

**PROBLEMS AND PROSPECTS OF TOURISM INDUSTRY: A CASE
STUDY OF GHOREPANI, SHIKHA VDC OF MYAGDI**

**A Thesis Submitted to
The Central Department of Rural
Development, Tribhuvan University,
In Partial Fulfillment of the requirements for the
Degree of the Master of Arts
In
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Declaration

I hereby declare that the thesis entitled **Problems and Prospects of Tourism Industry: A Case Study of Ghorepani, Myagdi** submitted to the Central Department of Rural Development, Tribhuvan University, is entirely my original work prepared under the guidance and supervision of my supervisor. I have made due acknowledgements to all ideas and information borrowed from different sources in the course of preparing this thesis. The result of this thesis have not been presented or submitted for the award of any degree or for any other purposes. I assure that no part of the content of this thesis has been published in any form before.

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Abstract

Western development region including Myagdi district of Ghorepani has huge potential for tourism industry. This region has historical, cultural, religions and naturally important different sites and most of them are unexplored and unidentified. Government's role, plans, policies, institutional arrangements are important for the development and management of tourism. They serve several important functions including tourism planning and development, coordination, marketing and promotion, regulation and control. These all are in crisis in the region.

The main objectives of the study are; to explore the present situation of tourism, to analyze the trend of tourist arrival, and to identify the problem and prospects of tourism in the study area.

In this study the explanatory and descriptive research design has applied. Out of 35 VDC and 1 Municipality in Myagdi district ward no.6 of Shikha VDC was taken purposively and the 65 respondents (45 local people, 10 tourist and 10 hotelier) were selected as randomly.

The major problems of tourist identified from this study in the region are proper consecration of nature, infrastructure and facilities development, lack of proper tourism planning and implementation, poor implementation of existing rules and regulations, lack of marketing and promotion, lack of coordination between local organizations. The major prospects of tourism identified from this study in the region are: friendly people, natural beauty, historical sites, cultural diversity, protected areas; market in abundance. In the study area there is one of the famous historical tourism side of Myagdi. We can promote village tourism, religious tourism as well as community based tourism in this area.

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

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Abbreviations/ Acronyms

ASTA	American Society of Travel Agents
CBS	Central Beuro of Statistics
DDC	District Development Committee
GDP	Gross Domestic Product
IUOTO	International Union of official Travel Organization
MOCTCA	Ministry of Culture, Tourism and Civil Aviation
MOF	Ministry of Finance
NGO	Non Government Organization
NRB	Nepal Rastra Bank
NTB	Nepal Tourism Board
PATA	Pacific Area Travel Association
SATC	South Asian Travel Commission
TRPAP	Tourism for Rural Poverty Alleviation Programme
UNDP	United Nation Development Programme
VDC	Village Development Committee
WTO	World Tourism Organization

CHAPTER – I

INTRODUCTION

1.6 Background of the Study

The history of tourism in Nepal can be traced back to the legendary period when the Kathmandu Valley was believed to have been a huge lake. The legend goes that Manjushree, a Chinese guru, visited the valley and let out its water to make the valley inhabitable. For centuries, Nepal had been on a trade route between India and China, making it a hot spot for business persons of the two neighbouring countries. Nepal was almost closed to the western world prior to 1950, except for limited arrivals of diplomats and religious envoys.

The first official record of tourist arrivals in Nepal dates from 1965 with 6,179 arrivals. This number has crossed 800,000 in 2012. At the end of 2013, it became 797616. It fell by 0.29% due to the insecurity in political event. As similarly, in 2014 it again fell by 0.81% and became 7,90,118. The reasons are the same as before. At the end of 2015, the no. of arrival tourist increased by 1.81% and became 8,24,883.19. Due to the constitution made in Nepal and it raised the no. of tourist arrival in Nepal. Possessing eight of the 10 highest mountains in the world, Nepal is a hotspot for mountaineers, rock climbers and people seeking adventures. Nepal is still popular as an adventure destination as 45 per cent of the tourists in 2012 visited Nepal for trekking and mountaineering. (Nepal Tourism Board, NTB 2015)

Tourism is the largest industry in Nepal and the largest source of foreign exchange and revenue. Foreign exchange earnings from the travel trade jumped 29.5 per cent in the first six months of the fiscal year 2011-12. According to Nepal Rastra Bank (NRB), income from the travel trade sector rose to Rs. 17.49 billion during the period against Rs.13.51 billion previously. (Interim plan 2013-2016)

Nepal has huge possibilities in tourism. Nepal is famous for its natural beauty: the world's highest peaks, national parks rich in flora and fauna, snow-fed rapid rivers, unique trekking routes, magnificent lakes and friendly people. Nepal is also rich in its cultural and religious diversity. Having seven UNESCO World Cultural Heritage Sites in a distance of 22 km in the Kathmandu Valley itself proves the rich heritage of Nepal. The ethnic and culture diversity of

Nepal is unmatched for its size in the world map. 125 caste/ethnic groups speak 123 different languages and follow 10 different religions in Nepal. The climate of Nepal is generally pleasant for tourists from all over. Above all, the warm hospitality and friendly nature of the Nepali people beckon tourists to visit Nepal repeatedly. (UNESCO, 2015)

On the other hand, we need to be careful of some obstacles in rapid tourism development. Improved land and air transportation helps us to cater to busy tourists in many fascinating but remote destinations. Nepal needs to develop its basic infrastructure like transportation and accommodation to serve more tourists every year. Having only one international airport in the country limits our air connectivity with the world. Unpredictable political strikes and closures jeopardise the tight schedule of tourists, causing tour cancellations and changes in the length of their stay in the country. Similarly, ineffective marketing of our tourist destinations and poor customer service have their own negative impacts in tourism development.

Despite these hardships, the tourism industry has several opportunities in Nepal. The geographic location itself is a huge plus point for Nepal. Tourists visiting India and China can be easily attracted to Nepal provided there is effective marketing. New adventure sports can be developed in Nepal in addition to the present services of trekking, mountaineering, rafting, and canoeing and jungle safari. Many unexplored regions of Nepal are yet to be identified and developed for tourists.

Overview of Thirteen Year Plan (2013-2016)

Nepal has undergone a radical political transformation since 2006. Dramatic changes marked by the end of the civil war and abolition of the monarchy. However, six years after signing the Comprehensive Peace Accord (CPA) the socio-political and economic situation remains fragile and the economic aspirations of the people are yet to be met. The political transformation process towards entrenching a functioning democracy has been marked by prolonged political rivalry. The struggle for human rights in Nepal for liberation, entitlements and social opportunities still remains unfinished. The failure of the Constituent Assembly (CA) to deliver the Constitution by the deadline in May 2012 has left Nepal in a political vacuum. A credible, free and fair election depends on the ability of the political parties to create a secure environment for political actors and voters. Nepal still belongs to the Least Developed Countries (LDCs) group and remains among the poorest countries in South Asia. Many political, institutional or cultural factors, such as access to education and health

facilities, hygiene facilities or employment opportunities, play a role in the increase of poverty. There is a pressing need to increase delivery on aspirations for the transformation of Nepal in terms of rights, equality, inclusion and embarking upon the fundamental political, socio-economic and governance transformations outlined in the CPA and the Interim Constitution. The overall development goal of the Government of Nepal (GON) is to attain poverty reduction through sustainable, inclusive and equitable growth. In the current Three Year Plan ending in July 2013 the GoN stresses employment generation, infrastructure development and agriculture as the engines for development. Nepal is thriving to achieve the Millennium Development Goals (MDGs) by incorporating them in the Three Year Plans and annual budgets. Despite this positive national trend, wide disparities between rural and urban areas still persist at the national level. The Finnish Country Strategy for Nepal aims to address the most marginalized and vulnerable people in the society by enhancing their livelihoods and improving their access to basic services. Human rights, gender and other cross-cutting objectives are systematically mainstreamed into programming and planning of the Finnish development cooperation. In the country consultations between Nepal and Finland in January 2013 it was mutually agreed that Finland will continue to support education, water supply & sanitation and forestry sectors. Main thrust of the Finnish development assistance will be directed to remote rural areas. In parallel, efforts are made to strengthen coordination between central government and local administration. In close cooperation with other development partners Finland continues to support Nepal's peace process, transition to democratic federal state and promotion of the rule of law. Maintaining stability and peace is prerequisite for achieving development. The tourism sector will have been diversified and integrated tourism service centre will have been constructed and will have been in operation in all tourism areas. The total prospect and problems of rural tourism's condition of Myagdi's Ghorepani.

We hypothesized that problems and prospects of tourism cannot minimize till date. Tourist faces different type of difficulties. The major difficulties of tourist are:

1. They can't get sophisticated hotel and restaurant to stay due to the lack of development and government policy.
2. Tourist cannot get appropriate tourist guide due to the lack of education. As a result, tourist cannot visit different places in order to their interest.
3. Tourist cannot get the appropriate security due to the lack of political instability.

Ghorepani is a village in Myagdi district in Dhaulagiri zone of northern central Nepal. It lies 17 kilometers from Beni at an elevation of approximately 2,874m. The village lies within the Annapurna conservation area and contains a number of “guest houses” that provide lodging and meals to maintain trekkers, many of whom spend the night before a pre-dawn trek to the top of nearby Poonhill (3,210m/10,531ft) to watch the sunrise.

The place used to be a rest stop where ancient traders found water (pani in Nepali) for their horses (ghora in Nepali) thus leading to nomenclature Ghorepani. Ghorepani lies on a major trail linking several other villages as well as the Annapurna base camp. From the south-east direction, it can normally be reached by foot from the village of Birethanti in about 10 hrs depending on the trekker. However, many trekkers prefer to overnight at one of the lower villages on their way to Ghorepani covering the distance over two days owing to the steepness of the trail, the increase in altitude and the beauty of the natural surroundings from the north-west direction, Ghorepani can be reached in about 8-10 hours starting from Tatopani. This trail passes through the villages of Shikha, Dana and Chitre. The arrival of tourists in Ghorepani during the period 2010 to 2015 was an increasing trend due to the peace maintained in Nepal. By examining, the arrival of tourists in Ghorepani was 80,000 to 1,10,000. In every year, the number of arriving tourists in this area is increased by nearly 4%.

1.7 Statement of the Problem

Tourism is the backbone-leading sector for the economic development of developing countries like Nepal. However, it has not well developed and tourism activities are not successful to be pro-poor. Tourism is the result of movement, entry & stay; it is a composite product and outcomes of attraction, accessibility, accommodation and amenities. Elements and components of tourism are the prime factors or indicators of the process of development of tourism. Development and scope of tourism depends upon the quality and quantity of products/components. Most of potential tourist destinations (except few destinations e.g. Kathmandu, Pokhara, Chitwan) are deprived of transportation, communication, accommodation & amenities. Highly potential but unexplored tourist destinations are not advertised and promoted sufficiently so that a large chunk of probable tourists does not know about Nepal in the international front.

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

economy. Without adequate planning and tourism development only richer individuals and urban based organizations will benefit from the economic opportunities of tourism and tourism in fact may increase the economic, environmental and socio cultural cost of the area visited.

Ecotourism loves to nature and enjoys its unique beauty. Produce by diversity in flora and fauna, topography, climate etc. but rapid growing population deteriorates the forest to fulfill their needs. It causes deforestation, loss of bio-diversity, landslide, flood and soil erosion, such effort ends the panoramic & wonderful scenic beauty of environment or the products of tourism. The native Nepalese cultural products as folk songs, flute tune, feast gets modernized; replaced by external products. Red mud walled, thatched roofed round houses being replaced by brick buildings. The dressing pattern, smile and hospitality all native aspirations are being lost.

Nepal has been endowed with diverse fauna and flora and beautiful pristine land escapes. The national park and the conservation area scattered in different parts of the country have become most potential site for tourism. These national parks symbolized naturals paradise have diverse land masses containing in it only the unique and rare diversity but also here the religious and spiritual sites of high values of significance. Therefore many foreign tourists visit in Nepal. In 2012 8, 65,294 total tourists visited, and from it country earned Rs.4, 298 corer (NTB, 2012). Natural beauties are scattered in different parts of the country but all the parts of the country are not benefited from this industry except Kathmandu. Pokhara and Chitwan because of the lack of tourism publicity, unexplored tourism spots, conceptual bottleneck and government's negligence.

There are so many potential tourist products in the Ghore pani, Tatopani, Galeswor Temple and Kali Gandaki river. It is home place for the 10 species of rhododendrons which is also national flower of Nepal. Hill, rocky slopes, larger grazing land, and beautiful scene of Himalayan, natural caves, ponds, lakes and springs are the major attraction of tourism available there. Annapurna conservation area is another best tourist destination for several tourists. So many tourists from different country can appeal to visit this area but due to lack of publicity, development, and lack of necessary physical facilities, very little tourist visit every year. The tourist visiting this area does not buy any foods in the local area and they prefer to stay in tent rather than as home stay.

1. What are the major problems and prospects of tourism in the study area?
2. What is the present status of tourism in Ghorepani, Myagdi?
3. How to develop sustainable tourism in Ghorepani, Myagdi?

1.8 Objectives of the Study

The general objective of this study is to identify the problems and prospects of Ghorepani of Myagdi district.

The specific objectives of the study are:

1. To explore the problems and prospects of tourism in the study area.
2. To examine the arrival trend of tourist in the study area.

1.9 Importance of the Study

Nepal has three major resources built of economy: agriculture, hydropower and tourism. Among them tourism is the key industry which can effortlessly be established, promoted and developed with minimum investment and can be made an important foundation of national income. So it is one of the chief sectors for economic development. Tourism is an activity that generates economic and social benefits. Tourism has effects on the different sectors of the economy. The importance of tourism in Nepal is not confined to the economic aspects only, but also to environmental and cultural aspects. Nepalese people realize the important of environment conservation and have pride over the culture heritage of the country. Although the economically poor, it is rich in its natural and cultural heritage. And, the economic exploitation of this heritage can only be possible through the development of tourism. The tourism industry is growing very rapidly in Ghorepani, Myagdi district and Nepal has tremendous potential for tourism development because of its unique and cultural heritage.

1.10 Limitations of the Study

Every study has its own limitations due to the time and resources availability so the main limitations of the study are:

1. Information based on primary data and secondary data.

2. The study has covered only problems and prospects of tourism in Ghorepani, Myagdi District of Nepal in targeted area.
3. Trend analysis of tourist arrival of this study covers the period 2008 to 2016.
4. Due to the time and budget constraint, this study may not be comprehensive.

CHAPTER – II

LITERATURE REVIEW

Literature review is an important task to carry out the result of any research work. It is important for researcher to find out some new thing about on any topic. For this, researcher should study the materials relating with his/ her study's topic. Literature review is made from some published and unpublished sources. Published source includes all the information provided by Government and its agencies and unpublished source includes all the information provided by private sector to fulfill its needs. Besides these, researcher uses book, booklet, journal and magazines etc. This study also based on such information.

2.1 Theoretical Review

The assessment of socio-cultural impacts is difficult. Firstly, it is complex and hard to separate socio-cultural impacts from other impacts. Secondly, it is difficult to measure them. A number of theories introduced by many scholars have been proposed. Doxey's index of irritation and Butler's lifecycle models are industry focused but there have been many criticism that both models do not focus on the host community. Therefore, both Doxey and Butler's models are not useful to measure socio-cultural impacts but states that social exchange theory is more relevant to socio-cultural changes

Social exchange theory was developed by Emerson has been applied to various research contexts. The principle of social exchange theory suggests that exchanges will occur if the process creates valued rewards as well as offering more benefits than costs. One of the most often quoted studies in a tourism context. He applied social exchange theory to explain the changes in a host destination in response to tourism. The theory involves the exchange of resources between individuals or groups when interacting; for instance, there is the exchange during the processes of interaction between host residents and visitors. The theory explains the variability in response to tourism by individuals and various groups in the social exchange process which engage at the individual and community stage. The theory suggests that individuals or groups decide exchanges after weighing benefits and costs. Individuals' attitudes depend on the perceptions of exchange they are making. Subsequently, individuals who evaluate and perceive beneficial rewards in the exchange, have different perceptions

from those who perceive the exchange as harmful. In the tourism prospect, these principles suggest that residents are willing to enter into an exchange with tourists if they can collect some benefits without incurring unacceptable cost. If local residents theoretically believe tourism is a valuable source, and the costs they gain do not exceed the benefits, the exchange will support tourism development. Social exchange theory is supported by plenty of research evidences that suggest the exchange system is useful for the evaluation of tourism impacts. It also suggests that if a deeper investigation takes place, a more complex relationship is apparent consequently, there are numerous reports that residents who perceive benefits from tourism are more likely to support tourism. Nevertheless, there are also several studies that report these residents have a more negative attitude towards tourism than others. This means those residents who benefit from tourism have positive perceptions of the tourism impacts; but with some reservations of the impacts of tourism. However, previous application has not involved culture change processes that might be associated with social exchange where cultural expressions are the basis of the exchange.

2.2 Review of Previous Study

Pradhananga (1993) in his PhD dissertation on the topic has identified that Nepal has not been able to manage the market on a sound and professional basis. The study also highlighted the growing environmental problems especially in Kathmandu, Pokhara and Khumbu region. Preservation and development of tourist resources are major problems in this sector. The study recommends that unless Nepal address these issues, sustained development of tourism will not be possible. The whole industry needs to develop on a professional basis since in this industry one has to complete an international level. The study has shown the paucity marketing efforts of Nepal. In this respect, Nepal must break the shackles of compliancy of an appropriate and sound manner as per the needs and potentials markets. Finally, the study concludes that the requisite attention to develop and sustain the industry must be provided immediately.

Bhusal (2010) has identified the problems and prospects of tourism destination in Parbat district. Her study also shows that 65% of sampled population is not interested in tourism industry .in short, it can be concluded that there are number of problems, challenges and constraints in front of village tourism development in Parbat district. It gives the useful guidance for problems and prospects of tourism in Surkhet district. She recommended if

tourism destination of Parbat district are linked with famous tourism destination “Pokhara” development of tourism success. Also give some guidelines to plan makers of tourism and additional researcher to development of tourism in Parbat district.

Upadhyay (2011) showed the objectives and strategies of Nepal tourism 2011, were well structured and define. However, the campaign faced some challenges in the implementation process. A major challenge was the frequent change of ministers, secretaries and CEO of Nepal tourism board (NTB) government of Nepal.

Kurmi (2012) has identified the problems and prospects of tourism in Kapilvastu district. During the field survey, the researcher has selected 29 tourists for the interviews. In Kapilvastu district different groups of people live. There are many opportunity to develop the tourism sector in Kapilvastu district. Where demand of tourist were not fulfil, Lack of government police, many types of pilgrims was hidden. His thesis make support the tourism destination and culture should be develop and conserve, it is main backbone of economic development.

2.3 Policy Review

Tourism policy (2009) has mentioned that Nepal as an attractive beautiful and safe destination in the international tourism map. The policy aims at increasing employment opportunity for livelihood, increasing economic growth along with contribution to tourism activities and enterprises of tourism sector such as airlines, hotels, travels and tours, the policy emphasizes on domestic villages sport education agro and health tourism.

Of the total number of tourists visiting Nepal between the periods of January 2012 and January 2013, 43.30% of them came for tours and travels, 13.59% for trekking and mountaineering, 12.76% for religious trip, 4.09% for recreation, 3.15% for trade, 3.85% for official visits, 1.71% for meeting and seminars, 0.22% for rafting while 14.99% came with other purposes.

During this period, among the five countries with largest number of tourists' arrivals, 20.60% were from India, 8.90% from china, 7.80% from Sri Lanka, 6.0% from USA, and 5.0% from UK. For the same period in the previous fiscal year, 20.0% tourists came from India, 8.40% from china, 8.10% from SriLanka, 5.70% from USA, 5.0% from UK.

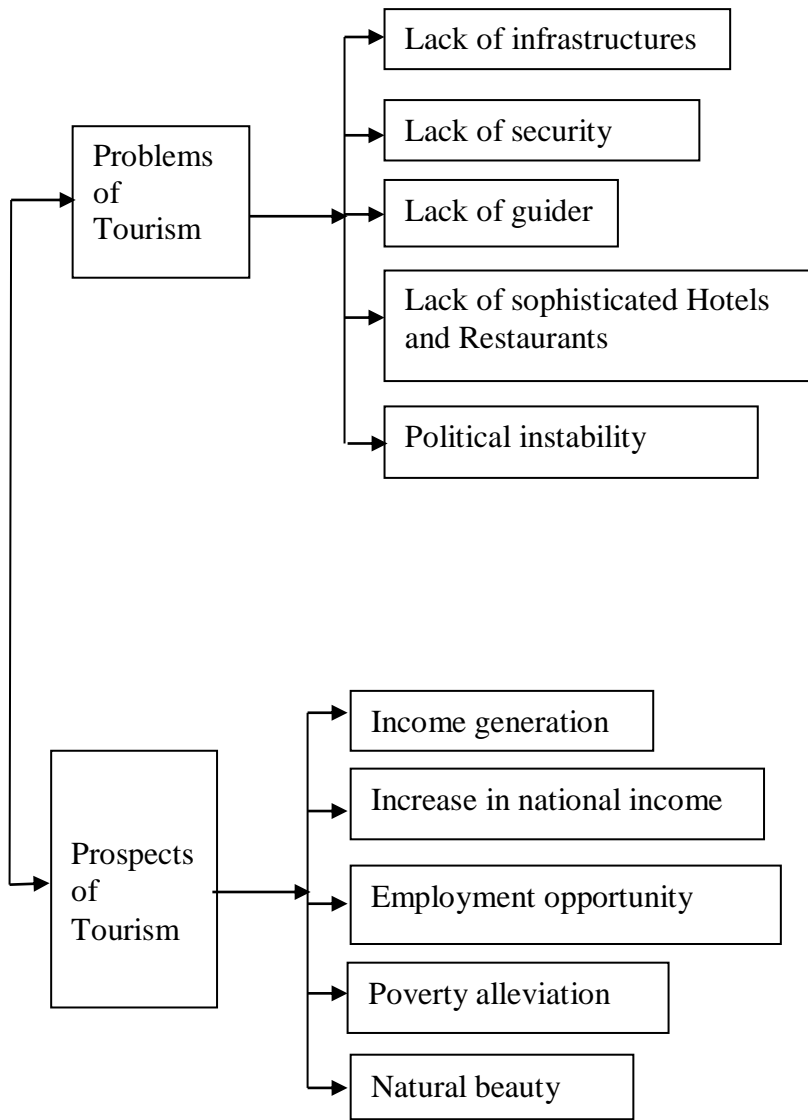
A total of 1,700 skilled manpower were produced including 228 through academic courses, and 1,472 through training programs in the tourism sector in FY 2011/2012, while 201 skilled human resources was generated from academic courses and 1,124 from training programs totalling 1,325 more skilled human resource by mid-march, 2013. The total number of human resource produced so far by the Academy stands at 33,535.

Foreign exchange earnings during FY 2011/2012 grew by Rs. 5.39 billion reaching Rs.30.70 billion as compared to its previous fiscal year. In the first eight months of the current FY 2012/13, foreign exchange amounting Rs.21.45 billion was earned. This amount is 38.2% of foreign exchange earned from the total commodity exports, 18.4% of foreign exchange earned from the total exports, of goods and services and 4.8% of the total foreign exchange earned during the period.

Three Years Interim Plan (2010-2013), has high priority to tourism development so as make this sector a building block of the economy. It has emphasized on tourism diversification that would contribute for balance regional development in the country. The plan has focused on rural tourism in order to raise the standard of living of rural people. It has introduce the concept of integrated tourism infrastructure development which carried by the respective sartorial ministries. The plan has a policy to encourage the youth and the people from backward communities, women and the rural poor to participate in tourism related awareness and employment oriented trainings and skill development and capacity development programs. It has been a challenge is to enhance contribution to tourism sector in natural economy by promoting international and domestic tourism through development of internal and national air services and urban and rural tourism destinations.

2.4 Conceptual Framework

From this study, it has been concluded that problems and prospects is the result of geographical locations, tourism site, infrastructures, culture, tradition and inequality.



CHAPTER – III

RESEARCH METHODOLOGY

To accomplish the stated objectives of the study, the following methodology will be used.

3.1 Research Design

This study was applied explanatory and descriptive research design. The study was based on field work where secondary sources of information are used from the relevant literatures, previous studies and the different archival sources.

3.2 Nature and Sources of Data

This study is based on both qualitative and quantitative in nature. It is based on both primary and secondary data will be collected from various related sources of tourism.

3.2.1 Sources of Primary Data

Primary data are collected using structured and unstructured questionnaire to explore the field information on different types of tourism in Myagdi district. Three sets of questionnaires was developed one each for the three types of respondent such as tourists, tourism organizations and local people. The researcher was collected primary data conducting field survey. Especially, purposive or judgmental sample method was conducted to select tourists, private and public organizations of tourism sector as the respondents. Therefore, the respondents are defined as under,

Tourists- tourists, who visited Myagdi in 2016, were the first type of respondents for the study.

Employers – The personnel who are directly concerned with tourism sectors, such as hotels ,restaurants, travel and trade, trekking, rafting, shopping, massage centres, handcraft industries etc, are also second types of respondents.

3.2.2 Sources of Secondary Data

Secondary data and information was collected from the various sources as mentioned below Annual statistical Reports, Development of Tourism, Population census,2011, (National Report) CBS, Various issues of Economic Survey, published by Ministry of Finance, The Year Book of Tourism Statistics 2012/13 published by Ministry of Culture, Tourism and Civil Aviation, Various Tourism publication of Nepal Tourism Board, National and Local newspapers, Various Seminar Reports, Research Studies and unpublished official records about Myagdi tourism, Published/Unpublished articles and literature on tourism, DDC profiles of Myagdi district and a number of Master Level and PhD thesis.

3.3 Techniques and Tools of Data Collection

3.3.1 Observation

Research involved in the observation to record the different information related to problems and prospects of tourism in Myagdi district. To accomplish this task, both participant and quasi-participant observation was used. In the observation period, the study was based on the observation of tourist places, local people, customs, feasts festivals, accommodations facilities and other sacred sites.

3.3.2 Questionnaire Survey

The study was undertaken the structured, semi-structured questionnaire to explore the information on problems and prospects of tourism and trends of tourists in Myagdi site. For these, the study was based on questionnaire from local people, employers, and tourists. Also provides the information about business, educational status, and expenditure pattern of the tourist and demographic data of the local informants, which was collected from tourist, local people and employers.

3.3.3 Tools of Data Collection

Researcher used different types of tools questionnaire, interview in order to collect primary information from the field. Both structured and unstructured questionnaires were used to collect quantitative information in the Myagdi district. Both primary as well as secondary data was collected for the study. The sources of secondary data are various types of publications of various organizations.

The researcher was collected primary data using three sets of questionnaires, one was for tourists, the second and the third was for employers and local people respectively. The questionnaires either are closed or open ended or scaled. All the questions are pre- tested and revised before collecting data. Questioning, Observations and secondary data have been used for the study. All types of respondents were asked focusing on the problems and prospects of tourism in Myagdi.

Existing rules, regulations, policies and achievement were checked and evaluated based on tourist arrivals, foreign exchange earnings and the responses of employers, local people and tourists.

3.3.4 Universe and Sampling

Out of 35 VDCs and one Municipality in Myagdi District ward (6) of Shikh VDC was taken for the purpose of this study by using purposive sampling. Out of 65 respondents including national and international tourists from different countries are taken 10 respondents and a list of hotel entrepreneurs are taken 10 respondents and a list of local people from one ward no. 6 is taken 45 respondents by using random sampling.

3.3.5 Method of Data Analysis

The data obtained from the field survey has been coded, and categorized according to requirement. Then the coded data was converted into tables with numbers, average, and percentages. Different statistical means like bar diagrams, pie charts, tables were used in presenting the data. To fulfil objectives of the study, data was analysed descriptively.

CHAPTER – IV

DATA ANALYSIS AND INTERPRETATION

4.1 Profile of Study Area

Myagdi district lies in the western part of Nepal in between 28° 60' to 30° 13' north latitude and 83° 27' to 84° 24' east longitude. It is surrounded by Baglung and Parbat in the south and Rukum in the west, Mustang in the north and Myagdi khola and Kaligandaki River separating Baglung and Parbat in the west and north. Its elevation ranges from 366 m. at sea to 3015 m. at Mustang level. Being a mountainous district, it is hot in the southern lowland and valleys. However, it is cold at uphill. Average temperature ranges from maximum 28.3° C to minimum 9.5° C and average annual rainfall is 2665 mm. The district occupies a total area of 1164 square kilometers, out of which 15% is tropical, 70% sub tropical and 15% temperate climatic region. The land use classification of the district is 36.6% agriculture, 30.6% forest, 9.7% pasture, 21.4% uncultivated inclusions and 1.7% others (LRMP, 1984-85). Total population of the district is 317320, out of which female and male are 173701 and 143619 respectively and average family size is 5. Population growth rate is 0.81% and density is 272 per square kilometer. Major religions are Hindu (86.07%) and Buddha (12.47%) including others (1.46%). The caste and ethnic groups include more than 13 with majority of Chhetri (33.51%), Brahmin (20.32%), Thakuri (11.75%) and others (10.55%). Literacy rate of male and female is 76% and 55% respectively, which mean 64% in total. The occupation of 33.7% of the total population is agriculture (CBS, 2058). 4.1 Introduction Myagdi district located in mid-mountain part of western development region of Nepal. Myagdi stretches from 83°44'-83°59' east longitude to 28°-28°24' north latitude. It covers an area of 536.86 square km.

The district is small, being extended in between the altitude 750m to 3250m it consists diversity in climate, soil composition, geographical structure, vegetation and agricultural production etc. There is possibility of producing huge amount of rice in lower belt of district. Within animal husbandry, goat, hen, pig, rabbit, cow and buffalo are basic varieties raised in the district.

4.1.1 Demographic Situation of Myagdi District

It shows the demographic structure of Myagdi District. Myagdi district contains 0.55 percent of total population? According to table; female population of the total population exceeds the number of male population as it is in the case of national population. Average population growth rate of the district is 0.95 percent which is significantly less than that of national average population growth. I.e.1.35 percent. Density of population in Myagdi district is 310 sq km which shows that Myagdi District is densely populated than the country as a whole I. e. 180 sq km. The table shows that average family population in Myagdi district is 4.82 percent where the national averages of family population is 5.44 percent. Accordingly the male female ratio in the Myagdi District is 85.93 which is less in comparison to national averages of 99.8 percent. This is shown in the Table No.1 Population Distribution in Myagdi District Population 146590 Male 65301 Female 81289 Population Growth Rate 0.84% Population/sq km 310 Averages Family Population 4.82% Male Female ratios 85.93.

Table No.1: Population Distribution

Population	146590
Male	65301
Female	81289
Population growth rate	0.84%
Population /sq km	310
Average family population	4.82%
Male female ratio	85.93

Source: Population Survey, 2011

Table 1 shows the demographic structure of Myagdi district. According to table, total population of Myagdi is 146590. The female population of the total population exceeds the number of male population. Average growth rate of the population is 0.84 percent. Density of population of Myagdi is 310 sq.km. The table shows Male female ratio 85.93.

4.1.2 Population Distribution by Caste in Myagdi district

Magar occupies larger share in the total population of the district which follows by Chhetri and Bharmin respectively where others signify Thakuri, Sanyasi, dalit etc. the case is shown in Table No. 2 as below.

Table No.2: Population Distribution by Caste in Myagdi district

S.N.	Name of caste	Number	Percent
1	Magar	60712	64.59
2	Chhetri	25267	26.88
3	Brahmin	4043	4.30
4	Thakuri	3056	3.25
5	Dalit	398	0.423
6	Others	506	0.557
7	Total		100

Source: Census 2011, CBS

Table No. 2 Shows that Magar population is highest population in Myagdi district, it is 64.59 percent and dalit population is only 0.423 percent which is lowest at all.

4.1.3 Condition of Basic Infrastructure

4.1.3.1 Health Services in Myagdi District

Analyzing the Table No.3 Shown below what can be concluded that distribution of health services in the district are not well and properly developed. Most of the facilities are headquarter centred.

Table No. 3: Basic Health Services in Myagdi District

S.N.	Infrastructure description	Number
1	District hospital	1
2	Primary health centre	2
3	Health post	15
4	Sub- Health post	43
5	Nourishing Home	1
6	Woman Health volunteer	504

Source: Myagdi District Profile, 2072

Table No.3 shows that in Myagdi district, there is one district hospital, two primary health centre, 15 health post, 45 sub-health post, 1 nursing home and woman health volunteers are 504.

4.1.3.2 Transportation in Myagdi District

The Table No.4 depicts that transportation development of Myagdi is basically in terms of fair weathered roads. Hence the transportation development is not satisfactory.

Table No.4: Transportation in Myagdi District

S.N.	Descriptions	Number/Length
1	Road touched VDC	39
2	Total length of road	526.3 K.M
3	Road density sq/km	0.78 K.M
4	Black topped	5K.M
5	Gravelled	8 K.M
6	Fair weathered	468.3

Source: Myagdi District Profile,2072

Table No.4 shows that transportation in Myagdit district 30, out of 35 VDCs are road touched. Total length of road is 526.3 km. road density is 0.78/km square, black topped road is 5 km; gravelled road 8km and fair weathered is 468.3 km.

4.1.3.3 Communication System in Myagdi District

The Table No.5 reveals that the communication services are being improved because of the expansion of GSM and CDMA etc services.

Table No. 5: Communication Systems in Myagdi District

S.N	Description	Number
1	Distributed telephone	2020
2	Simple telephone	1050
3	VHAF	13
4	Prepaid mobile	839
5	Post-paid mobile	500
6	Telephone touched	30
7	District postal office	1
8	Other post office	54

Source: District Office Profile, 2072

Table No.5 Shows, out of 35 VDCs 30 VDCs are telephone touched, 839 people carries prepaid mobile phone and 500 people have post-paid mobile phone. There are 54 post offices, one is district postal office. In Myagdi district distributed 2020 telephone.

4.1.3.4 Electricity and Alternative Power Condition

Table No.6 Reflects electrification in Myagdi district. Considering the percentage of household of using electricity they are only one third of total population in Myagdi district.

Table No. 6: Electricity and Alternative Power Condition

S.N.	Description	Number/unit
1	Household benefited from electricity	25.5%

2	Electricity touched VDC	38
3	Electricity user population	10400

Source: Myagdi District Profile, 2072

Table No.6 shows that out of 35 VDCs only 30 VDs are touched in electricity. Only 10400 population use electricity.

4.1.4 Forest Condition in Myagdi District

Table No.7: Forest Condition in Myagdi District

S.N.	Kind of forest	Area (hector)	Percent
2	Kondhari forest	2064	10.32
3	Mixed forest	2532	12.67
4	Hard timber forest	13913	69.57
5	Soft timber forest	1488	7.44
6	Total	19997	100

Source: Myagdi District Profile, 2072

Table No .7 shows situation of forest. 10.32% are kondhari forest, 12.6% are mixed forest, 69.57% are hard timber forest and 7.44% are soft timber forest.

4.1.5 Situation of Service Sector

The Table No.8 depicts that sector has yet many things to do to contribute significantly in the development of Myagdi district. It is key sector to develop the tourism there.

Table No.8: Situation of Service sector

S.N.	Description	Number
1	Hotel and lodge	6
2	Small hotel and lodge	40
3	Restaurant	45
4	NGOs	9
5	Main NGOs	29

Source: Myagdi District Profile, 2072

Table No.8 shows the situation of service sector in Myagdi district. Lodges are 6, small hotel and lodge are 40, restaurants are 45, NGOs are 9, and main NGOs are 29.

Interview between Mabir pun and Damber pun about problem and prospect of tourism of Ghorepani

Dialogue between Mahabir pun and investigator

1. What are you doing nowadays?

- Nothing about important works in nowadays but I think about how develops the tourism industry (especially Ghorepani tourism site.)

2. Why are you motivated in development of tourism?

- I think, “I am a social person and worry about the development of nation where more than 32% of the population are under the below of poverty line.” I think, tourism is the best alternative to reduce it.

3. All right. What are you showing the problems in the development of tourism (especially in Ghorepani)?

- Problems of tourism in Ghorepani are a lot. Especially, the major problems are given as: 1. Lack of sophisticated hotels and restaurants. 2. Lack of Guider. 3. Lack of attention of Government for the development of tourism in such site. 4. Lack of infrastructures. And so on.

4. All right. What are you showing the prospects of tourism (especially in Ghorepani)?

- I think, “Tourism is the best contributor of GDP of nation”. It contributes 6.65% of total GDP. So, promotes and implement of tourism policy is best way to develop the nation. The main attraction of tourist in Ghorepani is the natural beauty where seventeen species of redwood trees are there among 32. Sun rises shown clearly from this place in the morning. Sun sights ray of mountain shown from this place like Annapurna and Dhaulagiri. The national bird like Dafe is there. These are the natural attraction of tourist. If we create the good environment for tourist like provide them good facilities, it will raise the foreign currency a lot. If we proper use of them, it will provide more return which may become the foundation of development and it will become the prospect. But unfortunately, Government does not think about it. Most of the leaders are corrupted; government personnel are more corrupted than leader. I don't think how the nation will develop?

Thank you very much giving your valuable time.

As similarly, investigator asks the similar questions to Damber pun about problems and prospect of tourism about Ghorepani. Then, investigator is going to be the conclusion that there are a lot of problems and prospects. If we manage the problems effectively by adopting strict rule and regulation then we cross the step forward in development of tourism which is the overall prospers of nation. (Note: Mabir pun is the first man who contributes more than 20 VDC is free WIFI zone in Myagdi district and damber pun is the chair person of Hotel and restaurant enterprises.)

4.1.6 Problems of Tourism Development in Ghorepani

Myagdi is a very beautiful mountainous tourism destination. But, there are many problems which affect the tourism development. Unless solved these problems rural tourism cannot be promoted as we expect. The major problems associated with tourism in the myagdi district are as follows.

Infrastructural Problem

Inadequate Physical infrastructure hampers the growth of tourism. Without infrastructural facilities, development of tourism could not be expected. The main problems related to infrastructural facilities in the area; accommodation, accessibility, hospitality and amenities. The study shows that such facilities couldn't be developed in appropriate manner. Major infrastructural problems associated for the promotion of rural tourism in the district are given below.

Lack of security

Security is one of the major factor affecting of tourist. If security is good, more and more tourist visit in ghore – pani for viewing the sun rises and mountain rays. But, chaka jam, Nepal strike and Nepal banda are the major problems of security which leads to decline the no. of tourist visit in this area. There is most fear in walking alone due to the insecurity of life killing by unknown group in jungle. There is fearing of thifting money by unknown group in jungle due to the insecurity. Government doesn't provide security for tourist still.

Transportation

Transportation is the back bone of the tourism industries. It enables people to visit destination. Modern means of transportation is not available to all tourism destination of Myagdi. Pokhara-Beni Highway is providing transportation facilities in the northern part of this district but southern part lacking from this facility. The Kaligandagi corridor under construction would solve this problem. If most of tourism destination of Myagdi district is linked with world's famous destination, Pokhara with the means of transportation Myagdi district will be largely benefited from tourism.

Accommodation

Accommodation is another most effective factor in tourism industry. Accommodation facilities are insufficient and not available in all tourism destinations of Myagdi district. Some available lodge and hotel are only in Ghorepani. Hotel situated in Ghorepani are presented in table below. Other parts of this district lack these facilities.

Communication

Communication is also one of the major facilities in rural tourism industry. Rural tourism is developed in the rural areas generally in remote village. The telephone services are not available in most of the VDCs of this district. There is proper telephone service in district headquarter and its periphery villages like piple, ghatan, etc. there is no good network accessibility till now in whole district.

Table No.9: Situation of Hotel in Ghorepani

S.N.	Name of hotel	Proprietors	Number of rooms	Number of beds
1	The sunny Hotel	Kirshana Magar	40	70
2	Snow land Hotel	Kabita serchan	23	40
3	Green tara Hotel	Ganga bahadur chhetri	10	17
4	Hotel lovely mount	Trilochan Thakali	15	22
5	Water front resort Hotel	Balkirshana Thkali	20	28
6	Hotel land mark	Uttam Serchan	17	27

Source: Field Survey, 2072

Electricity

Electricity is also major component of tourism development .There is sufficient facility of electricity in whole of Myagdi district .Electricity facility is not available in all VDCs of district till now .This problem has been constraint in the way of other facilities like telephone ,internet and purification of tourism products.

Skilled Human Resources

The regions apparent advantage of having abundant cheap labours in illusory since it generally lacks social support and environment for labour and skill for tourism development. The shortage of skilled personal imposes serious constraint at least in the short to medium term .According to Nepal tourism Statistics 2008, in Nepal number of tourist guide is 2458

and number of trekking guide is 5356. Information about tourist guide in Myagdi District could not be found in this research.

Promotion and Marketing

Lack of proper marketing of tourism destination and promotional efforts constitute the major drawback of tourism development in Myagdi.

Lack of proper Co-ordination

In Myagdi district coordinates with agencies, trekking agencies, rafting agencies, resorts of Pokhara, tourist visiting Pokhara can be attracted in Myagdi. But, Myagdi could not be activated in this manner. Likewise the inefficient administrative procedure of government in implementing tourism policy is also the serious problem.

Trained Guides

Trained guides are required to make the tourists interested to visit new explored tourism destination. The utilization of resources and benefit from them depends on the way they influence the tourists through proper guiding and explanation about unique tourist products. But there is lack of trained guide in Myagdi district. Another difficulty for guide is of language.

Recreational Facilities

There should be cultural programs and other additional facilities which are not available in Myagdi district.

Information Centre and the Advertisement

Information centre should be established in tourist areas. But there is no any information centre in Myagdi. Tourist map and information of tourist product of Myagdi is not available for tourist.

Banking Facilities

Tourist needs banking facilities at tourist areas. Therefore, bank must be established near tourist destinations. Money exchange facility should be available for tourists. But these facilities could not be managed in Myagdi district.

Ample air Accessibility

Since there is no good condition of roads, international tourism in Nepal is heavily dependent on air services. There is no air facility to reach Myagdi.

Political Disturbance

Political disturbance created by political turmoil, due to Nepal Bandha, chakkajam, etc. have also adversely affected the tourism sector. These conditions create state of uncertainty in the country leading to reluctance on the part of foreign tourist to visit Nepal. In this situation Myagdi has also faced challenge in attracting tourists as it being a remote place of Nepal.

Inadequate Inter-sect oral Linkages

A distributing aspect in study area is the lack of inadequate linkages of tourism with the local economy of the multiplier effect of generating additional income and employment and makes it excessively on external inputs.

Market Limitation

To attract sizable number of foreigner and Indian tourists, it requires substantial improvement, investment in infrastructure facilities and services. Considering the limited tourist arrivals in the study area, it may not be feasible for private entrepreneurs to invest in infrastructure development.

Lack of Awareness among the People

The major population of the district is uneducated and lacks the awareness of contribution of tourism for the development of their own village.

4.1.7 Prospects of Tourism in Ghorepani in Myagdi District

Especially the prospects of tourism in Ghorepani are to see rhododendron flower in spring season, to see the sun rises from Gaurishankar Himal, to see the snow in winter season. These are the basic attraction of Ghorepani to promote tourism. It is backed up by other factors like appropriate policy implementation by Government to promote Ghorepani, government attraction to promote this area as a tourism site and others. Beside this overall prospect of Myagdi are way of Tatopani to Muktinath, Galeswor mandhir in Beni, Ghorepani sun rise and valley base tal and others. Dhaulagiri is covered by snow in winter and with rhododendron and other wildlife and herbs in spring season. This peaks increase the possibility of tourism development since we can observe northern Himalayas, sunrise and sunset etc.

Way of travelling for Mukti nath temple: The way of travelling to Mukti nath through Myagdi district that's why it raises the importance of way of Myagdi district and it attracts more than thousands of tourists who visit Mukti nath temple. It is the internal and external destination of foreign and domestic tourists. It is the way to promote the tourist in Myagdi. If we maintain the road and other infrastructures correctly then it will become the prospect of tourism.

Kunda

Tatopani Kunda is another destination of tourists which is a prospect of tourism in Myagdi district. Most of domestic and international tourists visit to take bath in Tatopani. According to Hindu religion, most of the diseases are removed by taking bath in it.

Galesowar Mandhir

Galesowar Mandhir is one of the famous temples of western region of Nepal. It carries a lot of religious value and ethics which ultimately raise the numbers of tourists visit in Myagdi. It has historical and cultural value that raise the domestic and foreign tourists to visit in this place. So it is the destination of tourists.

Observed Poon Hill Trekking

In the time of spring season lot of flower flew like flew of redoderont and it is view point of sun rises from the ghaurishankar Himal and sun sets as well as sun sight ray from snow covered mountain is the basic attraction to tourist in visit of poon Hill. Therefore, Poon hill Ghore pani is the major destination of tourist.

Rafting in Kaligandaki

Rafting in Kaligandaki starts from Beni of Myagdi and ends at Etibeni of parbat. Tourist comes for rafting in Kaligandaki from foreign countries. Tourist can enjoy other destinations in this course if these are advertised and facilitated for tourists. Myagdi can earn large amount of foreign currency from rafting if it is managed properly (Tiwari, 2066).

Socio- cultural Aspect

Socio-cultural elements affect the tourism industry. The impacts of socio-cultural impact may be positives and negatives. The positive impacts are the prospects of tourim industry which enhance of it. It rises through exchanging the views between tourist and local people. The ideas sharing between them are beneficial for tourism industry. For example, put pute dance , Thakali dance and magar dance are major attraction for tourist which are called prospect of tourist. Most of the tourist are attracted from cultural views.

4.2 Analysis of Trend of Tourist Arrival

4.2.1 Survey of Tourists

This part includes with the results of the survey of tourists and available tourist data from related centers. The products are based on questionnaire collected from 19 tourists who visited Ghorepani. In Ghorepani tourists are not formally recorded in information centre of Myagdi. Here is no available of tourist information centre. Only some data are collected by the district administration and Ghorepani Chamber of Commerce. But these data are not sufficient. In Myagdi ,vast mass of tourists are coming day by day. Myagdi Hilly is suitable for living and staying, because of suitable monsoon.

In Myagdi, fair tourism 2015 organized in December (13-22). There were more than 1,00000 foreign and domestic tourists observed the viewed of more than dozen from this place.

Business organizer earned and transaction about 100 million. Among the one lakha tourists more than 80 thousand was foreign and rest of domestic tourists. Among the foreign tourists Indian tourists are high numbers and other countries are little number available.

4.2.2 Distribution of Tourists by Nationality

Myagdi district is most important place for the religious, historical and archaeological point of views. During the field survey, researcher concerned with different hotels, offices, tour and travels centres as well as tourist sports. The records have shown that there are 10 tourists' arrivals in Myagdi from different countries, which had shown in table

Table No. 10: Distribution of Tourist by Nationality

S.N.	Countries name	No. of Tourists	Percentage
2	China	2	20
3	India	3	30
4	Nepal	4	40
5	USA	1	10
Total		10	100

Source: Field Survey, 2016

Table 10 shows that Ghorepani attracts from different countries. The available data shows that the highest numbers of tourists come from India which is 30 percent and lowest 10 percent come from USA and 20 percent come from china.

In conclusion we can say that maximum Indian tourists come to visit Ghorepani for viewing natural beauty.

4.2.3 Status of Tourist by Religion

Table No. 11: Status of Tourist by Religion

S.N.	Name of Religion	No. of Respondents	Percentage
1	Buddha	2	20
2	Hindu	7	70
3	Christian	1	10
Total		10	100

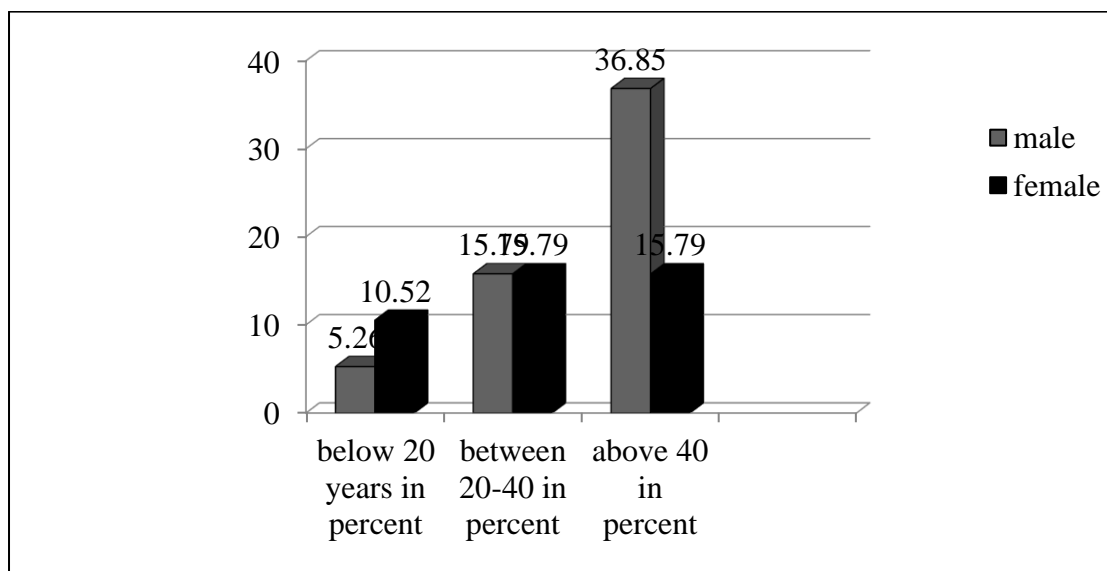
Source: Field Survey, 2016

Table 11 shows religions of tourist visiting Ghorepani. This questionnaire was filled by the visitors to identify the religion of visitors. It also shows that out of 10tourists, 70 percent tourists celebrate Hindu religion, 20 percent tourist celebrates Buddha religion and 10 percent tourist celebrates Christian religion. In conclusion we found that Myagdi is the most important common place all Nepal where maximum visitors celebrate Hindu and Buddha religion and also come Christian religion

4.2.4 Tourist Arrival by Age Group and Sex Composition

Different ages of tourists are visiting in Myagdi district. Among them some tourists are young whereas some of them are old. In this section the tourists are classified in three age groups. There are below 20 years, 20-40 years and above 40 years. 10 respondents were interviewed in this study where were 7 male and 3 female. Age and sex composition of tourist also shown in bar-diagram below.

Figure No. 1: Age and Sex Composition of Tourist



Source: Field Survey, 2016

Figure 1 shows that the age and sex composition of tourist. Male tourists are of different ages, 5.26 percent were below of 20 years of age whereas equal 15.79 percent lies in 20 to 40 years, while 36.85 percent tourists were above 40 years. Similarly, in female, 10.52 percent lies in below 20 years and 15.79 percent lies in above 40 years.

In the comparison between male and female tourists by age group and sex group of figure 1, the female tourists are more than 5.26 percentages by the male tourists in age group of below 20 years. But in age group of 20 to 40 years, there is equal percentage and above 40 years the male tourists are more than 21.06 percent by female tourists. Finally we find out there is maximum above 40 years tourists come to visit Myagdi.

4.2.5 Length of Stay of Tourist in Ghorepani

Table 12 shows that the length of stay of tourist in Ghorepani. Out of 10 tourists 60 percent tourists are stay only one night. Similarly 10 percent tourists stay only 12 hours, 20 percent tourists stay two nights and 10 percent tourists stay above two nights.

The length of stay is a crucial factor in tourism development. In order to develop tourism industry, it is necessary only to increase the number of tourists. We have to also needed to

increase their length of stay. The length of stay varies from tourists to tourists. It depends upon time, money, purpose, desire and accommodation facilities.

Table No. 12: The Length of Stay of Tourist

S.N.	Length of Stay	No. of Respondents	Percentage
1	12 hours	1	10
2	One night	6	60
3	Two night	2	20
4	Above two night	1	10
Total		10	100

Source:
Field Survey,
2016

4.2.6 E
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Expenditure Pattern of Tourist in Ghorepani

Table 13 shows the expenditure pattern of tourist in Ghorepani on lodging/ fooding for one night. The majority of tourist expenditure above 31 US dollar for one night. Similarly, 10 percent tourist's expenditure pattern is below 10 US dollar, 20 percent tourist expenditure pattern is between 11-20 dollar and 30 percent tourist's expenditure pattern is between 21-30 dollar. From above data we can think tourist's expenditure pattern is very low because there are not tourist interested accommodation facilities available so we have to increase accommodation facilities, peace and security, domestic and homemade thing and good environment.

Table No. 13: Expenditure Pattern of Tourist for One Night

S.N.	Amount US(\$)	Tourist Respondents	Percentage
1	Below 10 dollar	1	10
2	11-20 dollar	2	20
3	21-30 dollar	3	30
4	Above 31 dollar	4	40
Total		10	100

Source: Field Survey, 2016

4.2.7 Distribution of Tourist by Occupation

From this analysis we have to know about what types of tourist come to visit Ghorepani. It implies that future management of tourism in this study area.

Table No. 14: Status of Tourists by Occupation

S.N.	Occupation	No. of Respondents	Percentage
1	Business	2	20
2	Service	4	40
3	Other	4	40
Total		10	100

Source: Field Survey, 2016

Table 14 shows that 20percent of tourists are businessman, similarly 40 percent of tourists are serviceman and 40 percent of tourists are other occupations. Occupation status of the tourists gives some idea about occupation wise needed accommodation facilities. It helps to think ideas to manage and develop tourism which increase the length of stay, expenditure and attraction of the tourist.

4.2.8 Opinion of Tourist on Prospect of Tourism in Myagdi

Table No. 15: Prospect of Tourism in Ghorepani

S.N.	Views	Respondents	Percentage
1	Excellent	4	40
2	Good	3	30
3	Not so good	3	30
Total		10	100

Source: Field Survey, 2016

Table 15 shows that the prospect of tourism in study area. Survey of 10 tourists, 47.37 percent tourist reported that the prospect of tourism in Myagdi area is excellent; similarly 42.10 percent tourist reported good and 10.53 percent tourist reported not so good prospect of

tourism in Myagdi Ghorepani. It refers that most of the tourist expressed having excellent prospect for the tourism development in this area.

4.2.9 Problems of Tourism Development in Ghorepani

Table No. 16: Problems of Tourism Development in Ghorepani

S.N.	Views of Tourist	Respondents	Percentage
1	Language	2	20
2	Trekking	3	30
3	Guide	1	10
4	Accommodation	3	30
5	Other	1	10
Total		10	100

Source: Field Survey, 2016

Table 16 shows that all of 10 tourists, 20 percent tourist said that there is language problem, 30 percent reported Trekking problem, 10 percent said guide problem, 30 percent showed accommodation problem and 10percent reported other problems. From the analysis of data the majority of the tourism problems are local guide and transportation. Which is maximum hindered to the tourism development in the study area.

4.2.10 Opinion of Tourist on Their Favourite Foods

Table No. 17: Opinion of Tourist on Their Favourite Foods

S.N.	Types of food	Respondents	Percentage
1	Nepalese(Thakali)	3	30
2	Indian	2	20
3	Chinese	2	20
4	Magar	3	30
Total		10	100

Source: Field Survey, 2016

Table 17 shows that the various types of foods but among them only few foods like visitors. The researcher interviewed 10 tourists in order to his research work. 30 percent tourist like Nepalese foods, 20 percent tourist like Indian foods, 20 percent tourist like Chinese foods and 30 percent tourists like Magars food. The data analyses show that maximum tourists like Nepalese, Indian and Magar foods. It provides a lot of chances for tourism entrepreneurs to earn money with rising employment in study area.

4.2.11 Opinion of Tourist about Neatness and Management of the Myagdi

Table No. 18: Opinion of Tourist about Management and Neatness

S.N	Tourist views	Respondents	Percentage
1	Excellent	2	20
2	Good	4	40
3	Not so good	4	40
Total		10	100

Source: Field Survey, 2016

Table 18 shows that the management and neat of the place. Out of 10, 20 percent tourist respondents reported that neatness and management of Myagdi is excellent, 40 percent respondents mentioned that there is good management and 40 percent tourist said that not so good management of the place. From the analysis of data said that opinion of tourist management and neatness of study area very low level.

4.2.12 Opinion of Tourist on the Behaviour of Locals

Table No. 19: Behaviours of Local to a Tourist

S.N	Tourist view	Respondents	Percentage
1	Well	2	20
2	Satisfactory	5	50
3	Not so good	3	30
Total		10	100

Source: Field Survey, 2016

Table 19 shows that behaviour of local people to a tourist in study area. Out of 10 tourists 20 percent respondents reported that the behaviour of local people are well, 50 percent tourists answered satisfactory and 30 percent said behave of local are not so good. Result of 50 percent satisfactory will make extra attraction to the tourist

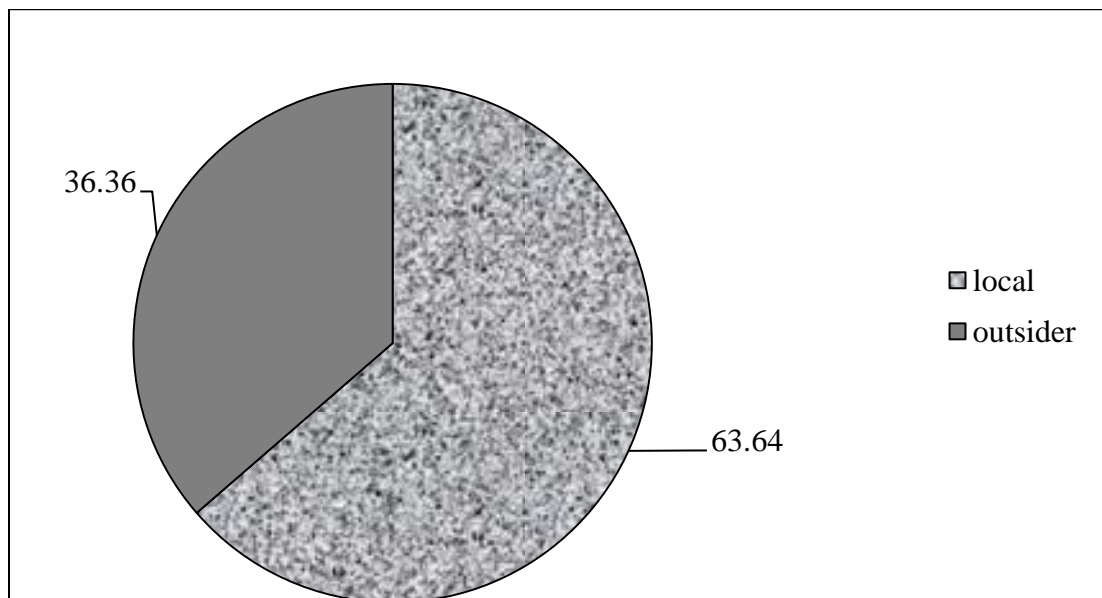
4.3 Survey of Hotel/Restaurant Respondents

This section include with the survey of 10 hotelier entrepreneurs. The information's of these respondents are based on questionnaire.

4.3.1 Identity of Hotel/Restaurant Proprietors

Researcher had taken 10 in formants during the field survey. Due to the lack of time, limited sources and man power's the researcher couldn't take more than 10 informants. The figure no 2 shows that identity of the hotel entrepreneurs of the study area. Out of 10 respondents 63.64 percent, hoteliers are local and 36.36 percent are outsiders. From the figure we have believed that the outsider people also get to chance for generate employment in study area.

Figure No. 2: Identity of Hotelier Proprietors



Source: Field Survey, 2016

4.3.2 Income Variation of Hoteliers in Study Area

Table No. 20: Income Variations of Hotel/Restaurants

S.N	Annual Income Group	Respondents of Hotels	Percentage
1	Below Rs.500000	4	40
2	Between Rs.500000-Rs.1000000	4	40
3	Above Rs.1000000	2	20
Total		10	100

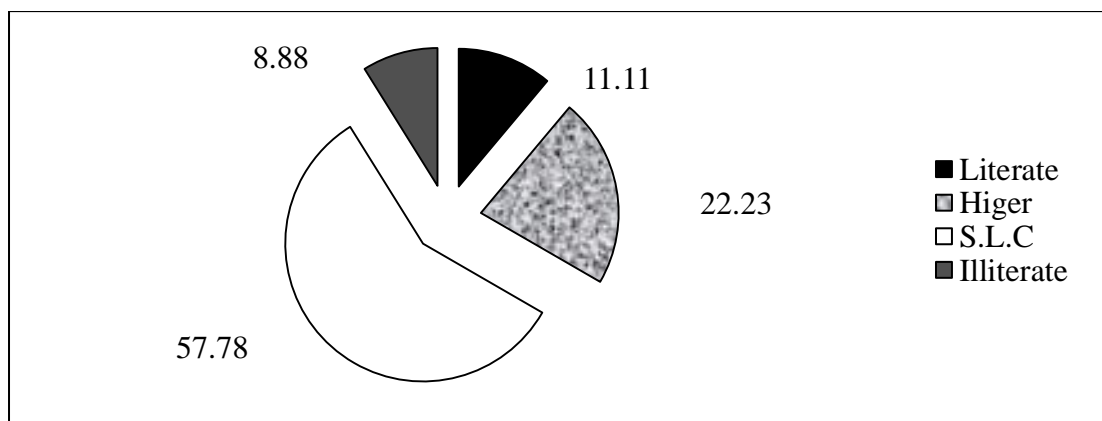
Source: Field Survey, 2016

Table 20 shows that income variation of hotels in study area is medium. The income variation of hotels has been grouped in three categories; below Rs.5 lakh, between 5-10 lakh and above 10 lakh per annual. Out of 11, 36.37 percent hotelier has earned less than 5 lakh and between Rs. (5-10) lakh yearly. And 27.26 percent hotelier earned above Rs.10 lakh yearly. In the study area income level of hotels/restaurant is not much more satisfy. We can improve by local people, hotelier and government.

4.3.3 Educational Status of the Local Respondents

Figure 3 shows the educational level of local respondents. The response is shown in the figure below. The educational status of the local people is also shown in Pie-chart below.

Figure No. 3: Educational level of Sample Population



Source: Field Survey, 2016

Figure 3 shows that majority of the populations (57.78 percent) had passed SLC, 22.23 percent of the population had higher education, 11.11 percent of the population are literate and 8.88 percent of the population are illiterate. Education and tourism industry are interring connected components because education is itself means of communication and basic components required for tourism development. Therefore the local people should be totally educated to improve the tourism industry in the national context.

4.3.4 Occupational Status of the Local Respondents

Table No. 21: Occupational Status of the Local People

S.N.	Occupational	Local Respondents	Percentage
1	Agriculture	14	31.12
2	Agriculture and other occupation	5	11.12
3	Business	12	26.66
4	Job	10	22.22
5	Student	4	8.88
Total		45	100

Source: Field Survey, 2016

Table 21 shows that majority of the people (31.12 percent) of the study area are engaged in agriculture, 11.12 percent of the people are engaged in combine agriculture and business, 26.66 percent of the people are engaged in business, 22.22 percent of the populations are engaged in job and 8.88 percent of the populations are student. The researcher found none of the people directly involved in the tourism business. However, few of the people run the small-scale teashop and worship goods shop to the tourist and local.

4.3.5 Annual Income Level of the Local Respondents

Table No. 22: Average yearly Income of the Respondents

S.N.	Income Level(Rs)	Respondents	Percentage
1	Below Rs.50000	7	15.56
2	Rs.50000-Rs.100000	8	17.77
3	Rs.100000-Rs.150000	10	22.23
4	Rs.150000-Rs.200000	6	13.33
5	Above Rs.200000	14	31.11
Total		45	100

Source
: Filed
Survey
, 2016

Table
22

shows that the majority of the people have been earning above Rs.200000 which occupy the 31.11 percent out of 45 household. Below Rs.50000 which occupy the 15.56 percent out of 45 household similarly, Rs.50000-Rs.100000, Rs.100000-Rs.150000 and Rs.150000-200000 which occupy the 15.56 percent,17.77 percent, 22.23 percent and 13.33 percent income respectively

4.3.6 Annual Expenditure of the Local Respondents

Table No. 23: Average Yearly Expenditure Level of the Local Respondents

S.N.	Expenditure Level (Rs)	Respondents	Percentage
1	Below Rs.100000	12	26.67
2	Rs.100000-Rs.200000	16	35.56
3	Rs.200000-Rs.300000	10	22.22
4	Rs.300000-Rs.400000	4	8.88
5	Above Rs.400000	3	6.67
Total		45	100

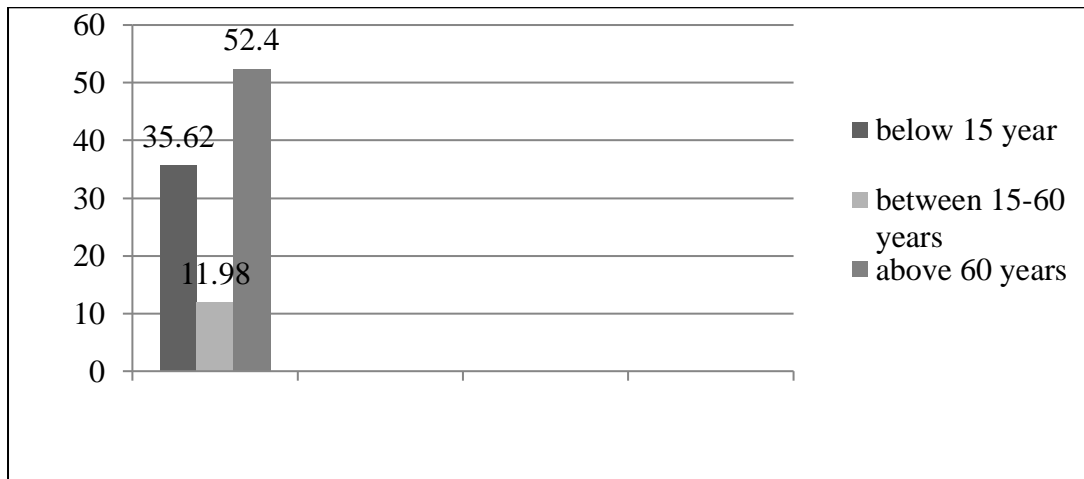
Source: Field Survey, 2016

Table 23 shows that 35.56 percent expenditure of the people between Rs.100000-Rs.200000. and 26.67 percent, 22.22 percent, 8.88 percent and 6.67 percent expenditure of the people below Rs. 100000, between Rs.200000-Rs.300000, between Rs.300000-Rs.400000, and above 400000 respectively.

4.3.7 Age Group Structure of Family Members of Respondents

Age group structure of family members of the respondents has needed to find out economically active or inactive percentage of study area. Researcher has taken only 45 household where is 292 family members have lived. And it divided into three groups, below 15 years, 15-60 years and above 60 years which has shown in bar diagram below.

Figure No. 4: Age Group Structure of Family Members



Source: Field Survey, 2016

Figure 4 shows that majority of the population 35.62 percent family member are below 15 years among 292 members. Similarly, 11.98 percent family members are above 60 years. Both groups of members are inactive in economically point of view. They depended on the group of between 15-60 years for fulfil their needs. However, 52.40 percent members are active group. This group has needed to improve economic condition of local people.

4.3.8 Knowledge about Tourist and Tourism

Table No. 24: Knowledge about Tourism and Tourists

S.N.	Views	Respondents	Percentage
1	Yes	28	62.23
2	No	17	37.77

Total		45	100
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Source: Survey Field, 2016

Table 24 shows that out of 45, 62.23 percent local people know about tourism and tourist whereas rest of the 37.77 percent respondents don't have any idea about tourism and tourists. From the data we can said that local people have not sufficient knowledge about the tourist and tourism. We should give the knowledge about tourist for the local people in Ghorepani.

4.3.9 Sources of Knowledge about Ghorepani

Table No. 25: Sources of Knowledge about Ghorepani

S.N.	Medium of Knowledge	Local Respondents	Percentage
1	Traditional customs	20	44.45
2	Advertisement	15	33.33
3	Tourist	5	11.11
4	Itself	5	11.11
Total		45	100

Source: Field Survey, 2016

Table 25 shows that out of 45, 44.45 percent local people know traditional customs, 33.35 percent people know from advertisement, 11.11 percent local people know same to visit of tourists and itself. From the analysis of data there are maximum people known through traditional customs. There may be a lot of chance between Hindu and Buddha religion.

4.3.10 Role of Organization in the Development of Tourism

Table No. 26: Role of Organization

S.N.	Views	Local Respondents	Percentage
1	Local institution	7	15.56
2	Government	16	35.55
3	All of above	22	48.89
Total		45	100

Source: Field Survey, 2016

Table 26 shows the role of organization in order to promote the tourism in Ghorepani. 48.89 percent of people said that there should be effective role to be played by local and government. 15.56 percent respondents expressed on the local institutions and rest of the 35.55 percent informants focused on only government.

4.3.11 Behaviour of Tourist towards Local People

Table No. 27: Behaviour of Tourist towards Local People

S.N.	Views	Respondents	Percentage
1	Positive	32	71.12
2	Negative	1	2.22
3	Don't know	12	26.66
Total		45	100

Source: Field Survey, 2016

Table 27 shows the behaviour of tourist towards local people. Out of 45, 71.12 percent respondents reported that the behaviours of tourists are positive. Similarly only 2.22 percent people said negative. However, 26.66 percent people have no ideas about behaviour of tourist towards local people. From the analysis of data, we can say local people also satisfy from tourist. Therefore prospect of tourism development is maximum in study area.

Some tourists behaves are vulgar that indicates the negative impact to the local people. Many types of drugs, hashish and other type of out of culture activity should be forbid by the related sector. It supports the many types of smuggler and terrorism.

4.3.12 Knowledge to Local People on the Tourism Policy

Table No. 28: Knowledge to Locals on Tourism Policy

S.N.	Views of Local	Respondents	Percentage
1	Yes	7	15.56
2	No	38	84.44

Total		45	100
-------	--	----	-----

Source: Field Survey, 2016

Table 28 shows the knowledge to local people on the tourism policy. Out of 45 respondents, 84.44 percent local respondents do not satisfy from the recent tourism policy however only 15.56 percent people satisfy. It shows tourism policy also hindered development of tourism in Ghorepani, Myagdi district

CHAPTER – V

SUMMARY, FINDINGS AND RECOMMENDATIONS

5.4 Summary

The contribution of foreign tourism sector in the national development of Nepal has been quite significant. However Nepalese tourism sector has not been developed as expected. In the scenario of low productive in agriculture sector, the condition of having no abundant resources for industrial development, tourism can be a high productive sector to compensate the unemployment and disguised unemployment prevailing in the country. Nepal as a whole can be a means for development in rural areas already rich in natural and cultural resources. It has comparative advantages than other industries such as, it has low opportunity cost. It takes low gestation period to give returns it can involve the lower strata of the people of all ecological zone, involves women and ethnic groups and bears direct relation to all dimension of life like, culture environment, nature, behaviour of people. Tourism also has a very significant contribution to GDP, foreign exchange earnings, government revenue, employment and its indirect and induced effect. In this basis tourism can be a leading sector and socio-economic force in the economy of Nepal.

Although the contribution of tourism for the development of national economy is significantly high, people of Nepal's rural area have yet not been able to create much benefit from it. This study was carried out to assess the impacts of rural tourism on the development of rural community. The researcher aims at identify and explore problem and prospect of tourism in Myagdi district. In this research, exploratory and descriptive research design is applied to meet above mentioned objectives. Methodologies such as questionnaire survey using purposive sampling field visit and interview were used in order to generate valid data and information. Both primary and secondary sources of data collected for qualitative and quantitative analysis.

5.5 Findings

From the available data information and researcher's observation along with the interpretations and discussions in the proceeding sections, now it is obvious that Myagdi district has a very high prospect and promising future for tourism development. If all tourist spots of Myagdi are developed people and marketed strategically, there will definitely be a huge inflow of domestic as well as foreign tourist. This study attempts to link the village tourism with the rest of the rural economy. Creation of tourism infrastructure is expected to result in an increased flow of tourist, which would create demand for various local product for the consumption of tourist arriving in the district. This is expected to create various types of production opportunities for income and employment generation. The information of research are drawn from questionnaire survey, interview and literature review to make it more reliable and authentic. Very few percentage of the population has higher education. Therefore there need to be initiated educational based programs by the government and non-government agencies. Majority of the population (69 percent) are engaged in agriculture service and remaining other population adopts non-agricultural activities like business, service and students. There is high potentiality to run agro-based industries and of eco-agro tourism. If the government draws their attention for the establishment such types of industries and tourism. hand in hand the income level of people will be increased. The analysis of income pattern of the sampled population indicates that majority of people are of middle class family and situation of disguised an employment in the study area. Thus tourism can be effective means of additional employment and increasing income level. 57.69 percent sampled population of the study area earn Rs. 40,000-60,000 per year whereas 19.23 percent sampled population earn above 60,000. Similarly 58.97 percent sampled populations spend above Rs.60, 000 per year. It shows that there is no combination between expenditure and income.

The study shows that 64.11 percent of sampled population is not interested in tourism industry. In short, it can be concluded that there are numbers of problems, challenges and constraints in front of village tourism development in the Myagdi district. Low level of infrastructure development, lack of awareness, entrepreneurship and investment and lack of marketing to the previous tourism products are existing as challenges for tourism development in Myagdi. Nevertheless, all these problems and challenges can be overcome with concrete efforts of public private partnership. If tourism destinations of Problems of Tourism Industry district are linked with famous tourism destination 'Pokhara', tourism

development of tourism will be success. There are various types of tourism models which could build up in this district like commodity based tourism, Home Stay Tourism, Farm tourism, Cultural Tourism; Religious Tourism etc. there are great potentialities of trekking, Rock-climbing, Rafting and other Adventure tourism in this district.

5.6 Recommendations

To promote sustainable tourism development which could generate maximum alternatives employment opportunities to underemployed and unemployed people of the district or to reduce poverty, enhance income level and to make better lifestyle of this district, the local people along with the local and central government, need to concentrate on these points:

- Conduct mass awareness programs to create conducive environment for tourism development.
- Prepare immediate action plan to preserve and conserve sites with historical and cultural importance.
- Government assistance is required for promotion and infrastructure development.
- Establish linkages with the famous tourism destination Pokhara and neighbor districts to build tourism packages.
- Priority should be given to the development of rural tourism destination in order to alleviate poverty.
- Nepalese type accommodation facilities should be built in the area of tourism destination.
- Organic farming should be encouraged at the satellite area of major tourism spots.
- Developments of minor forest products such as aromatic and medicinal herbs, ferns, orchids that are in high demand.
- curbing population growth, including provision of basic social services such as health, sanitation, safe drinking water, education and nutrition to improve quality of life.
- Provide education and training activities that encourages local skill enhancement and natural resource management capacity of local people.
- An integrated approach among government agencies, NGOs, INGOs working in the Dhaulagiri zone is needed in order to make resource enhancement program effective.

- Development of basic infrastructure such as improved track/mule routes electricity/irrigation water by involving local people.
- Protection of bio- diversity should be due attention and priority while running tourism attention
- Form Myagdi district tourism development and management committee including all sectors.

Adaption and implementation of the above mention measures will lead to increase the number of tourist inflow significantly with comparatively high rate of retention that would ultimately contribute in the raising the standard of living and poverty alleviation of rural poor in Parbat district.

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ANNEX - I

QUESTIONNAIRE FOR TOURISTS

1. Name: (if you please)-----
2. Nationality: ----- 3. Age (in years): -----
4. Sex: (a) male (b) female 5. Profession: -----
6. Academic Qualification: -----
7. Marital status (a) Married (b) Unmarried
8. Country of Residence: ----- 9. Religion: -----
10. What is your occupation?
a) Business b) Service c) Student d) Other
11. What is purpose to visit?
a) Pilgrim b) Entertainment c) Study d) Other
12. Is it your first visit?
a) Yes b) No
13. If no, how many times did you visit here?
a) Second b) Third c) Fourth d) above fourth
14. If yes, do you think to come back here again?
a) Yes b) No
15. Are you in group or alone?
a) Group b) Alone
16. How many days you have think to stay here?
a) 5 days b) 6 days c) More
17. How much money do you think to spend for one night lodging/fooding?
A) 2000...b) 5000 c) More
18. What kind of food do you like here?
a) Nepalese b) Indian c) Chinese d) Thakali e) Other
19. What do you think of the standard of lodging and fooding?
a) Standard b) Moderate c) Good d) Bad
20. What do you think about the future of Ghorepani as a tourist Side?
a) Excellent b) Good c) Not so good d) Bad
21. What types of problem did you face?
a) Language b) Transportation c) Guide d) Others

22. How did you find the neatness and management of the place?
a) Excellent b) Good c) Not so good
23. Which route do you use to come here?
(I) by vehicle (II) trekking
24. How did you feel about behaved of local people to a tourist?
a) Well b) Satisfactory c) Not so good
25. What are your suggestions to develop Ghorepani as a tourist Side?
a) Yes b) No

ANNEX - II

QUESTIONNAIRE FOR THE HOTEL/RESTAURANT OWNER

1. Introduction:-

- a) Name of Hotel/Restaurant... b) Name of proprietor
- c) Age..... d) Male/Female.....
- e) Local/Outsider.....f) Location District.....VDC.....Ward No.

2. What is your permanent address?

Ans:-.....

3. How many tourists come to stay per day in your hotel/restaurant (in an average)

- a) Maximum b) Minimum

4. What do you think about capacity?

- a) Sufficient b) Insufficient c) More than sufficient

5. What is your fixed capital investment in hotel/restaurant business?

- a)100000 b)500000 c) more

6. How many rooms are there in your hotel/lodge?

Ans: -

7. What is the future plan of your hotel/restaurant?

- a) Planning to increase the capacity b) Planning to increase the facility
- c) Change the business condition d) Continue the same

8. What is your average expenditure from this business?

- a) Monthly Rs... b) Yearly Rs...

9. What is your average income from the business?

- a) Monthly Rs... b) Yearly Rs...

10. Please mention the number of employees and their gender?

- a) Total number of employees.....
- b) Male c) Female

11. In average how many night does tourist stay in your hotel?

- a) 1-2 b) 3-4 c) 4-5 d) more than 6 days

12. What are the problem do you feel to make good tourism centre in Ghorepani?

- a) Local people should be inactive.
- b) Lack of advertisement of tourist destination.
- c) Lack of knowledge &able tourist guide
- d) Uncomfortable road
- e) Unsuitable policy of tourist industries
- f) All of above

13. Would you please suggest measures to promote tourism in better way in Ghorepani?

Ans: -.....

Thanks a lot for your co-operation

ANNEX - III

QUESTIONNAIRE FOR LOCAL RESPONDENTS

Individual Introduction

Name: Age: Sex:

Occupation: Education: Place:

1) How many your average annual income and sources?

- a) Total Income b) Type of Income Sources

2) How many your annual average Expenditure?

Total Expenditure Rs...

3) How many family members in your family?

- a) Total Number b) Female c) Male

- d) Below 15 year e) between 15-60 years f) Above 60 year

4) Do you know about Tourism and Tourists?

- a) Yes b) No

5) Do you know about poonhill?

- a) Yes b) No

6) What is medium about knowing poonhill?

- a) Traditional Custom b) Tourism Information

c) Coming Foreign Tourists d) Yourself

7) What are prospects of in development of Ghorepani tourism, in your views?

- a) Excellent b) Good c) Not so good d) Don't know

8) Whose role should be active in poonhill tourism development, in your views?

- a) Local Agency b) Government c) All Above

9) What is advantage and disadvantage in development of tourism and tourists?

- a) Advantage b) Disadvantage c) Don't know

10) If advantage, what are advantage?

- a) To Conserve the Tourists Spot b) Increase the Employment

- c) Poverty Alleviation d) Others

11) If disadvantage, what are disadvantage?

- a) Environment Pollution b) Dissocial c) L. n d) Others

12) How did you feel about behaved of tourists to local people?

- a) Good b) Bad c) Don't know

13) How is effect of tourist's culture and value to you?

- a) Positive
- b) Negative

14) What is a problem in development of Ghorepani tourism, in your views?

- a) Language
- b) Food and Accommodation
- c) Transportation
- d) Information
- e) All Above

15) Are you satisfy government tourism policy in your development of Ghorepani tourism?

- a) Yes
- b) No

16) What are your suggestions to develop Ghorepani as a tourist centre?

.....

.....

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ANNEX - IV

CHECK LIST FOR OBSERVATION

Name of Observed Sites: Ghorepani

Natural.....

Culture and heritage.....

Entertainment.....

Other.....

2. Accessibility

Road network.....

Means of transportation.....

Distance from district headquarter:.....

Distance from the highway, Km..... Hour.....Cost.....

3. Accommodation

a) Hotel and restaurant distance.....

b) Home stay.....

4. Tourism elements

Weather.....

Scenic attraction.....

Amenities.....

5 Hospitality.....

The End

Ghorepani Poon Hill Trek Map

