

Opportunities and Challenges of Rural Tourism in Besishahar Municipality of Lamjung District

A Dissertation

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Submitted by:

Ram Chandra Ghimire

Exam Roll No: 2980022

TU Regd. No: 6-3-298-216-2017

Tribhuvan University

Kalika Multiple Campus, Pokhara

February, 2023

DECLARATION

I hereby declare that the thesis entitled “**Opportunities and Challenges of Rural Tourism in Besishahar Municipality of Lamjung District**”, submitted to the Department of Rural Development, Kalika Multiple Campus, Pokhara. It is entirely my original work prepared under the guidance and supervision of my supervisor. I have made due acknowledgement to all ideas and information borrowed from different sources in the course of writing this thesis. The result of this thesis has not been presented or submitted anywhere else for the award of any degree or for any other purposes. No part of the content of this dissertation has been published in any form before. I shall be solely responsible if any evidence is found against my declaration.

.....

Ram Chandra Ghimire

TU, Regd. No.: 6-3-298-216-2017

Kalika Multiple campus

Feb, 2023

RECOMMENDATION LETTER

This thesis entitled “**Opportunities and challenges of Rural Tourism in Besishahar Municipality of Lamjung District**”, has been prepared by Mr. **Ram Chandra Ghimire** under my guidance and supervision for the partial fulfillment of the requirement for the Degree of Master of Arts in Rural Development. I hereby recommend this thesis for examination for the degree of Master of Arts in Rural Development.

.....

(Tilak Raj Sharma)

Department of Rural Development

Kalika Multiple Campus

Kaski, Pokhara, Nepal

Date: Feb, 2023

APPROVAL LETTER

The thesis entitled “**Opportunities and Challenges of Rural Tourism in Besishahar Municipality of Lamjung District**” submitted by Ram Chandra Ghimire in partial fulfillment of the requirements for the Degree of Master of Arts (M.A.) in Rural Development has approved by the evaluation committee.

Evaluation committee

Mr. Tilak Raj Sharma

.....

Supervisor

Prof. Dr. Vikash Kumar K.C.

.....

External Examiner

Assoc. Prof. Biranji Gautam

.....

Campus Chief

Date: 26th Feb, 2023

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ABBREVIATIONS

AD = Anno Domini

ADB = Asian Development Bank

BS = Birkam Sambat

GDP = Gross Domestic Product

GoN= Government of Nepal

Km= Kilo meter

MOCTCA = Ministry of Culture, Tourism and Civil Aviation

NEFIN = Nepal Federation of Indigenous Nationalities

NTB = Nepal Tourism Board

TDC = Tourist Development Council

U.K. = United Kingdom

UN = United Nation

UNWTO = United Nation World Tourism Organization

US = United States

USA = United States of America

WTO = World Tourism Organization

ABSTRACT

Tourism refers to the activities of people visiting to and staying in places outside their usual environment for not more than one consecutive year and that can be for pleasure, business, pilgrimage and other purposes. Tourism has great potentials worldwide. It is considered as a 'smokeless industry' and has grown up very fast in the last few decades.

Nepal is one of the most beautiful countries in the world with lofty snows capped mountains and scenic, peaceful settings, making Nepal one of the highly potential countries for world tourist's destination. Tourism industry is highly growing industry in Nepal as there are lots of places across the country, among them Lamjung district is one of the best destinations. Lamjung, a district that falls under the Gandaki Province, western part of Nepal has lots of rural areas that can be developed as best destination for tourist who wants to enjoy rural life style and scenic beauty. Among those beautiful and highly potential area for rural tourism Bajhaket area is one of them.

The general objective of the study was to explore tourism opportunity and challenges in Besishahar Municipality-10, Bajhaket. Whereas specific objectives of the study were to explore the natural and cultural attractions of this study area, assess the involvement of local people in the tourism industry, analyze the challenges, in order to develop study area as rural tourism destination.

This study has been carried out mostly on the basis of exploratory research design, also descriptive method of research design is used in order to describe the findings during the study. Qualitative and quantitative data have been collected for the study using both primary and secondary sources. Out of the total 133 households, 14 households having home-stay service, 17 household without having home stay service, 10 representatives from different sectors, all together 41 respondents have been selected. To collect data, household survey, key informant interview, observation, method have been used and different computer program, simple statistics tools like table, graphs, have been used for data analysis and descriptive methods has been used for qualitative data.

Study area has huge possibility to be one of the best tourist destinations. Different attractions like, Gurung/Ghale culture, natural beauties, well conserved community

forest, typical rural lifestyle, clean environment, can be the reason for visiting this area. The involvement of local people in the tourism industry with their warm hospitality with traditional and cultural ritual encourage tourist to visit that place. Development of hiking route up to Barahapokhari, developing the trekking route for Dr. Harka peak, linkage with NTB and MoCTCA, Co-ordination among tourism committee and villagers, establishment of information center can definitely help to emerge this place as one of the major tourist destinations of the country.

I believe that this thesis will contribute in some level for the promotion of the study area as tourist's destination area, and helps to determine this area as a place having high potentiality for tourism. This study might be useful for the exposure of the study area and hope that this thesis will contributes to increase the number of tourists in study area.

CHAPTER I: INTRODUCTION

1.1 Background of the Study

The word Tourism is derived from Latin word 'tornare' and the Greek word 'nos', meaning 'a lathe or circle; the movement around a central point or axis', this meaning changed in modern, English to represent 'one's turn', when the word tour and the suffix 'ism' are combined they suggest the action of movement around the circle. The act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist (Kunwar, 2010).

Tourism industry is the only industry, which can uplift economically developing countries like Nepal. As for the development of other material manufacturing industries it needs huge investments which can be a real tough job, but tourism industry can be functioned with small amount of investment and resulting big-return. Different nation has been benefited by the tourism sector, most of the Asian countries are able to taste the fruit from tourism sector. According to World Travel and Tourism Council countries like South Korea, China, South Africa, and Indonesia performed best in 2012

Rural tourism is a complex multi-faceted activity: it is not just farm or agriculture-based tourism. It includes farm-based holidays but also comprises special interest nature holidays and ecotourism, walking, climbing and riding holidays, adventure, sport and health tourism, hunting and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritages tourism, and in some areas, Rural tourism is in fact not a new concept however the rural tourism concepts during 1970s-90s were different in several ways. It is revealed that over 70% of the Americans now participate in rural recreation. Likewise, many other developed countries also exhibit similar levels of participation. Growth in rural tourism is difficult to quantify, because few countries collect statistics in a way which separates purely rural from other forms of tourism, however most national tourism administrations agree that it is a growth sector (Pandey, 2008).

Rural areas have lots of things to offer. Generally, they are fully blessed with natural beauties, and interesting culture and tradition being followed by rural people. Despite the beautiful scenario, rural areas have possibilities for home stay tourism development. Promotion of cottage industries would address unemployment,

underemployment and poverty problems; promote promotion of primary and supportive tourism enterprises, and local economic development through the use of existing potential and opportunities. As Nepal having most of the area covered by rural areas it definitely has many rural sites to attract tourist across the world.

Nepal is situated in south eastern part of Asia. It is roughly rectangular on shape with total area of 1, 47,181 sq. Km. It is surrounded by India in the east, south and west and by China in the north. Nepal harbors unprecedented tourism resources in all ecological regions that range from low land in Terai to the Hills and Mountains. This geographical diversity offers not only refuge to the flora and fauna of global significance, particularly, the hills and mountains the habitat for population with immense diversity, serve also as the source of rivers and aquatic biodiversity for territory even beyond Nepal.

Nepal occupying only 0.03% of the total landmass of the earth is home to, 2% of all the flowering plants in the world, 8% of the world's population of birds (more than 848 species), 4% of mammals on earth, 11 of the world's 15 families of butterflies (more than 500 species), 600 indigenous plant families, 319 species of exotic orchids (NTB, 2011).

Lamjung, a district that falls under the Gandaki Province of federal democratic Nepal, pokhara as the provincial headquarter and Besishahar as a district headquarter. This district has lots of rural areas that can be developed as best destination for tourist who wants to enjoy rural life style and scenic beauty. Among those beautiful and highly potential area for rural tourism Bajhakhhet area is one of them, which is around hour away from district headquarter Besishahar. It is an area similar to a locality but with a small group of dwellings or other buildings in the country of Nepal.

This study area has beautiful natural beauty to offer like Lamjung mountain, whereas beautiful Besishahar can be seen from this area, as well as tourist can enjoy Gurung life style and culture too, such as traditional houses of Gurung community, ghatu, krishna charitra, sorathi etc. are dance that are shown to the visitors by the local community-based organizations.

1.2 Conceptual Review

Tourism is a composite of activities, services, and industries that deliver a travel experience: transportation, accommodations, eating, and drinking establishments,

shops, entertainment, activity facilities, and other hospitality services available for individuals and groups that are travelling away from home. It encompasses all providers of visitors and visitor related services. Tourism is the entire world industry of travel, hotels, transportation, and all other components that, including promotion, serve the needs and wants of travelers. Finally, tourism is the sum total of tourist expenditures within the borders of nation or a political subdivision or a transportation-centered economic area of contiguous states or nations. This economic concept also considers the income multiplier of these tourist expenditures (op.cit.).

The tourism society in Britain attempted to clarify the concept and defined in 1976 as: “Tourism is the temporary short – term movement of people to destination outside the places where they normally live and work, and their activities during the stay at these destinations, include movements for all purposes, as well as day visits or excursions (Bhatia, 1994:34).

According to Greffe (1993:23) Rural tourism can be understand in three different ways, Firstly, Rural tourism can be understood as living in the house of local people, this concept is poor people oriented so it is also known as tourism of poor people, luxurious destination where huge sum of money is need to be expend for accommodation and food, in such places who can't afford for such tourist Rural tourism is developed. Secondly, rural tourism refers to involving tourist in different activities which is vastly different than the tourism activities done in the urban area, activities like, cycling, fishing, honey hunting, etc. falls under this. Thirdly, this is newly developed concept about rural tourism; it includes staying in farm house, doing agricultural activities, studying about farming activities or enjoying watching these activities, (Sharma and Kharel, 2011).

1.2.1 Types of Tourism in Nepal

Despite being a relatively small country, Nepal boasts a wide variety of geosocial mixes. Nepal holds eight of the fourteen highest mountains above 8000 meters. Nepal offers a wide range of tourist attractions – from casual sightseeing to extreme mountain climbing, from authentic cuisine to global dishes, from herbs to birds unique to Nepal. Mountaineering is one of the strongest points of tourism in Nepal and is therefore considered one of the strongest attractions. It is estimated that mountains share approximately 15-20% of the global tourism market. In 1998, the

United Nations General Assembly declared 2002 the International Year of Mountains. Of all the activities that are done in Nepal, trekking is the most prominent and therefore mountain tourism can be considered as a key factor in attracting quality tourists to the country. The diversity of Nepal's geographical and cultural terrain makes the country ideal for trekking. From the easiest trekking routes, popularly known as the royal trekking, to one of the most challenging routes that can be found in Nepal. Trekking in Nepal provides the opportunity to observe the local culture of the people and enjoy the beauty of nature untouched by the hustle and bustle of city life. Depending on expertise and expectations, tourists can choose from a wide range of options – not only in terms of route and terrain, but also in terms of trekking modality. Wild tourism is another attraction of the country. At short distances, hikers can see a wide variety of wild animals. As Koshi Tappu is well known for bird paradise, Chitwan is famous for elephants and Bardiya is a center for tiger sighting. The elusive snow leopard, once close to the mountains, has long attracted tourists, and the Himalayan pheasant, the national bird of Nepal, the Danphe, is the only one of its kind. Although ecotourism and rural tourism are relatively new areas of tourism worldwide, they seem to have deep roots in Nepalese culture. Its roots can be traced back to the prehistoric period, when saints and sages traveled from one settlement to another in search of knowledge and wisdom.

A. Eco Tourism

Since the environment is an urgent problem of the 21st century, it is almost impossible to imagine a business in the tourism industry without taking into account the environmental factor. In a large part of the world, tourism is more or less synonymous with the ecological paradigm, which has also been reflected in the perspective of entrepreneurs in the tourism industry. This factor is even closely related to rural tourism. Everyone everywhere is aware of the need to treat the environment with respect and caution. One should preserve nature as originally as possible, which is the same as preserving authenticity or diversity. These two concepts turned out to be an important factor for choosing a tourist resort. The intact, autochthonous, natural environment proved to be the most important element of authenticity. Rural tourism grows and develops as an integral part of the environment in a sustainable way, preserving the identity of the locality and restoring lost activities such as subsistence agriculture, rural tourism is in the countryside, not in the city (M.

Victoria Sanagustín Fons, 2010). In general, ecotourism is used to describe tourism that is nature-based, sustainably managed, promotes conservation, and is environmentally educated. It is considered a type of alternative tourism as opposed to other forms of tourism such as mass tourism and aims to preserve the integrity of both the social and physical environment. Ideally so it has attributes of sociocultural and ecological integrity as well as responsibility and sustainability (Burns, 2004).

Environmental benefits include support for landscape conservation and incentives for preserving, protecting and improving the natural environment. In this sense, new environmental regulations have been put into practice to preserve environmental assets and, according to our interviewees, local governments in this area are working hard to adopt these new laws with the aim of controlling the use of the landscape and reducing damage caused not only by the intensive use of visitors (skiing, hiking, mountain climbing or riding a horse), but also vandals who abuse nature and enjoy destroying beautiful places and landscapes for no other motivation than pleasure. On one side of the rural studies debate are those who like to describe rural areas as having, to a greater or lesser degree, characteristics that distinguish them from urban areas. It is recognized that rural areas are not identical and some are quite similar to urban areas, but it is believed that rural areas tend to have, to varying degrees, four main qualities: a relatively low physical density of people, buildings and activities; less social and cultural heterogeneity; less economic diversity; and comparative physical isolation from general economic, social and political networks (Bramwell, 2009).

The pursuit of tourism sustainability is particularly important for countries that are economically dependent on tourism and therefore need to develop a mechanism to ensure the continuation of tourism. Kant, argues that making sustainability the focus of alternative development may be the most productive way forward for tourism policy (Burns, 2004). Burns goes on to quote Nash when he states that the problem with this ideal is that development tends to address economic conditions before social or environmental ones. The idea of environmental protection through tourism must not and cannot be separated from development issues, and in order to satisfy the multitude of interests involved now in the future, tourism must be sustainable. Ecotourism is one form of tourism that attempts to do this (Burns, 2004).

B. Anthropological tourism

Tourism has long been perceived as closely related to the concepts of development. The tourism industry has been seen as a powerful driver of development, particularly in the form of small businesses in developing societies, and anthropologists have contributed to the tourism literature in discussion of many theories surrounding the issue of development (Burns, 2004).

Although this may indicate a form of dependency and insecurity, tourism plays a strong role in the local economy. Other authors, however, prefer the concept of tourism as a complex and diversely interrelated matter. This approach, as discussed by Prezeclawski in 1993, emphasized that tourism is a very complex phenomenon that involves issues that are: economic (related to market forces such as supply and demand); psychological (related to the aspect of social psychology identifying business as stressors as well as motivation factors); social (related to roles, relationships and responsibilities); and cultural (related to the preservation, transmission of knowledge and at the same time local traditions, for which tourism is the main driving force). Given this complexity, a holistic and interdisciplinary approach seemed better in providing an integrated view of tourism, which not only impacts on the social economy, but also has implications in culture, tradition and societal values. As in the current context, many forms of tourism are developing and modes of delivery are evolving. One of the perspectives in this field is that of anthropological tourism, which is closely related to ecotourism, which actually arose from "sustainable tourism", a term that has been in use for more than a decade (Burns, 2004).

It is well understood that an anthropological perspective is essential in sustainable tourism practices, and in particular seeks to study the relationship between hosts and guests and how this relationship changes and evolves over time. One way to use this tourism hat would be to develop tourism packages in such a way that anthropological studies are promoted and supported. Since tourism is itself an applied field of social entrepreneurship, anthropological tourism can play a significant role in creating the foundations of sustainability in a community. Ultimately, he says (Burns, 2004), anthropology is about people, as is tourism. Anthropologists are both participants and

observers of tourism, whether they like it or not. A wide range of possibilities for the study of tourism is still being realized in anthropology. It's an exciting and challenging time. It is also important because anthropology and tourism must be properly engaged for the future of both.

In his remarkable work, Nash (1981) states that tourism, defined as a leisure activity requiring travel, exists at all levels of socio-cultural complexity. The proliferation of these journeys seems to be linked to the ubiquity of leisure and travel. Economically, it could be accounted for in terms of surplus and trade, but that's about it one point of view; other factors must also be taken into account, especially if the travelers do not come from a great distance or travel without a definite purpose. According to the transactional view, tourism can have an impact on the societies producing the tourists, the host societies, and any transcultural social systems in which it is embedded. These effects come not only from tourists and their activities themselves, but also from the tourist infrastructure that serves them. However, experts do not seem to have paid enough attention to the tourist-creating companies themselves. A new global perspective thus requires us to view the scene from a broader perspective that takes into account not only the host society but also the society from which the tourists come. These social scientists tend, not unexpectedly, to reveal a kind of "knee-jerk" reaction to the "imposition" of tourism on their favored societies, i.e., those in the pre-industrial or Third World (Nash, 1981).

The somewhat prescient conclusion that most of them have come to is that tourism is "bad" for such societies. Such a conclusion is supported by one of the most careful and sophisticated studies to date, conducted by the economist Bryden (1973).

Focusing on the Caribbean Commons, he uses straightforward cost-benefit analysis and concludes that "a perfectly recognizable 'economic' argument can be made against tourism development." He points out that without mentioning the "transcendental" or "social" costs, serious questions can be raised about the value of tourism development to pre-industrial society (Nash, 1981).

C. Cultural tourism

Community is a very elusive and vague concept. It is used to refer not only to a locality, such as a village or settlement, but also to a network of relationships, such as communities in a virtual world. For example, according to The Community Tourism

Guide, a community can be described as "a mutually supportive, geographically specific, social unit, such as a village or tribe, where people identify as members of a community and where there is usually some form of community decision-making." creation" (Salazar, 2012).

Such a notion of community evokes a group of people who have something in common and who actively engage each other in a benign way and such feelings can be rhetorically used to create some shared identity where they were only latent. While existing discussions have focused more on community tourism, the most promising way to develop these packages could be to develop them as cultural tourism. The main strength of this form of tourism lies in its potential to strengthen rural communities and contribute significantly to development and poverty eradication (Salazar, 2012).

Activities within the cultural tourism approach are designed with community initiative and implemented through community consensus, which is different from the prevailing centrally planned approach. This is why it is believed to cause less negative impacts and disruption to rural cultures. As stated earlier, cultural tourism is also an attempt to create more sustainable tourism by focusing on host communities in terms of planning and sustaining tourism development. Community tourism, as a special alternative form of tourism, also suggests a symbolic or reciprocal relationship where the tourist is not the main priority, but becomes an equal part of the system. This notion of tourism, where the host is not entirely beholden to the tourists, points to a different perspective because it emphasizes the host rather than the tourist. The researchers suggested that the planning and implementation of community tourism under the umbrella of cultural tourism should be realistic considering the operational, structural and cultural limits of community participation. The participation of local people is essential to achieving the global goal of sustainable development, but it can be challenging because such involvement often involves a shift of power from local authorities to local actors. Although full local control may not always be feasible or in many cases practical, it should be a fundamental principle of the approach. This requires efforts to initiate basic education and training in target communities to accompany tourism development, so that local communities can develop strategies for receiving and interacting with tourists, as well as for effectively making themselves

and their visible culture visible by applying the right balance between economic profit and cultural integrity (Salazar, 2012).

D. Rural tourism

It was the pressure of visitors on the countryside in developed countries that led to the development of many of the early ideas of sustainable tourism. Most notably, a number of influential alternative tourism concepts were developed in the Alpine mountain regions of Europe in the 1970s in response to the strong development pressures placed on rural communities and environments by the rise of intensive winter sports and summer holidays. It is also true that many new sustainable tourism projects and initiatives can also be found in rural areas (Bramwell, 2009).

The role of the authorities and the ruling government in designing relevant policies is also essential. As communities become increasingly dependent on tourism, it is likely that citizens will become increasingly aware of the negative impacts of the community and these negative perceptions will overshadow the positive effects of tourism on the community (Nancy G McGehee, 2004).

This is mainly due to the lack of resources at the rural level despite the abundance of freely available information in the public domain. While community involvement and participation in the tourism industry can be seen in the decision-making process and in the sharing of benefits from tourism, community participation through employment brings more economic benefits directly at the household level. On the other hand, participation is also open to different interpretations resulting from the fact that there is a scale including different levels of participation, which often range from "just talking about it" to being able to influence or determine every aspect of tourism development (Prabhakaran, 2014).

From a pragmatic point of view, several studies in the past have further supported the claim that informing residents through public information campaigns about the different types of tourism development that exist should be a priority for the tourism industry. This will lead the community to make informed decisions about the types and levels of tourism development that are most attractive to them, residents should also be given the opportunity to learn about the positive and negative economic, social, cultural and environmental consequences of tourism and the need for planned and managed development and tourism growth (Nancy G McGehee, 2004).

This form of tourism is also characterized by a sense of responsible travel, which means that travelers seeking this type of service are expected to be sensitive to the environment and usually leave no footprints. Visits to fragile, untouched and usually protected areas try to have as little impact on the environment as possible and are usually organized on a smaller scale. It helps educate travelers; provides resources for nature conservation; directly benefits the economic development and political empowerment of local communities; and promotes respect for different cultures and human rights. Take only memories and leave only traces is a very common motto in protected areas. Tourist destinations are transitioning to low carbon emissions as a result of the trend of visitors focusing more on environmental friendliness and sustainable behavior (Kiper, 2013).

A large number of previous studies on community participation, both theoretical and empirical, give scholars an interest in this topic. Among the multidimensionality of all tourism studies, these visualizations of community participation are never general enough to offer a global perspective; as with rural tourism, it is usually difficult to assume collective truths (Sudesh Prabhakaran, 2014).

E. Homestays

Homestay is a form of rural tourism where local residents offer accommodation and food in addition to other basic tourism welcoming activities in their own homes and communities. The guideline defines a homestay as a service established privately or in a group to provide accommodation, food and other services to tourists (Government of Nepal, 2010).

According to Derrida, hospitality is not just about welcoming a stranger into your home, into your own house, into your nation, into your city, although that can be the case. The moment I become accessible and 'welcome' the other person's otherness, I am in the position of host. Even war, rejection and xenophobia mean that I have to deal with other people and therefore I am open to others. Closing is only a reaction to the previous opening. From this point of view, hospitality comes first. To say that it come first means before I am myself and exactly who I am. The arrival of the other had to create this relationship with me. In other words, I cannot have a relationship with myself, with being "at home". The arrival of the other overtook my own self. To a certain extent, I am a representative of the other, namely the state of host in which I

am now the guest of the other because I have taken him into my house, this situation of host defines my responsibility. When I say, 'Here I am', I am responsible to the other. "'Here I am' means that I am the other's prisoner. It is a situation where there is tension. This hospitality is anything but calm and easy. I am the prisoner of the other; the host of the other, and ethics and morality must be structured around being the host" (Derrida, 1996).

Among the various contributions on rural tourism as proposed by practitioners and scholars, there is a common concern that rural tourism should not develop as an inevitable outcome of powerful and inexorable external forces. These forces include changing and increasingly global pressures for economic restructuring and the commoditization of the countryside by outside tourism interests as a retail experience for tourist consumers. There is a new interest in the theory and practice of rural tourism that invests considerable importance in the economic well-being and cultural integrity of rural communities and in the care of the rural environment. Increasing emphasis is now placed on rural communities and individual local residents and businesses and their role and degree of control in shaping rural tourism in the context of external forces (Bramwell, 2009).

1.2.2 Review of previous studies on Tourism

Tourism is defined as the business of providing travel, accommodation, food, entertainment, etc. for tourists (Collin, 2006).

The evolution of tourism can be studied by dividing it into three different phases. First phase of evolution of tourism is categorized till 1840 A.D. In this phase there was travelling but not the tourism, Roman king used to have rest house near sea beaches whereas travelling for pleasure for general people was beyond the expectation. People used to travel basically for three purposes and they were; for commercial purpose, for religious and for seeking knowledge or discovering new areas.

Bhatia (1995) states that tourism is a collection of phenomena and relationships resulting from the travel and stay of non-residents, as long as they do not lead to permanent residence and are not associated with any gainful activity. Movement to a destination is of a temporary, short-term nature with the intention of returning within a few days, weeks or months (Upadhyay, 2016).

One of the oldest definitions of tourism was given by the Austrian economist Hermann V. Schulliard in 1910, who defined it as "the sum of all subjects, mainly of an economic nature, which are directly related to the entry, stay and movement of foreigners within and outside a certain country, city or region" (Bhatia, 1982).

Leiper hypothesized that there are three approaches in defining tourism; economic, technical and holistic. Economic definitions view tourism as both a business and an industry. Technical definitions identify the tourist to provide a common basis for data collection. A holistic definition attempts to capture the whole essence of a subject (Kumar, 2010).

(Ghimire, 2009) has provided more information related to tourism in his book Travel and Tourism. Tourism is related to travel and is naturally a human trait. One needs change and travel brings change. In the primitive period there was travel, but there was no tourism. The motive then was not to seek a vacation from routine work. The primary motive for their travels was trade and commerce or pilgrimage or exploration. The basic concept of tourism "Pleasure to Leisure" was not here. When people learned to travel for pleasure, the concept of tourism was born.

Learning to distinguish between work and leisure creates tourism. Thus, tourism is related to the movement of people from one place to another for the purpose of spending leisure time.

Second phase of evolution of tourism is categorized for the period between 1840-1945 A.D. In this phase industrial revolution brought great change in technology, which help to develop planned tourism package. Mr. Thomas cook was first to start package concept in Europe. He was the one to publish guide books for travelers, opened bank during 1879 A.D, and initiated hotel coupon system in 1887A.D. Sir Henry Lunn developed the sport tourism by starting in skiing in Switzerland. Railway system helped to expand long distance traveling and made easy for general people. Shopping technology had also made significant contribution to the development of tourism in this phase.

In case of Nepal Kharel and Sharma had described tourism development in Nepal in four different phases. First phase as before unification by late king Prithvi Narayan Shah, in this phase travelling was there but not tourism, this period was known as golden period of Nepal in terms of cultural and historical perspective. After the

unification period to 1950 A.D. was pointed as second phase of tourism development, in this period Nepal wasn't open for tourist.

A more technical definition of tourism is from the Swiss professors Hunziker and Kraph from 1942. They stated: "Tourism is the sum of relations and phenomena resulting from the travel and stay of strangers, provided that the stay does not mean the establishment of a permanent residence and is not connected with gainful activity." (Burkart and Medlik, 1974).

Kark Patrick wrote book "An account of the kingdom of Nepal" about his 15 days stay in Nepal, which gave exposure to outer world about Nepal. After the Sugauli treaty British officer visited Kathmandu but foreigners were strictly prohibited to visit outside Kathmandu valley, only 153 foreigner visited Nepal between 1801 A.D to 1844 A.D.

David Right's "History of Nepal" give more flashlights to the Nepal to the outer world. From 1950 A.D. onwards third phase was started. During this phase Nepal got the membership of UN in 1955 A.D. which made significant impact to make relationship in global level.

Tenzing Sherpa and Hillary climbed the Mt. Everest; it created multi- dimensional effects in tourism industry of Nepal. Thomas Cook and sons company got permission to organize tour for 60 tourists within the Kathmandu valley in 1955 A.D. Establishment of Tourism Ministry, Tourism Board and other related organization in terms of developing tourism sector in this period, Nepal got membership of different other organization related with tourism. Period after 1989 A.D. has been studied as fourth phase of tourism development in Nepal, tourism industry has been considered as significant industry to reduce poverty from this era. Rapid development of infrastructure related with tourism sector can be found since this phase. Planned development strategies relating tourism sector were also initiated with 20 years plan in 1990 A.D. with the assistance if Asian Development Bank (ADB). Development of Tourism policy in 1995 A.D. and development of alternative form of tourism started since this phase.

Nepal was virtually isolated and closed to outside world for centuries before the Sugauli treaty of 1816 A.D.

1.3 Theoretical Review

There are several theories on the development of a tourist destination. Some of the theories related to the tourism development are described as below:

1.3.1 Stanley Plog's Theory

The popularity of a destination is related to the travelers' own personalities. Travelers can be classified based on their personality as psychocentric, allocentric, and midcentric

Psychocentrics – like to visit familiar environments and cultures; they prefer "safe" destinations; they do not like to experiment with accommodation, food or entertainment; they seek experiences that do not create personal stress or involve them in any unusual situations.

Allocentrics - have a strong need for new and diverse experiences; they seek destinations that are unfamiliar and have a completely different culture and environment; they prefer to stay in their original accommodations and try new food and entertainment.

Midcentrics - this is the majority of tourists or the mass market; their personalities fall between psychocentric and allocentric personalities; they are not adventurous, but they are not afraid to try new experiences as long as they are not too demanding. Popular destinations today are visited by midcentrics.

A major implication of Plog's theory for destination development is that tourist destinations become attractive to different types of tourists as areas develop. This theory suggests that most tourists prefer to travel short distances for vacation. This theory suggests that destinations, especially in developed countries, close to major population areas are likely to develop and grow faster than destinations in remote areas (Watts, 2013).

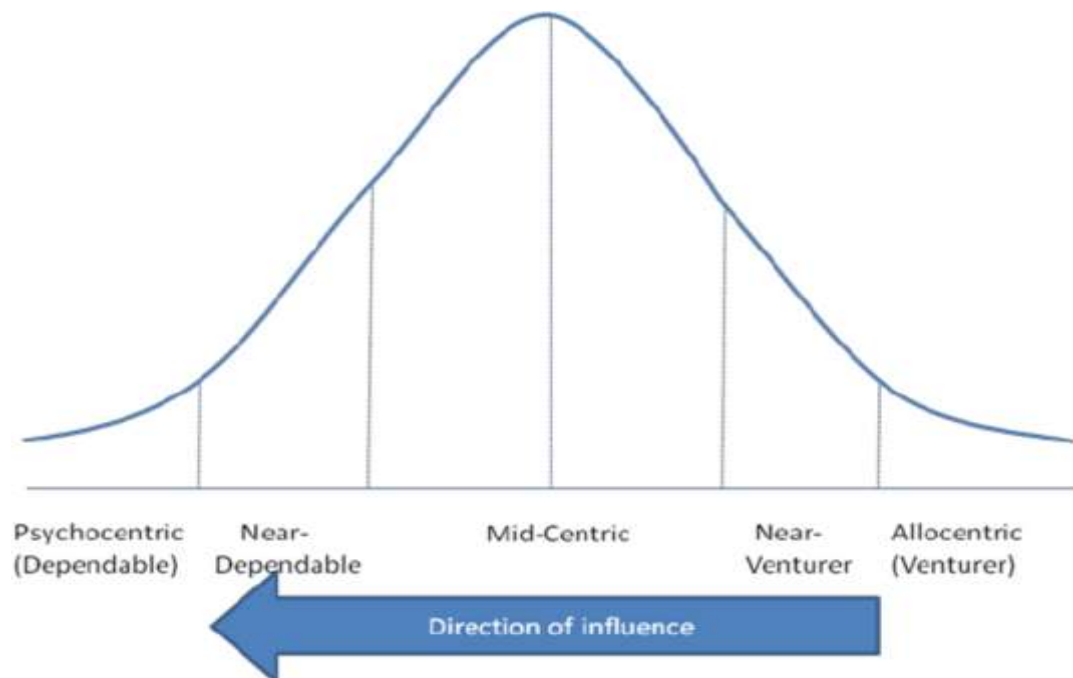


Figure 1. Plog's psychographic personality types source: Grace K.S. Ho

1.3.2 Doxey's Theory

The theory describes four stages. First, Euphoria, where in local residents are curious and even excited about tourists coming to their local community. However, when the number of visitors increases, things become less harmonious, as local residents are taken for granted or even exploited. As the relationship between visitors and local residents becomes more formal, this causes a second stage, Apathy. When the volume of visitors increases – especially towards saturation level – local residents become concerned about price rises, the violation of cultural rules, reduced opportunities to earn a living and the growing prominence of outsiders who are ready to pay higher fees for stalls during festive seasons. All these factors combine to cause local residents to experience a third stage, Irritation.

Local residents become increasingly irritated by the arrival of tourists, as they see no economic gain from receiving these visitors. This is due to the growing presence of outsiders who gain control of the best business opportunities and poor support from local authorities in terms of safeguarding the interest of local sellers. The scenario worsens when tourists are blamed for all kinds of wrong doings in the local community. They are blamed for not having culturally sensitive values and so local residents become more hostile towards them. At this stage, the situation becomes complex and difficult to manage, as it is characterized by Antagonism.

To an extent, the scenario with the Oachira twelve-lamp festival parallels. Doxey's irridex or "Irritation" index (Doxey, 1976). As of now, the present situation is almost at the Apathy stage, wherein local residents are indifferent toward tourists because they do not feel that they have a fair chance of deriving economic benefits arising from the annual influx of visitors.

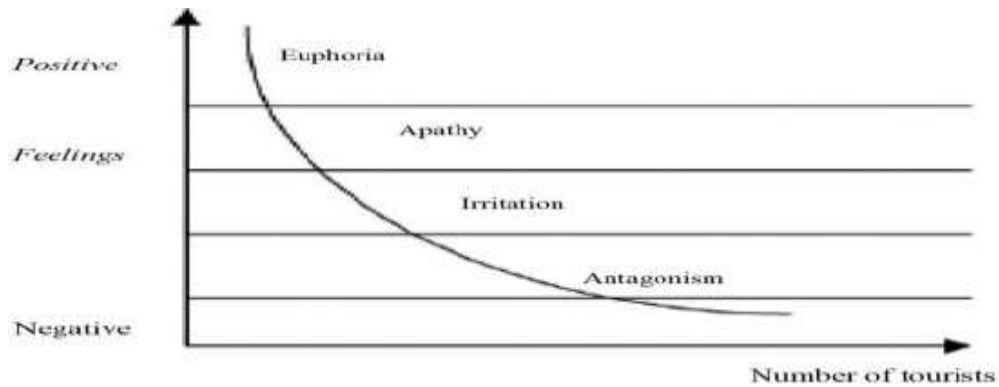


Figure 2. Doxey's irridex "irritation" index (1975)

1.3.3 Butler's Theory

This theory was built on the ideas of Plog, Cohen and Doxey. It appeared in 1980 when Richard Butler not only acknowledged that this theory was based on earlier theories, but also suggested that it was based on the business concept of the product life cycle. It is the most well-known and widely accepted cyclical theory of tourism development.

- a) First stage is Exploration, where the locality is discovered by people who appreciate its beauty and culture.
- b) Second stage is Involvement, where a small but ever-increasing influx of tourists usually appears. Tourists encourage local businesses to start providing tourist services and selling goods to travelers.
- c) Third stage is Development, which is a period of dynamic growth. The flow of tourists is increased rapidly and there will be heavy advertise, well defined tourism market. After that Local control decline and increasing in external organizations.so hence Local people experience physical change to area.
- d) Fourth stage is consolidation, where the number of tourists continues to grow. Local economy tied to tourism which result in apposition and discount from local people.

- e) Fifth stage is Stagnation, where the number of tourists is constantly increasing, carrying capacity exceed so the tourism causes impact or problem(negative). Artificial tourism take placed.
- f) Sixth stage is Rejuvenation/Decline Scenario,
 - 1) Decline scenario, the number of incoming tourists drops out from market and unable to compete with new attractions.
 - 2) Rejuvenation scenario, then it requires major change in tourism attraction and untapped tourism resources should be found and developed as alternative.

The development of tourism significantly affects the qualitative characteristics of the territory, which at the beginning of the tourism cycle were considered the main factors of attractiveness and exclusivity. It is important to mention that the cycle can start again in the regeneration phase if there have been significant changes in the resource bases. In addition, there may be an opportunity to create new man-made attractions or primary natural resources may be restored to their previous state (Streimikiene and Bilan, 2015).

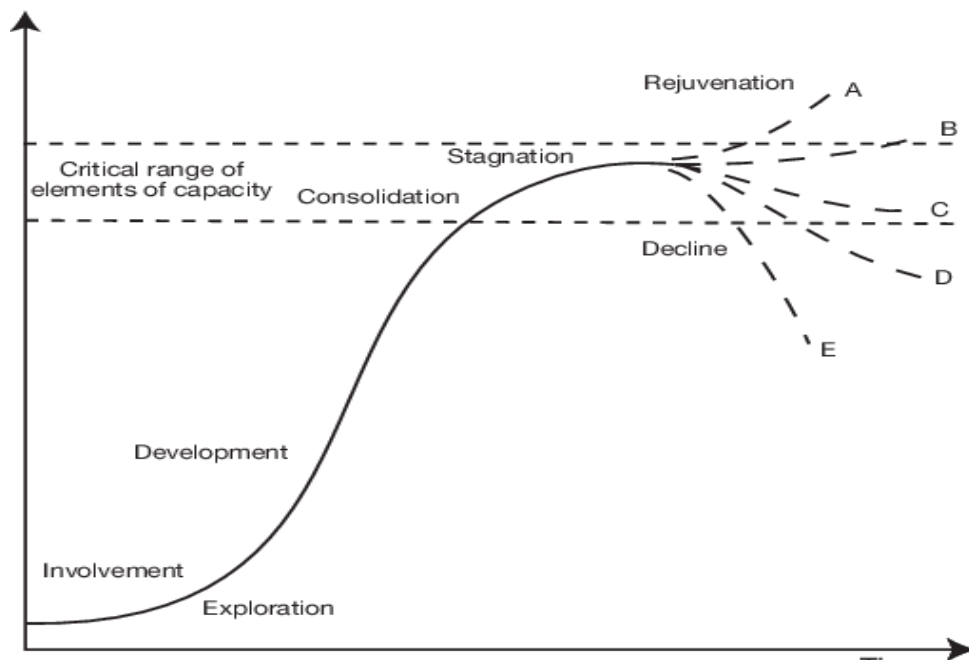


Figure 3. Butler's Tourist Area Life Cycle Source

1.4 Policy Review

1.4.1 Global Trend of Travel and Tourism

The Global tourism has revived with continuous growth after the initial shocks of the incidents like attack on the Twin Tower in New York in September 2001. European sector still leads in receiving benefit from the tourism industry, The Asia Pacific region has been strongly coming up with brilliant performances in terms of international arrivals as well as tourism receipts. UNWTO's vision 2020 also estimates to have an increased share of long-haul traffic than the regional tourism. It has estimated that international tourism arrivals will reach nearly 1.6 billion by the year 2020, of which 1.2 billion will be intraregional and 378 million will be long-haul travelers. The share of Europe in it will reduce from the level of 60% in 1995 to 46% in 2020. The forecasted annual growth rate for Asia is 5% compared to the world average of 4.1%. In lieu of it, the forecast for the world tourism is to attain 5-6% growth in 2007 and due to softening of economy a slower growth for 2008, i.e. by half a percentage point than in the year 2007. It is recorded that the international tourist arrivals show an average growth of 4.2% between 1995 and 2006, while the annual average growth rate during 2000 to 2006 has declined to 3.6 percentage (Dhakal, 2008).

1.4.2 Asia-Pacific Trend of Travel and Tourism

Asia and the Pacific region had brilliantly demonstrated increased by 7.1% in 2006 in international visitors and also a strong preliminary growth by 10% during the first eight months of 2008, i.e., Jan- Aug. Both South Asia (+11%) and South-East (+9%) performed above average. Among South Asian countries, the Maldives experienced as astounding increase in the visitor's arrival by 52% in 2006 by demonstrating a full recovery from the December 2004 tsunami. Similarly, India's tourism has grown by 13% reaching 4.4 million tourists in 2006 (op.cit.).

Year 2012 was another year of mixed Travel & Tourism performance across the globe. At a regional level, South East Asia (7.3%) was the fastest growing in terms of Travel & Tourism's contribution to total GDP - half of the 4.0 million growths in total Travel & Tourism employment was in Asia alone. Europe was the slowest growing region, but still registered marginally positive growth of 0.4%. Europe's performance

would have been even weaker were it not for its above expectation visitor exports growth of 3.5%.

Among the 20 largest Travel & Tourism economies, South Korea, China, South Africa and Indonesia performed best in 2012. The six slowest growing of the major Travel & Tourism economies in 2012 were all European. Travel & Tourism bounced back in Japan as expected in 2012, following the tsunami/earthquake in 2011, with visitor exports growth of 32%.

Outside of the 20 largest Travel & Tourism economies, Qatar, Azerbaijan and Kyrgyzstan were the fastest growing in terms of Travel & Tourism's total contribution to GDP growth. Travel & Tourism total contribution to GDP in Syria, beset by the on-going conflict and damage to Travel & Tourism infrastructure, is forecast to have shrunk by almost half in 2012.

Asia will continue to be the strongest growing Travel & Tourism region in 2013, followed by Latin America and Sub-Saharan Africa. Indonesia, China, India and Brazil are forecast to be the strongest growing of the largest Travel & Tourism economies in 2013, with growth in Japan and South Korea set to slow following strong performance in 2012.

By 2023, China will lead the world in the total contribution that Travel & Tourism makes to GDP, overtaking the current leader, USA (2012 prices). This will be fueled by the scale of its domestic and investment Travel & Tourism spending. China is also set to become the largest outbound Travel & Tourism market in 2023 in spending terms.

1.4.3 Review on the Global Context.

Environment conservation

Maldives became republic in 1968 after three years of independence as they were ruled by Dutch first and by British later. Tourism and fishing are being developed on the archipelago. Maldives is located in the Southern Asia, group of atolls in the Indian Ocean, south- southwest of India. The climate is tropical, hot, humid, and dry. The capital is Male.

Economy overview

Tourism industry plays vital role in the economic sector of the Maldives, as 90% of government tax revenue comes from import duties and tourism related taxes, more

than 60% foreign receipts and 20% contribution on GDP from tourism industry in the economy of Maldives.

Conservation Measures:

There are 78 resorts functioning in Maldives, Planned and organized tourism since past 30 years, Total dependent on government which strive balance between environment and development measures. Rain water harvesting and sewage treatment facilities are there on almost every resort. Some resort sends plastics and glass back to manufacturing or request tourists to take it back. Strict rules and regulation have to be followed in order to construct any new architectural projects with full assessment of environmental impact. Maldives mainly focuses on control of marine ecology.

Socio- Cultural Measures:

Maldives is an Islamic nation so in order to maintain Islamic codes and customs carefully different policies and controls have been done. Tourist visiting inhabited islands for picnic or excursions are not allowed to go for swimming, locally acceptable dress codes must be observed by tourist while visiting Male or island area. Cruises for tourist can be conducted only in tolls while tourist facilities are available and tourists are not allowed to visit other atolls. Tour groups can be taken to certain traditional area on a prearranged basis for sightseeing and shopping local handicrafts. Alcoholic beverages can be imported and served in resort with necessary permission. However, Maldivian employees are not allowed to handle or serve liquor. Maldivian visitors are prohibited from entering bars where liquor is served. No pork is served and produced. To reduce outgo of foreign exchange efforts are being made to procure more items locally but Maldives has very limited resources and manufacturing industries.

1.4.4 Tourism policy and its trend in Nepal

In Nepal, tourism is not only important economic sources of foreign currency but also a major employment generator. To promote the country as tourism hub, the GoN there has been Nepal tourism policy 2065 B.S and recently government has been set out the tourism vision 2020 AD. The government has kept their eyes on the developing tourism infrastructure, increasing tourism activities, creating employment in the rural areas and sharing the benefits of tourism in the grassroots level. (NTB, 2018)

Recent Tourism policies of Nepal

Broadly speaking the current priorities of Nepalese tourism are shaped by

- Tourism policy of Nepal 2065 BS
- Tourism Vision 2020

All these policies directions aim to expand the tourism circles.

Tourism Policy of Nepal 2065 BS

The silent feature of tourism policy 2065 are as below;

- Leading role of the private sector in tourism
- more focus on partnership approach; public private people
- emphasis on rural tourism, communities-based tourism and home stays.
- formation on the tourism coordination committee and crisis management committee'

Tourism Vision 2020

Vision:

- Tourist is valued as major contributor to a sustainable development of Nepal economy having developed as an attractive, safe, existing and unique destination through conservation and promotion leading to equitable distribution of tourism benefits and greater harmony in society.

Goals:

- Increase annual international arrivals to Nepal to 2 million by 2020
- expand economic opportunities and increase employment in tourism sector to 1 million by 2020. Bhandari, (2018)

Tourism is the movement or travel of people from one place to another; whether it is within their own country or to other countries, for pleasure, business, pilgrimage and other purpose. The evolution of tourism dates back to ancient times. In Nepal, tourism, despite having a long history was, developed since 1950s only. The recent trend of tourists' arrival in Nepal seems satisfactory.

Ministry of Culture, Tourism and Civil Aviation has prepared a tourism vision booklet with a goal of increasing international tourist arrival by 2 million annually by year 2020 and providing employment opportunity for 1 million. It has made a strategy to select a district from each ecological belt and development region as an epicenter on the basis of strength of tourism site, tourism activities and existing infrastructure.

Nepal Tourism Board has teamed up with Lamjung District Tourism Development Committee and District Tourism Master Plan Committee to develop "Integrated

Tourism Development and Management Plan of Lamjung District.” On behalf of TDC, Lamjung Chamber of Commerce has been entrusted to coordinate with NTB and local stakeholders. This planning process took place after a detailed focus group discussion held in Lamjung Chamber of Commerce building in October and December 2018

Ghalegaun area of Lamjung is one of the most popular tourist destinations of Nepal, is adding many more places to attract more tourists than ever. The rural area lies in province headquarter of Gandaki province of Nepal.

After the review of different literature, it can be concluding that tourism industry is fastest, peace, smokeless, and one of the major industries that can contribute to the economic development of the nation. As from the reviewed literature historical background of the tourism, global trend of tourism, Asia-pacific status of tourism, and status of Nepalese tourism sector can be known. Besides, information relating Lamjung district and famous rural destination Ghalegaun’s tourism trend and current status can be studied.

1.5 Empirical Review

In the field of Rural Tourism, national and international authors have written several books, booklets, journals, and articles.

Shrestha (2013) basically focused on the challenges and prospects of tourism in the rural hill areas of Thalajung, Gorkha. The study adopted a descriptive method and tried to analyze the relationship between local people, environment and tourism development based on interaction with local people, government authorities and local groups. The study used tools such as interviews, open-ended questionnaires and focus group discussions for data collection. The main finding of the study was that local people emphasized the need for promotion and publicity of tourist areas in the region for tourism development. Similarly, equal emphasis was also placed on the need for development of basic infrastructure such as roads and accommodation facilities. The report also highlighted the need for government interventions and effective plans and policies for tourism development. To summarize, tourism cannot exist in isolation without considering its impacts on local culture and further, tourism cannot sustain with the involvement of local people and proper government intervention.

Bhusal (2010) aimed to identify cultural and natural sites of tourism importance and the problems and prospects of tourism development to provide information on which sustainable tourism development actions can be taken in Sarangkot VDC, Kaski District, Western Nepal. According to the report, tourism has positive impacts as it is considered one of the most important sources of income to support the livelihood of local people. Vehicle entry tax, tourist donations and mortgaged land for paragliding are some of the VDC's income. It has a significant role in the construction of RCC buildings, modern hotel and asphalt road. Tourism has played a positive role in changing the status of women in the VDC. The hygiene of the area has improved and the number of toilets has increased. The main negative impacts of tourism in the VDC are pollution from mineral water bottles, packaging and other waste produced by tourists. There are changes in value system, individual behavior, loss or revision of traditional ceremonies and architecture, community organization, land use system and so on. The educational level of high school students has been affected because they are used as trekking guides during the school term. With the easy accessibility of roads from Pokhara, thieves are on the rise. The main problems for the development of tourism in Sarangkot are insufficient drinking water, environmental problems, insufficient communication and lack of resting place for tourists, lack of food grains for local residents, etc.

Thakuri (2016) highlighted homestay as a new model for tourism development in Nepal, which provides an excellent opportunity to share, see and feel the diverse rural lifestyle, local culture and traditions. It supports the rural economy by promoting rural tourism. The article aims to evaluate the economic benefit of homestays in Nepal based on a descriptive and exploratory design. Data were collected from 102 accommodation units in Lamjung, Tanahu and Nawalparasi districts. The statistical result shows that there is a significant increase in the income and expenditure of local residents in all investigated areas. It was found that most of the respondents managed their household expenditure from the income of the household entities. The income status of Nawalparasi district is better than the other two districts while the expenditure of Tanahu district is higher than the other two districts. This shows the better economic condition of Nawalparasi district. All homestay operators reported an increase in their savings, which directly contributes to the improvement of their economic situation. However, it was also found that there is a need to improve the quality of services to increase the flow of local and foreign tourists to increase the income of homestay operators.

Subedi (2015) focused his study specifically on the Ramnadhidham (Ramdi) tourism area in Syangja District. The main purpose of this study is to identify important religious sites around the Ramnadhidham area of Xiangja district and to find out the problems and prospects of religious tourism. Descriptive and analytical research design was used to obtain the data needed for this research. For the study data was obtained from the field through field research, questionnaire interviews with tourists and hoteliers. Primary data is collected through field survey, household survey, secondary data is used in addition to the primary data of interview and observation. Other information is collected from various sources such as published and unpublished books, journals, articles and libraries. It was found that most of the people from the surveyed family belonged to the brahmin community and were mainly involved in traditional agriculture. Local residents are not aware of tourism activities. Little effort is made to promote tourism activities in this area. Tourist access to the campus is convenient throughout the season. During the study, there were also some problems in the field of study. There are no tourist centers established for tourists. Some other problems include lack of toilets, drinking water and well infrastructure is quite poor.

Suwal (2013) investigated the potential and importance of ecotourism in the Fewa area. In this context, this study focuses on the socio-economic conditions of nature and environmental culture in Fewa area of Kaski district. The research context is Pokhara tourism activists on the shores of Fewa Lake. Structured questionnaires, semi-structured or unstructured interviews and field observations as well as focus group discussions were used to generate primary data. Observations, questionnaires, and interviews are the main methods of data collection. Data was collected from respondents from their respective departments. The sample unit was selected through random sampling. The necessary secondary (historical) data is collected from VDC profiles, regional and national level magazines, journals and books. This research integrates environmental dimensions in tourism development and addresses development issues, management issues and conservation needs. Creating a framework for ecotourism.

The above studies discussed about the past, present and future trends of various tourism related issues too. The positive and negative impacts of tourism in specific areas were also highlight in above mentioned research papers, journals, and books. Some studies focused on the challenges and prospects of tourism in rural areas of Nepal and the impacts of rural tourism on the development of rural community.

1.6 Research Gap

A research gap is that difference that a researcher obtains from review of literature and his own research of similar kind. The gaps are resulted due to difference in geographical region, time, social, religion, economic, political constraints and so on. So, research conducted in a particular place and on a particular time is only relevant to that particular subject matter. It doesn't replicate similar subject matter of any other random place or same place at different times. Hence, this research also doesn't replicate the subject matter and consists of findings of its own kind. After studying various literature review it has been found that mostly studied have been done to know about the renowned place like Sirubari, Gandruk, Ghalegaun but in this research it tries to find out the place which is not that much popular i.e Banjhakhet. So, this study tries to fill the research gap by including the opportunity and challenges of the rural tourism in the study.

1.7 Conceptual framework of the study

The opportunities and challenges of tourism in certain area is dependent on each other. If the challenges and problems of Bajhakhet are properly addressed and efforts are made to improve them, the challenges can be transformed to the opportunities. Likewise, if the opportunities are not properly utilized and not used wisely for betterment of Bajhakhet, they can be again become challenges for tourism development.

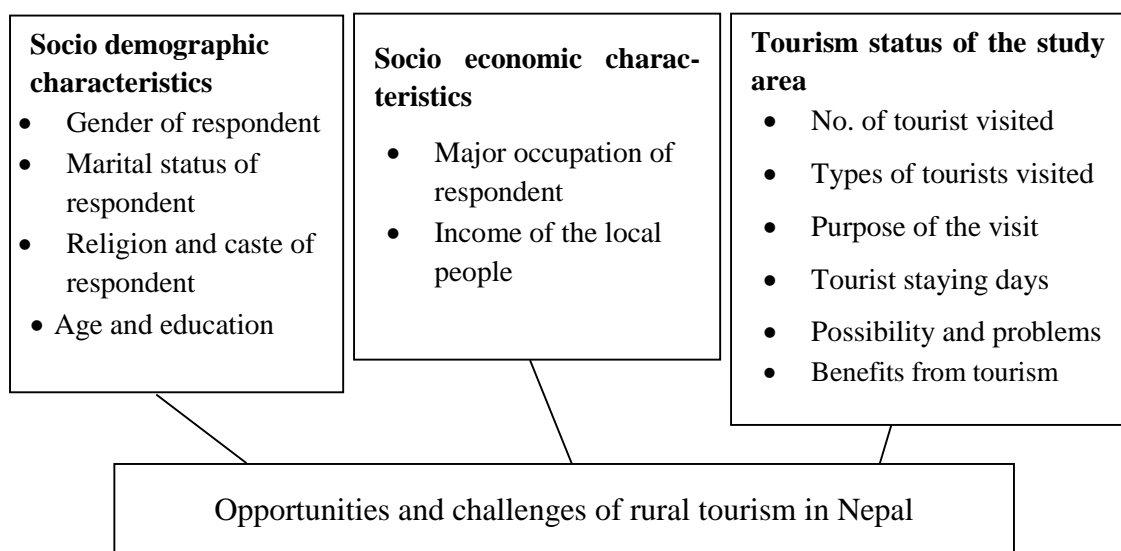


Figure 4. Conceptual framework of the study

1.8 Statement of the Problem

Tourism is one of the largest and fastest growing industries. Travel & Tourism is a truly global economic activity—one which takes place in destinations across the world, from leading capital cities and smaller towns and villages in rural and coastal areas, to some of the remotest points on the planet. It is one of the world's largest industries, economic sectors, contributing trillions of dollars annually to the global economy, creating jobs and wealth, generating exports, boosting taxes and stimulating capital investment. Today more than 260 million people are supported by travel and tourism industry either directly or indirectly.

Tourism is an important industry for the developing countries like Nepal. Nepal is one of the most liked tourist destinations, it was opened for the tourist since the early 1950s after Tenzing Sherpa and Sir Edmund Hillary climbed the Mt. Everest since then flow of tourist in Nepal has been in increasing order, during 2012 total number of tourist were 803,092 most of the tourist were from India, China, Sri-lanka, USA and UK respectively (NTB, 2016)

In Nepal mostly Kathmandu, Pokhara, Chitwan, Lumbini, Khumbu region are some usual destinations for tourist but there are different destinations that are still to be explored and exposed to the outer world. Nepal has many destinations where community based rural tourism can be promoted. Among them Bajhaket area of lamjung district is also one of them. Every year lots of tourist flow to lamjung district as this district serve as one of the gateways to Annapurna region. From Dumre we can travel by bus (42km) up to besishahar headquarter of this district. Ghalegaun is famous rural destination for international and internal tourist. The opportunities of tourism in Bajhaket need to be highlighted to make it familiar for tourists. It is also important to sort out the challenges faced by Bajhaket for tourism development, so that the proper solution can be identified. The different efforts and activities done by the local people and government for tourism development of the hill can be a gateway for further development. It seems necessary to publicize this beautiful hill to the outside world, so that people of Bajhaket can get social and economic advantages from tourism.

Different researches were conducted to find the opportunities and challenges of tourism of different places in national and international level. There are numerous

researches related to tourism in Nepal too. Bajhaket being very near to besishahar valley but it is still unknown to many travelers as a potential tourism spot. The main problem is how to develop Bajhaket as an attractive and additional destination for the tourists visiting Besishahar to uplift the economic and social development of the people of Bajhaket. The following research questions are developed to analyze the major opportunities and challenges of tourism in Bajhaket Lamjung.

1. What are the major opportunities and challenges of tourism in Bajhaket Lamjung?
2. What kind of involvement has been done for tourism development in Bajhaket Lamjung Area?

1.9 Objectives of the Study

The general objective of the study is to explore tourism opportunities and challenges in Besishahar Municipality of Lamjung District. The specific objectives of this study are:

- To assess the involvement of local people in tourism business.
- To explore the tourism opportunities in the study area.
- To analyze the challenges to develop study area as a tourist destination.

1.10 Significance of the study

Tourism is one of the important steps for uplifting the rural part of the country. Nepal consists lots of rural area which have huge potentiality of rural tourism. Lamjung itself is full of rural areas that offer lots of natural and cultural heritages, so this study is important to highlight the potentiality of rural tourism especially in Besishahar municipality. It will help to develop study area as new destination for rural tourism as this study will explore the opportunity for rural tourism in the study area. Studies will help to determine the impact of rural tourism to uplift the socio-economic status of study area. Similarly, the study will help to formulate new plan and policies for developing rural tourism in study area.

1.11 Rationale of the Study

Tourism has higher possibility in the study area. The particular area has been chosen for the study because it will easy to access, and heterogeneous in socio-economic, cultural, and geographical structure. Bajhaket is one of the beautiful and not properly

exposed area even having lots of attraction to offer to international and internal tourist. Also, this village is rich in natural heritages and cultural heritages too.

CHAPTER II: RESEARCH METHODOLOGY

2.1 Research Design

This study was carried out mostly on the basis of exploratory research design as because the study was focused on tourism potentialities in the study area. The study is tried to explore and covered all the aspects of rural tourism and its role for the rural development in the study area.

2.2 Nature and Sources of Data

Socio economic data has been collected for the study of both qualitative and quantitative data collected along with using primary and secondary sources of data.

The primary data has been collected through structured questionnaire. Interview and direct approach also used to collect primary data, whereas secondary data collected through different published and non-published written documents from individuals, experts, and organization related to the tourism sector. Data collected are both in qualitative and quantitative in nature.

2.3 Sampling Technique and Sample Size

The area of the study was the people of Bajhakhet, Lamjung selected for the study. Where 133 households of different caste, and ethnic groups all together. Among the households of having home-stay and without having homestay service was chosen as a sample of the study by using Quota sampling and random sampling methods for the survey. So, 41 will be the sample size of the study.

2.4 Data Collection Techniques and Tools

For the primary data, household survey through the structured questionnaire, semi or unstructured interviews and observation methods was applied.

2.4.1 Household Survey

To generate accurate and realistic data structured questionnaire was prepared to asked to filled up by local people, whereas those respondents who were unable to fill up the

questionnaire, the questions was asked to the respondents and the answers was filled up to collect the required information.

2.4.2 Key Informant Interview

The primary data has been collected from the key informants using the semi or unstructured questionnaire interview method on the basis of prepared checklist. The interview was taken as cross checking for data obtained from questionnaire. For this process 10 people related to different field like representative from Tourism management committee, has been interviewing in order to get the needed information.

2.4.3 Observation

During the research period on the basis of different tourism components like attractions, accessibility, accommodation, amenities study area was observed. Basically, natural aspects, cultural heritages, hospitality of the local people of the study area were observed guided by the checklist.

2.5 Method of Data Analysis

The collected data has been analyzed with the help of computer program, simple statistical tools like table, graphs has been used for data analysis and Descriptive methods has been used to analyze the qualitative data.

2.6 Validity and Reliability

The validity and reliability of the primary data acquired by questionnaire are discussed in this section. In a broad sense, validity relates to how well a test measures what we want it to assess. Reliability, on the other hand, refers to a measurement that produces consistent results. To be able to answer the research question, the research must be valid, and the validity is determined throughout drafting of questionnaire or interview questions. The study undertaken should be both reliable and valid. To ensure validity and reliability in the research undertaken, it is vital to include both secondary and primary data.

In the case of secondary data, the great majority of the information acquired comes from well-known academic journals, giving grounds to think that the information gathered is trustworthy. Secondary data that is directly used in a graduate research project is thought to be reliable. Measures were taken to collect a sample that was as representative as possible in order to ensure external validity. The content validity of

the questionnaire was ensured by creating a final questionnaire based on many dimensions derived from previous research. Validity can also be improved by using questions that have already been proven to be valid in earlier studies. However, the total sample size of 41 respondents has been considered and data has been collected. Hence the study's conclusions can be trusted and used for further study in Nepalese context.

Reliability refers to the credibility of the test, and it mainly test measurements result and measurement tools stability and consistency. To test the internal consistency of the instruments in this study, For Reliability analysis of the study, the questionnaire and data has been developed carefully along with use of correct word and meaning. Reliability of the overall scales was calculated together for the factors.

CHAPTER III: DATA PRESENTATION AND ANALYSIS

The study was carried out in order to learn the opportunity and challenges of tourism Bajhaket in the Besishahar municipality, Lamjung District area. So, in this chapter those data which are acquired from the field study in terms of collecting primary data has been analyzed and interpreted. Tabulation of the data and in some cases graphical presentation is done for the clear interpretation of the data.

3.1 Socio-Demographic Characteristics

In this section socio-demographic characteristics of the sample population are interpreted. Generally sample populations are tabulated on the basis of their social and demographic characteristics.

3.1.1 Population Structure

Population is the major component of any research. During the study some people are selected as sample population, such sampled population sketches our real report. The sample population composition of this study has been presented under the table;

Table no. 3.1: Sample Population Structure of the Study Area

Streams	No. of Respondents	Percentage
Respondents having home stay service	14	34.1
Respondents without having home stay service	17	41.5
Respondents involved in different sectors	10	24.4
Total	41	100

Source: Field Survey, 2022

Table presented above shows the sampled population for the study, which shows that respondents from household having home stay service and without home stay service 14 and 17 respectively and respondents from different sectors are 10.

3.1.2 Gender of Respondents

Gender is the range of physical, biological, mental and behavioral characteristics pertaining to, and differentiating between, masculinity and femininity. Depending on the context, the term may refer to biological sex (i.e. the state of being male, female or intersex), sex-based social structures (including gender roles and other social roles), or gender identity.

During the study, respondents were both male and female, questionnaire were asked to respondents randomly without pre-mind set whether to ask for male or female. So the findings of the respondent's gender are presented in following table.

Table no. 3.2: Respondents by Sex

Gender	No. of respondents	Percentage
Male	15	36.6
Female	26	63.4
Total	41	100

Source: Field Survey, 2022

From the above table it can be understood that among the total respondents 15 were male and 26 were female who were chosen as sample for collecting information to fulfill the primary data needed for the study. From the above table it is known that female respondents are more than male.

3.1.3 Marital Status of the Respondents

Marriage (also called matrimony or wedlock) is a socially or ritually recognized union or legal contract between spouses that establishes rights and obligations between them, between them and their children, and between them and their in-laws.

Marital status of the respondents is categorized in two types i.e., married and unmarried. In which it was found out that 9 respondents among the total sample was found unmarried and remaining 32 were married.

Table no. 3.3: Marital Status of the Respondents

Streams	No. of respondents	Percentage
Married	32	78
Unmarried	9	22
Total	41	100

Source: Field Survey, 2022

In above figure small quarter shows the unmarried portion of the respondent i.e., 22% and bigger quarter represent the married respondent i.e., 78% of the total sampled population.

3.1.4 Religion of the Respondents

A religion is an organized collection of beliefs, cultural systems, and world views that relate humanity to an order of existence. Many religions may have organized behaviors, clergy, a definition of what constitutes adherence or membership, holy places, and scriptures.

The practice of a religion may also include rituals, sermons, commemoration or veneration of a deity, gods or goddesses, sacrifices, festivals, feasts, trance, initiations, funerary services, matrimonial services, meditation, prayer, music, art, dance, public service or other aspects of human culture. Religions may also contain mythology. The word religion is sometimes used interchangeably with faith, belief system or sometimes set of duties.

Generally, study area is dominated by Gurung community who follows Buddhism, whereas Dalits and Bhujel who were chosen as sample follows Hinduism. Although it was observed that strict Buddhism is not followed by everyone, Buddhism is being started to follow only from recent few years, as before 'Bon' religion used to be followed by Gurung.

Table no.3.4: Religion of the Respondents

Religious background	Number of the respondents	Percentage
Hinduism	5	12.2
Buddhism	36	87.8
Total	41	100

Source: Field Survey, 2022

According to presented figure 5 respondents' family i.e., 12.2% of respondents follow Hinduism and remaining 36 out of 41 i.e., 87.8% are follower of Buddhism.

3.1.5 Education Status of the Respondents

Education in its general sense is a form of learning in which the knowledge, skills, and habits of a group of people are transferred from one generation to the next through teaching, training, or research. Education frequently takes place under the guidance of others, but may also be autodidactic. Any experience that has a formative effect on the way one thinks, feels, or acts may be considered educational. Education

is commonly divided into stages such as preschool, primary school, secondary school and then college, university or apprenticeship.

Education is the key to any success. It is the cornerstone of the development also. Higher the level of the education means better will be the opportunities. The education level of the local respondents has been listed on the following table;

Table no. 3.5: Education Status of the Respondent

Levels	No. of Respondents	Percentage
Illiterate	5	12.2
Literate	30	73.2
Above SLC	6	14.6
Total	41	100

Source: Field Survey, 2022

From the above tabulated data, it can be said that 73.2% of respondents were literate, whereas 12.2% couldn't read and write, remaining 14.6% have passed SLC and few were University student too.

3.1.6 Age wise Distribution of the Respondents

During the study sample were chosen from the various age backgrounds, so the sampled respondents are separated here below in four different categories i.e. below 30, 30-49, and 50 and over, which is presented in tabulated form.

Table no. 3.6: Age wise Distribution of the Respondents

Age-group	No. of Respondents	Percentage
Below 30	9	22
30-49	15	37
50 and over	17	41
Total	41	100

Source: Field Survey, 2022

Above table explains that from the total respondent age below 30 were 9, age group 30-49 were 15, and age group 50 and over were 17 respondents. From the sampled population it can be determined that mid-aged people and old people are more than the young and enthusiastic population aged below 30.

3.1.7 Caste wise Distribution of Respondents

Caste is a form of social stratification characterized by endogamy, hereditary transmission of a lifestyle which often includes an occupation, ritual status in a hierarchy and customary social interaction and exclusion based on cultural notions of purity and population study area is mostly dominated by Ghale community, so most of the respondents were from Ghale community, whereas some respondents were from Dalit community too. Beside few sampled populations belongs to Bhujel community. So, following table is presented to see the caste distribution of the respondents.

Table no. 3.7: Caste wise Distribution of the Respondents

Caste	No. of the respondents	Percentage
Gurung/Ghale	34	82.9
B.K.	3	7.3
Pariyar	2	4.9
Bhujel	2	4.9
Total	41	100

Source: Field Survey, 2022

As illustrated in given table it can be learned that 34 respondents from the sample population were from Gurung/Ghale community, 3 from B.K., Pariyar and Bhujel 2 from each.

3.1.8 Family size of the Respondents

Members of the immediate family may include a spouse, parent, brother and sister, and son and daughter. Members of the extended family may include grandparent, aunt, uncle, cousin, nephew and niece, or sibling-in-law.

Family size of the sampled population were determined from the respondents who were representing household having home stay service and without having home stay service and representative from different organization. So the following table shows the family size of the respondents:

Table no. 3.8: Family size of the Respondents

Family member	No. of respondents	Percentage
Below 3	2	4.9
3-5	20	48.8
Above 5	19	46.3
Total	41	100

Source: Field Survey, 2022

So, from the above table it can be determined that family having 3-5 members were of 20 respondents, whereas family whose members were less than 3 were 2 respondents, and 19 respondents were from the family whose members were more than 5.

3.1.9 Major Occupation of the Respondents

Most of the people of the study area were involved in agriculture beside some of them are found to be engaged in different others sector as well. From the sampled population they were distributed in following tables on the basis of their involvement in different occupation.

Table no. 3.9: Major Occupation of the Respondents

Occupation	No. of the respondents	Percentage
Farming	36	87.9
Teacher	3	7.3
Private job holder	1	2.4
Social worker	1	2.4
Total	41	100

Source: Field Survey, 2022

From the table it can be studied that 36 people among 41 were involved in agriculture or farming, 3 people were from teaching background, representation from private job holder and social worker were 1 from each.

3.2 Tourism Status in the Study Area

In this section findings about the tourism from the field study and by the information provided by the respondents are presented and interpreted.

3.2.1 Number of Tourists Visited in the Study Area

After the field study different information about the tourism in Bajhakhet area has been observed and found with the help of tourism committee and different organization that have been working in this area for the development of tourism sector.

Table no. 3.10: Number of tourist arrival for home stay in study area

SN.	Year	Number of tourists arrival
1	2014	3
2	2015	13
3	2016	79
4	2017	76
5	2018	107
6	2019	95
7	2020	6
8	2021	67
	Total	446

Source: Tourism Committee of Lamjung, 2021

The table illustrated above is obtained from the record of Pragati naari samaj during the field visit for preparation of this thesis paper. In above table it can be studied that record has not been maintained properly in the initial stage whereas after the year 2016 it has been maintained properly. During year 2018 has the highest number of tourist arrival but in the year 2020 due to covid-19 pandemic the arrival of tourist down to 6.

3.2.2 Local Respondents Familiar with Tourism

Tourism is a compound product of multiple sectors. It is the business of the business of people. Local people behaviors and awareness on it erects its future destination. In this study the local people response on familiarity in tourism business has been presented in the following table:

Table no. 3.11: Local Respondents Response on Tourism Familiarity

Responses	No. of Respondents	Percentage
Yes	29	70.74
No	12	29.26
Total	41	100

Source: Field Survey, 2022

From the above table it states that, 29 respondents were found familiar to tourism, they include 14 household having home stay facility and 15 respondents from different sectors who are somehow involved in promoting tourism. Beside 12 respondents were not actively involved in tourism sector.

3.2.3 Types of Tourists in Study area

After the respondent's view and observing previously available record it was found that most of the tourist that have visited study area were domestic tourists from different sector of Nepal, whereas international tourist had also visited this place. Tourist from different countries like France, South- Korea, Israel, USA and other different countries have stayed in this area. And according to record till date 446 tourists enjoyed with their warm hospitality in the study area.

3.2.4 Purpose of Visit in the Study Area

According to the local respondents it was determined that purpose of tourist visiting this area was for recreation, research, educational tour etc. As this area is selected as Demonstration area by NEFIN so many national and international researcher have visited this place researching about climate change and forests. Student from different collages have visited this place for their field study purpose. This area being near to Pokhara, headquarter of the Gandaki province, many people visit this area as an excursion (one day short visit)

3.2.5 Tourists Staying Days

Tourist usually stays for one night in this area, after the field study as information provided by the respondents, this area being near to provincial headquarter tourist come in this place early in the morning and return back by evening, whereas tourist who were there for different official purpose have stayed even for a week.

3.2.6 Possibilities of Tourism in the Study Area

The major components of tourism are the attraction, accessibility, accommodation and amenities. It plays the vital role to inflow of tourists in any site, so on the basis of components of tourism the study area claims to be one of the best destinations for the rural destination.

Attraction

After the observation it was found that this area offers many natural beauties for the tourists. Glimpse of Himalayan range can be observed, just above the area beautiful green community-based forest can be enjoyed. local traditional life style can be another attraction for tourists who are unknown about the rural lifestyle of Nepal. This place has attached a mysterious story with it.

Just an hour walk to uphill will take tourist to the viewpoint, from where tourist can enjoy mesmerizing ranges of Himalayas, Annapurna, Lamjung Himal can be seen along with Machhapuchre. Even the Besishahar valley can be seen from there.

Making this area as base camp, tourist can enjoy a day long trekking, where people used to go mostly in the Nepali New year. This place is important from both religious point of view and for recreation too. Where tourist can enjoy the high-altitude climate with camping and being near to nature, it will definitely fruitful to tourist who loves being adventurous.

Another attraction can be the making of different traditional Gurung carpet made up of wool of sheep. Mostly old ladies can be found doing their local daywork in day time.

Most of respondents proudly said that the best thing about their area is the cleanliness and the stone made staircase that leads tourist to the center of the area. They informed that stairs were made by the area themselves with the huge contribution of time and effort which took almost two years to be completed.

Accessibility

The study area is easily accessible as this area can be reached from Dumre–Besishahar Highway connects to the Prithvi Highway and the rest of Nepal. The proximity of Besishahar from Kathmandu is 178km and Pokhara is 108km. Regular buses and microbus are available for the city from different parts of the country. Small-sized automobiles like local buses, taxies and motorbikes are useful for travelling in this area.

Besisahar doesn't have an airfield. However, Pokhara Airport is located close to the city. Regular buses and taxis are available to reach Besisahari from the airport. Yeti Airlines, Shree Airlines have been providing their service. Among those beautiful and highly potential area for rural tourism Bajhakheta area is one of them, which is an hour away from the district headquarter Besishahar. It is an area similar to a locality but with a small group of dwellings or other buildings in the country of Nepal.

Accommodation

This area offers home stay service currently in 14 households. Every house offering this service have a separate room for visitors with two single beds. For that tourism committee and naari samaaj arrange houses for the tourists. Breakfast is to be provided by house owner themselves but the lunch and dinner are provided by naari samaj themselves.

Amenities

Due to the proper accommodation, accessibility, attraction tourist can enjoy their stay to their utmost satisfaction. The warm welcome and farewell by local mother's group, dance like Ghaatu, Krishna charitra, Sorathi etc. by local 'Paa cha' group in which mostly songs are sung by old fathers and dance and musical instruments are played by the young members. Gurung communities' hospitality will mesmerized every tourist and they can get their lifelong unforgettable experience after the visit of this study area. Short walk around the area can refresh form their hectic city life.

3.2.7 Problems of the Study Area as by the Respondents

Any things have two sides i.e., positive and drawbacks. Nothing in the universe have only good prospects similarly tourism sector has its own low points. Similarly local

respondents have responded on the various problems that has been acting as hindrance in tourism development in this area.

Table no. 3.12: Problem for Tourism Development in Bajhaket Area

Problems	No. of respondents	Percentage
Transportation (Local route)	17	41.5
Co-ordination among tourism committee and areas	5	12.2
Lack of Information Centre	3	7.3
Low level of awareness among all the areas about tourism	10	24.4
Lack of Advertisement	1	2.4
Ineffective Government policies	5	12.2
Total	41	100

Source: Field Survey, 2022

Table above shows the problems responded by local respondents. The major problem of this area is the lack of transportation stated by 17 respondents. The next problem said by local respondent is the lack of Low level of awareness (24.39%). Similarly, 3 people choose information center as problem. 1 respondent choose lack of media expose, or advertisement in media is major problem. Negligence of the Government policies and Co-ordination among tourism committee and area is taken as problem by 5 respondents. It clears that Governments and stakeholder of this area should reduce these problems immediately in order to develop this area as one of the major destinations for rural tourism.

3.2.8 Suggestions of Local Respondents

Respondents were asked about the suggestions that are needed to reduce the problem and develop this area as rural destination and the responses of respondent is presented in following table below:

Table no. 3.13: Suggestion of Local Respondents

Suggestions	No. of respondent	Percentage
Extension of road network	17	41.4
Establishment of trekking route	1	2.4
Construction of view tower	5	12.1
Conservation of biodiversity	2	4.9
Exposure in media	2	4.9
Link with NTB	4	9.8
Increase local participation	4	9.8
Skill based Trainings	2	4.9
Conservation of local Cultures (Gurung)	4	9.8
Total	41	100

Source: Field Survey, 2022

Above table states the data as by the responses from the sampled population. Mostly people are conscious about the transportation facility to their area, which will increase accessibility to tourists to reach the destination i.e., by 17 respondents. As this area can be base camp for trekking in upper hills which will lead to mountainous region of upper Gorkha, so 1 respondent suggest about the trekking route. 5 respondents suggest for the construction of view tower as soon as possible. Conservation of biodiversity was suggested by 2 respondents as this place has huge area covered by forest. Exposure in media lacks for this area, 2 respondents suggest for exposure in media. 4 respondents suggest this place is unable to link to the centre, linking this area with NTB can be fruitful for upgrading this area. Increasing local participation and developing skill-based trainings are suggested by 4 and 2 respondents respectively. 4 people suggest that Conservation of the Local Culture should be focused to uplift this area as rural destination for tourism.

3.2.9 Benefits from Tourism

After the field survey most of the respondents' states that they were definitely benefited by the tourism activities in the area. They informed that their area got exposed to the outer world; they got new way of income, although income from tourism is only secondary support to run the household. They express their belief that if they could keep on running and organize different package program then they will definitely rely on tourism as their major income source.

3.3 Challenges of Bajhaket Homestay

While the prospects are promising, Bajhaket will have to face several challenges before then to become a sustainable homestay service. Inaccessibility is the most prominent of these. According to local Bhakta Bahadur Gurung, despite these possibilities, Bajhaket is still an unpopular destination among travel enthusiasts. "Bajhaket is located seven kilometers from dumre. The influx of tourists is high only in winter and holidays. In monsoon, this place turns into limited tourists and the reason is the difficulties that tourists have to face throughout their journey due to the vulnerable condition of the roads in the monsoon.

3.3.1 Transportation

Although communication accessibility in the region is relatively good, traffic and road transport access are what the place needs most. "Infrastructures cannot be added as local authority is disinterest in development work for this location. Without a proper infrastructure, it is impossible to attract tourists to this place. So, local government should allocate a proper budget for infrastructure development. (Dhungana,2019). As it seems in the sentiment of local residents, the lack of a proper road that can being accessible throughout the year is a major challenge.

3.3.2 Accommodation and hygiene

This is an unstructured trial of a smaller number of households, accommodation the facility is currently very limited. All guests arriving in the area should inform respective home owner and ensure that minimal preparation is done. Discussion with several visitors reported that there is a serious lack of quality accommodation services. The situation is mostly the same for sanitation. Being a traditional settlement, poorly built housing structures, the issue of drainage and cleanliness is the most prominent. While cleanliness may reflect the socio-economic status of residents,

it does it is equally important that if visitors and tourists are to be attracted to the homestay, we must ensure that visitors' expectations are met.

3.3.3 Internet Services

Internet access is also a problem in the area. Although the ISPs work without problems in dense settlements like dumre, sundaribajar and Beshisahar along the Prithvi highways, direct connections and cable internet services are available in Bajhaket area.

3.3.4 Information Center

Currently, there is no single institution or staff that can act as a contact person for homestay services. Locals who visit this place during the dry season contact introducing them and carrying out the required measures, if the new visitor wants to visit a place, there is no way to get all the information they need. Usually, local representatives and the chairman of the section communicate with visitors, but that's it from his personal capacity. Therefore, it is of the utmost importance that the center be together with the relevant staff who can pass on information if necessary.

3.3.5 Advertising and information activities / promotion

Homestay services must first be established through a legal process and must be operated according to established standards, but it is equally important that information about Bajhaket must be disseminated to a wider audience in the form advertisements. Ads can vary in modality - from web ads to targeted ads by opportunity. Natural and cultural vertices can be presented as attractions and can be placed indifferent places.

3.3.6 Local Issues

One of the important challenges in making Bajhaket as sustainable and successful homestay is that the proposal itself is never taken seriously by the local government. Although this is not solely the government's responsibility, it makes a huge difference whether or not basic amenities and services are provided. Huge projects like road expansion, water supply and sanitation cannot be realized only from the efforts of local residents. It also requires greater coordination between government entities it needs the cooperation of neighboring villages. If one village grows, the rest follow.

CHAPTER IV: SUMMARY OF FINDINGS, CONCLUSIONS AND SUGGESTIONS

4.1 Summary

Tourism refers to the activities of people visiting to and staying in places outside their usual environment for not more than one consecutive year and that can be for pleasure, business, pilgrimage and other different purposes. Every individual have their own desires, purpose, economic status, nature etc.s that results the different types of tourists. Simply, tourism is a complex combination of various tangible and intangible components.

Today tourism is one of the fastest growing industries, also known as non-smoke industry in world. With right inputs and development of different tourism products both the developed and developing countries can reap the benefits from this industry. Tourism creates significant opportunities of income and employment and serves as an effective means to save culture, traditions and environment. It helps to promote awareness, education and understanding among the people of a society.

Nepal harbors unprecedented tourism resources in all ecological regions that range from the low land in Terai to the hills and mountains. This geographical diversity offers not only refuge to the flora and fauna of global significance, particularly, the hills and mountains the habitat for population with immense diversity, serve also as the source of rivers and aquatic biodiversity for territory even beyond Nepal. One can get complete experience of the stunning beauty and understand species diversity of Nepal through his or her physical presence.

Nepal opened up to the rest of the world only during the early fifties. In initial phase tourists visited the Kathmandu valley and only few numbers of mountaineers were able to conquer the Everest and Annapurna regions. With the increasing number of tourist different infrastructural development were built to support tourism development. Since then, tourists in Nepal have been pouring as today's tourism sector stands as one of the major contributors in the economy of the country.

Lamjung is one of the districts of Nepal, which attracts lots of tourists offering different attractions throughout the year. Generally, this district is known as gateway

to the Annapurna region starting from Besishahar. Beside trekking route this district is famous to experience the rural lifestyle. Different areas have started home-stay services to attract tourist and promoting rural tourism.

Bajhaket area is one of the areas that holds the possibility of rural tourism in Nepal. Till date lots of national and international tourists have visited in this beautiful area. Bajhaket is just some hours of walk away from the Provincial headquarter Pokhara. This area offers rural lifestyle, natural beauties and cultural beauties to the tourists. It has got huge potentiality for tourism and has great chances of emerging as one of the major rural destinations among the tourists in near future.

So, the study is done in the Lamjung district of Bajhaket area with the major objective to find out the potentiality and challenges of rural tourism in this area. Study was done visiting this area, from where different primary data were collected using questionnaire, interviewing with key informant, different people have been selected as sample population for the study, for sampling procedure 14 households having home-stay service, 17 households without having home-stay service, and 10 people from different fields to get the information and needed primary data.

After the research different findings were obtain which were analyzed and presented in chapter III, whereas in this chapter, findings are summarized and presented in following paragraph:

It was found out that most of the respondents from the study area were female, among 41 respondents 15 were male and remaining 26 were female. In which 78% were married and 22% were found unmarried.

Most of the respondents i.e., 36 respondents follow Buddhism and remaining 5 among 41 respondents follow Hinduism as their religion. It was studied that 5 respondents were illiterate; 30 respondents were literate and left 6 respondents had education level above SLC.

Respondents were categorized in different age group, in which respondents having age below 30 were 9, age between 30-49 were 15, and respondents whose age range 50 and over were 17 respondents.

Local community dominates the study area so after the study it was found that 34 respondents were from Gurung/ Ghale community, 3 respondents were from B.K., Pariyar and Bhujel caste had 2 respondents each.

Family members/family size were also determined during study, it was found that family having below 2 family members were 2 respondents, respondents having 3-5 family members were 20 and 19 respondents had above 5 family members.

After study it was found that 36 respondents were engaged in farming as their major occupation, 3 respondents were involved in teaching profession, one respondent was involved in private job and one was involved in social service.

Till the study date record was found that 446 tourists had enjoyed home-stay service in study area, most of the tourist visit this place as day visitor, as this area is near the district headquarter, they prefer visiting in day time and returning back to headquarter Pokhara by evening. Domestic tourists had visited this area more than foreign one. Most of the people from this area were found to be familiar with tourism sector.

Bajhaket area offers different attraction to the tourists, cleanliness of the area, stone stairs made by areas to lead tourist to the core of area, Gurung lifestyle; tradition, culture, green forest etc. are major attraction of this area. People of this area were found to be satisfied by the tourism activities and they were benefitted by tourism in terms of financial support as well as exposure of area to the outer world.

It was studied by the response of the respondents that transportation is the major challenge for developing this area as tourism destination, so they want to develop the regular road track up to this area so that tourist can visit frequently and easily in this area. Beside that this area not being linked with NTB, unable to promote this area nationwide are also stands as major challenges.

4.2 Conclusion

Tourism is an ever-growing industry of today's world. It has been considered as a major product of modernization and globalization. It is multidimensional and multidisciplinary in terms of nature and scope. Tourism is an economical stream in itself, but closely linked with culture and nature. Somewhere it is blamed as a major cause of cultural erosion and somewhere it is appreciated as an effective tool for economic development and social harmony.

We can conclude that Bajhakhet has both opportunities and challenges for development of tourism. From the views expressed from the respondents, Bajhakhet has that potentiality to be developed as an important tourist destination. Lamjung district itself has the huge numbers of attractive rural areas having high potentiality of rural tourism. Lack of standard hotels and other tourism related facilities, very weak promotional activities, and inadequate drinking water supply are the main challenges for development of tourism in Bajhakhet village. Lack of well managed foot trails for hiking, lack of local and skilled manpower and lack of investments are other additional challenges identified in the research. If the opportunities of Bajhakhet are properly identified and actions are done to minimize the challenges, Bajhakhet can be the best attractive tourists' destination in near future

If the tourism of Bajhakhet area is related to the Butler's cyclic model of tourism development, the tourism development of Bajhakhet area has just crossed the first stage of exploration and marching towards the second stage of involvement. There is small but steadily increasing flow of tourists. So, there is need of tireless effort for the dynamic growth of tourism in Bajhakhet hill. We can also conclude that it is also necessary to consider social, economic, political, and environmental factors for rural tourism development because tourism development is not always bringing the positive results. Plog's theory indicates that the majority of tourists prefer to travel short distances to take holidays and the destinations near the major population areas are likely to be developed and grow more quickly than those in far remote areas. Since, Bajhakhet area is also situated near to densely populated Besishahar valley, it has possibility to be developed quicker than other far hills. Likewise, the tourism in Bajhakhet is in the stage of 'Euphoria' if we compare to Doxey's Irritation Index because the people are happy to welcome visitors and there is little planning too. There will be more flow of tourists in near future but the behavior of people should be polite and respectable without showing their irritation for sustainable tourism development of Kahun.

From the previously mentioned findings, it can be concluded that Bajhakhet area have huge potentiality of rural tourism. This area is easily accessible as because it's just some hours away from headquarter Pokhara. Tourist can get the glimpse of different himal from the area. Green community forest can be another reason for visiting this place where tourist can find small religious spot with interesting myth behind that

place, where organization of old people with their own fund and effort have been making water tap so that passerby can enjoy the cool drinking water. One hour of hiking can take the tourist to top most part of the area from where tourist can enjoy the scenic beauty, like watching different mountain ranges Annapurna I, II, and III, beautiful Besishahar valley can be seen, and other beautiful landscape can be enjoyed. Many more destination can be reached by a day uphill walk from this area. Tourist preferring short trek and adventurous lifestyle can enjoy trekking. Local life-style is another reason that tourist can enjoy in this area. Involvement of local organization in tourism activities will make tourist feel the hospitality and it's great to watch unity. Cleanliness and beautifully made stoned stairs that lead to center of the area is another attraction of this place. Different community-based organization have been actively working in order to develop this area as major tourist destination.

There are different challenges which stand as hindrances in the pace of tourism development in this area. One of the major problems of this area is that this area has road track but not the facility of transportation as it lacks as Vehicle Bridge in some areas. Some organization lacks co-ordination for conducting different tourism development activities. Lack of young manpower involvement is another major problem, as most of the young manpower area involved in abroad job, some are in headquarter in Kathmandu for educational purposes and for job. This place is not properly advertised in media, and also it lacks link with the NTB in order to get proper support from state sector. Efforts and activities done by the local people, organizations, and the government for the development of tourism in Bajhakhet is found praiseworthy but some extraordinary and big projects have to be launched in this hill for rapid development of tourism. The challenges shown in this research should be properly addressed as far as possible to make Bajhakhet a dream tourists' attraction. All the people of Bajhakhet and the related personalities should unite for the development of Bajhakhet. Bajhakhet should focus just on few individual factors like infrastructure development and capital investments in the tourism sector in its initial stage, to have positive impact on tourism development of Bajhakhet. So, if the people of Bajhakhet have good leadership and plan, they can achieve the target of development of tourism in short period of time.

4.3 Recommendation

Despite the challenges, there are many opportunities of tourism development in Bajhakhet. The following recommendation are recommended for the overall development of tourism in Bajhakhet:

i. Accessibility and well-functioning roads.

Transportation and access to the location needs to be enhanced. Though there are track roads already built up to the base of the village, the road needs to be upgraded so that the site can be accessed all-round the year.

ii. Well-marked trekking trail along with rest stops on the way

Not only the access roads, but also the well-marked trekking routes should be constructed, along with rest stops on the way. Short hiking route can be developed so that tourist can visit the jungle area and top most area which can be utilized as view point from where different other area and mountain range can be seen. Route to trek up to Barahapokhari, Dr. Harka Peak, can be developed in order to attract more tourists.

iii. Cultural package

Specific packages of cultural tour or entertainment activities can be developed so that the visitors can be educated about the local culture and traditions. This will not only entertain the visitors, but also educate them about the importance of local culture and heritage.

iv. Linkage with the NTB

NTB is another essential effort that the people of this area should initiate, so that this area will get needed exposure to the outer world which will help to increase the flow of tourists.

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Questionnaires

Questionnaire set-A

Questionnaires to explore natural and cultural attractions of the study areas.

1. Personal Introduction:

Name:

Age:

Sex:

Family member:

Religion:

Caste:

2. What is your educational status?

- a) Educated b) Literate c) Illiterate

3. What is your major income source?

- a) Home stay and agriculture
b) Home stay and animal husbandry
c) Home stay and business
d) Home stay and Remittance

4. Since when did you start home-stay service?

5. Do you want to start home-stay service in your house?

- a) Yes b) No c) don't know

6. What is your income per month?

- a) Less than Rs. 5,000
b) Rs. 5,000-10,000
c) Rs. 10,000-15,000
d) Above Rs. 15,000

7. On the average how many tourists visits your house in a month?

- a) Below 5
b) 6 to 10
c) Above 11

8. How long do tourists stay here?
 - a) A few hours
 - b) 1-3 days
 - c) 3-5 days
 - d) More than 5 days
9. In your opinion what kind of tourists visits this place more?
 - a) Domestic
 - b) International
10. What are the major factors that can attract tourists in this area?
 - a) Beautiful Mountain view
 - b) Greenery Scenery
 - c) Religion culture values
11. How do you think this place can be developed as one of the best tourist destinations?
 - a) Making good plans
 - b) Improving infrastructure
 - c) Advertising tourist products
12. Is there any extra attraction than other destination in order to increase visitors in this area?
 - a) Yes
 - b) No
13. Are you benefitted by conducting home-stay service in your house?
 - a) Yes
 - b) No
14. If yes, how? If no then what are the factors of being unsatisfied?
15. Do you suggest other households to start home-stay services?
 - a) Yes
 - b) No
16. What kinds of services do you offer to guest in your house?

Questionnaires Set-B

Related to involvement of local people in tourism business

1. What are your income sources?
 - a) Agricultural products Rs Per annum
 - b) Service/Remittance Rs Per annum
 - c) Business Rs Per annum
 - d) Other (specify) Rs Per annum
2. Do you know about rural tourism?
 - a) Yes b) No
3. Do you want to develop your area as tourist destination?
 - a) Yes b) No c) don't know
4. Do you think your area has potentiality for tourism?
 - a) Yes b) No
5. Is it possible to reduce poverty by rural tourism?
 - a) Yes b) No c) don't know
6. In your opinion what is the main factor that stands as obstacle for the tourism development?
7. How often you participate yourself in social activities that is conducted in order to upgrade infrastructure and preserve cultural heritages and natural heritages?
 - a) Regularly b) If possible c) Never
8. Do you think Government bodies have been helping to develop this area as tourist destination?
 - a) Yes b) No c) don't know

Questionnaire set-C

To analyze challenges to develop study area as tourism destination.

1. How many tourists come Bhajhakheth per month?
a) Below 10 b) 10-20 c) 20-50 d) above 50
2. Do you like to develop this place as tourist destination?
a) Yes b) No
3. How do you or your organization is helping to develop this place as tourist destination?
a) Making good plans b) Improving infrastructure
c) Advertising tourist products d) others.....
4. Could you keep tourist in your home as a paying guest?
a) Yes b) No
5. Usually, how long do they stay?
a) A few hours b) 1-3 days c) 3-5 days d) 5 days and above
6. What should be done to make their stay long?
7. Is there any extra attraction than other destination in order to increase visitors in this area? If yes, what are those area?
8. How many tourists can be kept at once in your Home/Homestay? what are the problem?
9. Finally, if you have any other information that you would like to share?