat of this village. Ghalegaun is famous for its homestay. The visitors are provided with accommodation in the villagers’ houses with home cooked meal and are treated as the family member not the outsider. The accommodations are simple but comfortable with good bedding as well as clean toilet facilities. Two persons will be permitted to live in a house but some times with request changes can be made too

iii. Catering facility

Presently catering is provided by Aama Samuha

6.6 Impact of Ecotourism in Ghale Gaun

6.6.1 Introduction

Ecotourism is one of the fastest growing trends in the world wide tourism industry. It affects the village society and socio economic patterns of the people. It influences food habits, family structure, religion, language, and psychology of the local people. The conceptual meaning of ecotourism is the purposeful travel to natural areas to understand the natural, cultural history of environment, taking care not alter the integrity of the ecosystem while producing economic opportunity that makes conservation of natural resource financially benefit to the local citizens (ecotourism, 1993). It is not exclusively an economic phenomenon. It also involves socio-cultural, political and environmental aspects.

6.6.2 Economic Impact

Ecotourism helps to keep local craft industries alive, save the traditional weaving (RadhiPakhi, Bakhu). Generate employment and income, develop infrastructures. It has multiplier effects on different dimensions of development.

Table 12: Direct Local Self Employment and Salary Pattern

Salary Patter (Rs/month)	No. of employees	Percentage
Below Rs. 6000	45	10
6000-9000	32	39
9000-12000	26	32
Above 12000	15	19
Total	122	100

Source: Field survey, 2016



Source: Field Survey, 2016

The fact is that the local people are directly benefited by the development of tourism industry in Ghale Gaun. It seems that the further development of tourism in Ghale Gaun is likely to raise economic condition of the people. It is only the feasible industry to achieve the overall development of the areas. For the local people's economic well being, it is necessary to co-ordinate the activities of local people with tourism activities e.g. farming, horticulture, dairy production, traditional or cultural show, etc may be flourished and rural poverty may be eliminated.

In brief, ecotourism activities may bring drastic change in economic sector of Ghale Gaun by addressing employment and income opportunity for local, market for local production and permanent source of foreign currencies earning if it has the proper planning and implementing the ecotourism policies and strategies.

6.6.3 Social Impact

“If tourism cultivated properly only help a country to earn foreign exchange as well as friend from across the land seas helping to forge link of mutual understanding appreciation for a better world of tomorrow.” (Late King Birendra). Therefore, tourism brings a significant change in the society. Similarly, the flow of domestic and international tourists has kept a great impact on socio-cultural life style of the people of Ghale Gaun. Almost cultural and traditional assets were forgotten with the flow of out migration. But last few decades, Ghale Gaun was promoted as an important tourist destination having living ancient or historical arts and crafts, building cultural monuments as well as panoramic natural beauty. Slowly and gradually, tourists visiting Ghale Gaun increased then local people realized to preserve their typical identity that attracted tourists. So now the culture and tradition of Gurung Ghale has been revived. Home stay system has made men, women and children of village aware of neat and clean sanitation, food hygiene and hospitality especially in Gurung women and men address the new comers/ visitors as ‘solti’ and behave politely. Great changes in people’s attitude, behaviour, knowledge and language have been found the influence tourists visiting Ghale Gaun.

6.6.4 Environmental Impact

It is very difficult to find out the environmental impact by tourism in Ghale Gaun. Before 1971 the jungle was destroyed recklessly and after the establishment by deforestation resulting from comprises for tourists every night, over grazing of cattle’s and agricultural practice by local people. No additional plantation resulted thus the deforestation led to landslides and gradually the natural beauties of Ghale Gaun was being degraded.

CHAPTER VII

SUMMARY, CONCLUSION AND RECOMMENDATION

7.1 Summary

Ghale Gaun village the best village among south Asian villages is the perfect example of home stay based tourism destination in Nepal. This beautiful village lies in along the round Annapurna circuit route a whole worlds as well as Nepal's a popular trekking destination. The lane of roads is stone paved and clean. One can feel peace and harmony when one will be there. These days everyone is praising the place and also in these few years Ghalegaun has developed tremendously and the home stay. It has attracted many foreigh as well as the domestic visitors. The view from the villages stretches from Buddha Himal, Himalchuli and Manaslu to the northeast Mt. Lamjung and Annapurna II to the north ans Mt. Machhapucchre and Annapurna South to the Northwest.

Ghale Gaun is rich in natural diversity offering alpine mountains and valley/ Alpine villages, Glaciers and cold places. A number of flora and fauna inhabitant in its surroundings seems to the heaven. To experience heavenly beauty and relaxation, the peace and tranquillity of timelessness a stay in Ghale Gaun is the ideal choice.

It is inhabitant by simple and friendly people having their professions as military groups in Nepal army, Indian army, British army as well as police services and besides that main occupation is agriculture and animal husbandry. But in recent year the area is becoming very popular for the ecotourism most of the tourists visit this area for trekking, sightseeing, natural beauty, cultural monuments, wildlife and vegetation, bird watching study or research. These ecotourism activities can have significant impact on employment, education, culture, and agriculture and income level of local people. It can increase living standard of these people as a whole.

Accessibility, pleasant climate, richness of natural beauty, suitable place for view point, high stock of biodiversity and native culture of simple and friendly people make Ghale Gaun unique eco ecotourism destination.

Even though, Ghale Gaun has a huge prospect or potentiality of ecotourism development, it has some major challenges and problems e.g. transportation and communication, trained manpower, health and sanitation, recreational facilities, seasonal fluctuation of tourist arrivals, tourist information centers, good quality hotels peace and security, etc. If present problems and changes have been overcome, Ghale Gaun may be developed and promoted as ecotourism destination.

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The field survey shows that Ghale Gaun is economically very poor, agricultural land is not fertile and not irrigated. Young generation migrated to Kathmandu and abroad countries in search of job and education. Rest of the aged people is engaged in agriculture and livestock raising. In spite of this people are eager to welcome in tourists and swear to be hospitable and respect to all the foreigners. Therefore, huge potentialities as well as problems of ecotourism development in Ghale Gaun are existing to develop and promote prospects of ecotourism by transforming them into tourist products. The goal of ecotourism can be achieved with poverty alleviation, employment opportunity creations, and income generation in Ghale Gaun.

The Ghale Gaun lies to the great Annapurna range which starts from Beshishar around 43 km North from Dumbre the popular stop at Prithvi Highway. Beshishar can be reached by bus from Kathmandu Pokhara as well from major cities of the country. From Beshishar you can be rolled towards the winding road uphill dotted with the agriculture farm. As you go up, you see an array of snow peaks crowned with nature and beauty that left breathless, felt like all Himalayan giants are lined up for the cameras to get captured. There are routes with options.

Route Number 1: Beshishar – Baglungpani – Kapuragaun _ Ghalegaun

Route Number 2: Beshishar – Khudi – Simpani – Ghale Gaun

Route Number 3 : Beshishar – Khudi – Ghanpokhara – nayu – Ghale Gaun

Route Number 4: Pokhara – Thumsikot – Pasagaun – Bhujung – Ghalegaun

Route Number 5: Beshishar – Pasagaun – Bhujung – Ghale gaun

Route Number 6: Beshishar – Bahundanda – Koto – Duthpokhari – Ghanpokara – Ghale Gaun

7.2 Conclusion

In Ghale Gaun, tourism already exists but in low volume and there is high potentiality of ecotourism. Ghale Gaun required ecotourism which is one of the few economic opportunities, creating cash, income and employment. So, ecotourism development in Ghale Gaun helps to benefit local communities and uplift the rural economy. Nature conservation and cultural preservation require ecotourism because it can generate the income to pay for the conservation and preservation efforts and safeguard, the attraction. Rich nature and culture are major assets for ecotourism development. Through ecotourism it is possible to create link between local communities and tourists. Active local people's participation in planning, implementation and management of their own socio-economic and political development, and benefit sharing is one of the basic issues of ecotourism eco-tourist equally cares to the sustainable use of natural resources.

Ghale Gaun has a great prospect of ecotourism. Tourists can come to this village for sightseeing, eco-trekking, recreation, culture study, observation and investigation, bird watching, paragliding, wildlife and animals, etc. tourist infrastructure are not sufficient there. Education and awareness are lacking in the case of tourism. Natural and cultural assets of Ghale Gaun have not been protected well as many people have to depend upon firewood due to lacking of alternative sources of energy.

In brief, ecotourism can be only a strategy to cope rural poverty and deprivation. Therefore problems and challenges of ecotourism should be overcome and development and promotion of ecotourism should be accelerated ahead. For this, there is necessity to integrate tourism and management, nature conservation and community development for the benefit of local people and tourists. If ecotourism is adopted, there will be very bright future of Ghale Gaun. It can bring drastic changes in the socio-economic condition of Ghale Gaun. Ecotourism here will conserve the nature and culture with sustainable use of

resources by involving local people if it is well planned and managed. With combined efforts, it is sure that we can make tourism in Ghale Gaun ecologically sound economically viable and culturally acceptable for sustainable utilization of natural resources.

7.3 Recommendations

The problem of poverty and deprivation is rooted deeply in rural economy. Rural development aims to uplift the rural life of people by alleviating poverty connected problem. There are many ways and means of developing uplifting rural life. One of them is tourism in general and ecotourism in particular in such rural areas, which are similar to Ghale Gaun having huge prospects of ecotourism. Therefore, this study shows that ecotourism is only alternative vehicle for the up-liftment of overall dimensions of the rural life. Following recommendations for the solution of challenges and problems of ecotourism as well as for the improvement of the ecotourism potentiality/ prospects have been given to the local people.

-) Ecotourism is eco friendly, so everyone should be friendly with nature.
-) Ecotourism development should consider the nature environment and benefit of local people.
-) Possible socio economic and cultural impacts of tourism should be considered in the development of tourism.
-) Tourism should be less negative impacts as deforestation, deterioration of sanitation of water, impact on wildlife population and behaviour.
-) Non bio-degradable rubbish such as mineral water bottles, chocolate, biscuits wrappers should be controlled.
-) Provide higher education for the young generations about their social and cultural heritages.
-) Under ecotourism region of GhaleGaun, green fuel wood is not allowed. So, there must be the introduction of alternative source of energy.
-) Lodges and hotels should be managed, food and service delivery mechanism should be improved.
-) Only quantity of hotels and lodges cannot maintain the demand of tourists. So, quality hotels and lodges need to be increased.

-) Communication quality is not developed. E-mail, internet, fax system should be established.
-) There are very less check posts, police stations so provision to maintain peace and security should be realized.
-) To control garbage, there should be several rubbish pits to gather the wastes.
-) The government should pay attention to control garbage at the initial stage of tourism development. Therefore, local people, local government & non-government organizations should be co-ordinate to manage the garbage problems.

Besides 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 traveller that conserves the local environment and cultural heritage; it improves the welfare of local peoples. Optimum benefit should be given to local population. Eco-tourism should not be regarded as an integral component of the general development of the area.
-) Both the government and NGO's should actively take part to mobilize local people to protect resources and the environment.
-) Emphasis should be given to develop the infrastructures such as transportation network, information network and management in order to encourage mountaineering expedition in the area.
-) Government with the help of local people 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.
-) Tourism Development Management Committee (TDMC) is essential to institutionalize and establish the rules and regulations but there is lack of such institutions in Ghale Gaun.
-) Home stays are limited, those that operating presently have poor loving condition, poor hygiene and sanitation. Therefore, Home stay should be increased, improved and developed by providing concession credit program and awareness programs like trainings and seminars.

-) Local natural and cultural tourism products like Radhi, Pakhi, should be promoted within tourism. The product should be provided to tourists as the local gift for memory.
-) Similarly, street lights should be installed which will have positive effects to the beautification of the village.
-) View point should be constructed in order to enjoy the scenic beauty of nature.
-) There is the information centre from where the visitors could get the information about Ghale Gaun and its surroundings. So it appears necessary to be introducing the information centre with information booklet detail route map the brochures, visual show, etc.
-) There are not any medical halls, clinics and except some private clinics. Similarly there are limited numbers of communication services. Medical facilities, telephone and security should be developed and extended.
-) 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 Ghale Gaun.
-) While tourist visiting Ghale Gaun, they don't stay even a night and they don't buy local goods and services. Such activity of tourists doesn't leave any significant impact on the local people. Therefore, it is most important to extend the average stay of tourists.

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Appendix

1. Questionnaires for Hotel/ Lodges Owners

1. Name of the respondent
2. Age () below 25, () 25 – 30, () 45-60, () 60 above
3. Sex () male, () female
4. Normally, which type of tourists visit in this area?
() domestic, () foreign
5. Generally, how long do the tourists stay in this area?
() few hours, () one night
() two nights, () three nights, () more than three nights
6. What are your tent for rooms and beds?
Double bed (), single bed (), others ()
7. How many rooms and beds are available in your hotel/ lodge?
8. How much do you earn per month from tourism business?
 - a. Rs. 5000- Rs. 10,000
 - b. Rs. 10,000 - Rs. 15,000
 - c. Rs. 15,000 and above
9. From where do you bring foodstuffs needed to your hotels/ lodges
 - a. Beshishahar
 - b. Pokhara
 - c. Others
10. How many rooms capacity do you have for tourists?
 - a. Below 10

- b. 10 – 20
 - c. 20 above
11. What things do you think to attract tourists in Ghale Gaun?
 - a. Wildlife
 - b. Local culture
 - c. Research
 - d. Others
 12. What is liked by the tourists most in Ghale Gaun?
 - a. Natural things
 - b. Cultural things
 - c. Physical things
 - d. Others
 13. Is any scope of domestic tourism in Ghale Gaun?
 - a. Yes
 - b. No
 14. What can do for the development and improvement of tourism profession in future?
 - a. Preservation of forest
 - b. Preservation of culture and traditions
 - c. preservation of forest
 15. Are any potential sites for tourism activities in Ghale Gaun?
 16. What do you think the fundamental thing for tourism development?
 17. Have you any recommendation for the promotion of tourism in Ghale Gaun?
 18. Should any new economic program be launched as per the Tourism year, 2011?

2. Questionnaires for the Respondents

1. Name of the Respondents
2. Age

- a. 0 – 15
 - b. 15 – 30
 - c. 30 – 49
 - d. 49 – 60
 - e. 60 above
3. Sex
- a. Male
 - b. Female
4. Caste
- a. Gurung
 - b. Ghale
 - c. Magar
 - d. Others
5. What tourism activity do you concern with?
- a. Hotel/ Lodge
 - b. Home stay
 - c. Others
6. In what no tourism activity do you involved in?
- a. Agriculture
 - b. Cottage industry
 - c. Government Service
 - d. Abroad
7. In what sectors does the village should take in concern?
- a. Tourist development
 - b. Environment
 - c. Employment
 - d. Agriculture

8. Have you benefited from tourism industry?
 - a. Yes
 - b. No

3. Questionnaires for the Tourists

1. Name of the visitor
2. What is your purpose of visiting Ghale Gaun?
 - a. Sightseeing
 - b. Research
 - c. Natural beauty
 - d. Peaceful environment
3. Which means of transport did you see to visit Ghale Gaun?
 - a. Local bus
 - b. Bike
 - c. Travel coach
 - d. Own vehicle
4. Which country do you belong to?
 - a. Nepal
 - b. SAARC
 - c. USA
 - d. UK
 - e. Others
5. For how many days do you stay in Ghale Gaun?
 - a. Below 24 hours
 - b. 1 day
 - c. 1 – 2 days
 - d. 2 days
6. What do you think about the cost of lodging and fooding in Ghale Gaun?

- a. Low
 - b. Relevant
 - c. Expensive
7. What do you think about your decision to visit Ghale Gaun?
- a. Good and wise
 - b. Regretting
 - c. Not mentionable
8. What amount have you allocated for spending in Ghale Gaun?

Focus Group Discussion with the Local People

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