

A STUDY ON VILLAGE TOURISM OF NEPAL

(A Case Study of Tahoon Village Development Committee of Palpa District)

A THESIS

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Nepal forms the very watershed of Asia, land locked between India and China, it spans terrain from subtropical jungle to the icy Himalayas, and contains eight of the world's ten highest mountains. Its cultural landscape is every bit as diverse: dozens of ethnic groups, speaking as many as fifty dialects coexist in this narrow, jumbled buffer state while two of the world's great religions. Hinduism and Buddhism overlap and mingle with older tribal traditions-yet it is testimony to the Nepal's tolerance and good humor that there is no tradition of ethnic or religious strife (Shrestha, 1998:5).

Tourism a multidimensional, dynamic and functional resources industry is dependent on the variegated existence, continuity and rational use of physical and cultural resources. Natural environment of varied geographical features, flora, and fauna, socio-cultural heritage and eco-adapted day-to-day life world of the people with distinctive spatial variation creates tourism-magnetic environment for natural tourism. From time immemorial, they have constituted a subject of profound and unique attraction to pilgrim, explorers, and investigators. The technological advancement, higher income, more leisure time, knowledge on the one hand and on the other hand the rapid pace of modernization, increasing crowds and cacophonous environment mainly in developed countries have supported to boost tourism.

Travel has been a fascination to the human being from the very beginning of history. The urge to discover the unknown, to explore new and strange places, to seek changes of environments and to undergo new experiences inspired mankind to travel. Apart from pilgrimage, migration and journey to and from work. 20th century virtually heralds an era of international tourism. However the concept of modern tourism as it exists today is relatively new, just five to six decade old (Shrestha, 1998:12).

Since the growth of human civilization travel and tourism have been accepted as an integral part of modern societies in both developed and developing countries. In many countries, tourism has been recognized as a powerful agent of economic and land use change, employment investment and balance of payment etc. Hence, tourism is considered as an activity essential to the life of nations because of its direct effect on the social, cultural, educational and economic sectors of national societies and their international relations.

Village tourism as a phenomenon is concerned with river, sun, environment, rural society and household. It represents conservation, life style, experience, adventure and above all the nature and adventure oriented benefit to the local people. The objectives of village tourism include helping tourists to plan a trip, choose a tour and minimize ecological impact. Village tourism is a planned and balanced industry. Its dimension is very broad. Benefits are shared by all in an equitable distribution pattern. In village tourism the villagers are not left as creatures but always graded as superior beings of their own circumstances. Above all village tourism must address innovative transfers of technology, economic development, and the socio-cultural environment. Village tourism is the best form of tourism.

Village tourism, being the key strategy for economic growth, leads village economy by generating income, employment and industry. Village tourism, in fact, is a powerful weapon to poverty alleviation as well as to alleviate unemployment problem. Tourism in Nepal ranging from religious, cultural, and natural tours to mountaineering has been growing continuously at the rate of 10% to 12% per annum since the country opened its door in 1950's. However in spite of the country being rich in the biodiversity, Nepal has still not been able to generate and distribute tourists to all the remote areas.

Nepal's tourism industry is highly fragmented with diverse participants, ranging from one person operations selling home made souvenir, to guided tours, and million dollars airlines. Tourism has become one of Nepal's most reliable sources of foreign exchange earnings. The gross foreign exchange earnings in convertible currencies in 2006/2007 reached Rs. 15,798 million (Economic Survey, 2008:121).

Village tourism is a village goose that lays the fresh double sized golden eggs. It represents conservation, experience, adventures and above all the village oriented benefit to the local people. It can be a real tourism industry as the top business activity in the world.

About 88% of land constitutes rural areas of Nepal. So village tourism in Nepal leads to dynamism in tourism industry. It concerns with all villages of Nepal. Most importantly, tourism in Nepal has been one of the most important supporting features of Nepalese economy. In South Asia, Nepal lies in the fifth position by tourist arrival and the third position by tourism foreign exchange earnings (Shrestha, 1999:12).

1.2 Statement of the Problem

Nepal is an underdeveloped country. The best alternative we have is to develop Nepal as one of the favorite tourist destination in the world. Well, attempts are being made in this regard. Nepal Tourism Board is the result of it. Performance of Nepal Tourism Board in promotion and marketing of tourism product is quite appreciable. Huge employment and heavy foreign exchange earning attracted other sectors of the economy towards tourism. But due to internal political turmoil, Hijacking of Indian Airlines, Royal Palace incident, Maoist insurgency and Terrorist attack on U.S., one after another incidents which were totally against tourism, it ultimately resulted in massive downfall of tourism industry and pulled down other sectors related to it.

The underlying weakness of tourism in Nepal constitute: (i) inadequate physical infrastructure to match expectation of tourism industry, (ii) pollution and negligence of solid and liquid waste management system, (iii) the national flag carrier recently could not prove to be a reputed international airlines, (iv) lack of proper co-ordination between institutions providing services to tourist, (v) high percentage of low yield foreign tourists, (vi) co-ordination problem among the organizations relating to tourism business, (vii) weak implementation of tourism policy, (viii) dearth of funding to implement tourism projects, (ix) inadequate promotional efforts in tourist generating markets, (x) inaccessible potential tourism spots of the country, and (xi) unable to diversify the tourism activities.

Tourism plays a vital role in country's economic development. In a developing country like Nepal tourism is one of the main sources of foreign exchange earning. Natural attractions, cultural values and archaeological beauties are the main attractions to tourists in Nepal. With possession of such numerous attractions, the potentiality of tourism is very high in Nepal. However, the potentiality so far does not seem to have been exploited properly. "Although Nepal's tourism potential is vast, factors such as limited air access, poor infrastructure and lack of appropriate marketing strategy have resulted in limited growth" (Shrestha, 1998:13).

Nepal has started to pay more attention to the village tourism. However, it does not seem that proper program and planning have been made and the industry may not be professionally managed as is needed for the sector's proper development.

We are in global economy, our industry must be globally competitive and we must think globally. Village tourism must address innovative transfer of technology, economic development and socio-cultural environment. We need not to do anything for boosting these areas with tourism except managing the resources and introducing innovative transfer of technology.

Community participation in this sector is a most necessary precondition for sustainable growth. Unless the local residents are not aware of their capacity, the desired goals cannot be achieved. Capacity building and awareness program regarding multidimensional aspects of tourism is the lacking factor, which needs to be prioritized in out long-term strategy.

1.3 Objectives of the Study

The general objectives of this study are to analyze the problems and prospects of village tourism in Tahoon of Palpa district.

The specific objectives are:

-) To examine the present condition of tourism status of Palpa district,
-) To analyze the economic benefit and employment opportunity provided by tourisms industries,

-) To identify the major tourist Destination in Palpa District,
-) To provide necessary suggestion and recommendations to study area.

1.4 Importance of the Study

Nepal is regarded as the storehouse of cultural and natural beauty. Thirty years ago, few thousand tourists from the U.S.A., the U.K., Germany, Japan, France, India and many other countries visited Nepal. This has resulted in the total earning of foreign currency equivalent to Rs. 26.5 crore. The income derived from tourism has made a great contribution to the nation's economy and in the development and expansion of the other sectors. About 11,976 people of Nepal were directly employed in tourism, of which nearly 6008 people worked in hotels. There are also people who get indirect employment from this industry.

Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village tourism.

1.5 Limitations of the Study

This study is based on certain objectives related to the village tourism. This study is confined to the Tahoon VDC of Palpa district. The concluding analysis of this study may not be generalized in the context of national aggregate level because of some limitations.

- a. The sample used here was taken from single VDC of Palpa district, which cannot be taken as a representative of the country.
- b. The study was fully depends on the field visit testing as well as the interviews data, responses by the respondents of the study area.

- c. Due to the little inflow of international tourists in the study area, domestic tourists were taken as the major tourist respondent.
- d. Some places of the study area could not be studied because of the current security situation of Nepal.
- e. The period of data collection was quite limited.
- f. The study was conducted within the given time and financial limitations.

1.6 Organization of the Study

The study is divided into five chapters, which are as follows:

Chapter I: Introduction

This chapter includes background, statement of the problem, objective of study, importance of tourism, limitation of the study and organization of the study.

Chapter II: Review of Literature

This chapter devoted for the brief review of literature available. Review from books, journals (articles), thesis etc are included in this chapter.

Chapter III: Research Methodology

This unit presents methodology used in the study. It consists of research design, nature of the data, data collection procedure, sources of data, methods of presentation of analysis etc.

Chapter IV: Data Presentation and Analysis

This chapter includes the present situation of tourism industry in national economy. In this chapter, data collected from various relevant sources is presented and analyzed by using various statistical and non-statistical methods.

Chapter V: Summary, Conclusion and Recommendations

This chapter includes summary conclusion and recommendation, which provides valuable recommendations from the results of the study for the economic impact of tourism, A Supplementary Section, which includes Bibliographies and Appendix, is also included.

CHAPTER II

REVIEW OF LITERATURE

Tourism as we know is a simple phenomenon of the modern times. From a simple traveler of yesterday, this phenomenon today has become a very complex activity encompassing a wide range of relationship. Simple defined, tourism can be considered to be a movement of people away from their normal place of residence.

Tourism has become the largest and fastest growing industry in the world today Billions of dollars are spent to travel the places of interested every year. It is considered as an important source of foreign exchange earnings. It will be an exaggeration hence, to say that the organization of tourism can well be credited to an increasing degree of civilization. The tourism phenomenon has attracted almost the entire world. The government of Nepal has given top most priority to the tourism sector and has prepared long term plan to develop tourist infrastructure in the country.

2.1 Conceptual Review

2.1.1 Concept of Tourism

The word 'Tourism' is derived from the French word 'Tourisme'. It literally means to travel and travel related jobs. The word 'Tour' means journey from place to place. Tourism has been defined in different ways.

The Oxford dictionary defines tourist as 'person travelling or visiting places of interest'. This definition implies tourist as a person travelling for recreation'. This definition is not enough, as a tourist he must be non-residential not earning and he must generate economic activities.

Some might consider a person as a tourist who spends a day out, for example by the seaside. But the World Tourist Organization, the international body representing tourism defines a tourist as a person who visits a destination and stays there for at least one night before returning home (The World Book Encyclopedia, 1973:311).

“A person whose movement or operation is mainly of economic nature. His movement is Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village less than 24 hours. On the other hand, a trip is generally considered to occur each time an individual or a group leave their place of residence, travel at least a specified distance, and return home involving several destinations, usually less than one year (Smith, 1989:17).

"Tourism is essentially about people and places, the places one group of people leave, visit and pass through, and the other groups who make their trip possible and those they encounter along the way. In a more technical sense, tourism may be thought of as the relationships and phenomena arising out of the journeys and temporary stays of people traveling primarily for leisure or recreational purposes" (Pearce, 1987:24).

"Temporary visitors staying, at least twenty-four hours in the country visited and the purpose of whose journey can be classified under one of the following headings: (a) leisure (recreation, holiday, health, study, religion and sport); (b) business (family mission, meeting)" (Kunwar, 1997:20).

Scientific development has narrowed the wide world. People of different interest wish to extend their knowledge in their particular field and the entrepreneurs strive to increase the volume of their business across the national boundary. For several purposes people make tour next to their homeland or far distance. Such tourists require good accommodation, food easy access to parts of the country and warm hospitality. Providing services of modern hotels and transportation and hygienic food, easy access to the cultural spots and beautiful natural locations and guiding and helping them to understand and do the job better is the basic function tourism industry.

Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village now can reach far off holiday areas in a matter of hours. Age and sex also affect demand. More and more young people are taking holidays now. Younger participate more in travel because of more income. Education can be considered yet another important socio-economic factor, which influences the demand for travel. Broadly speaking, the better-educated members of the population have higher propensity to travel. Besides, those with better education travel more often. Cost is another crucial factor, which influences the demand for travel. Cost factor can generate or hinder tourist flows to a particular country. Holidaying abroad is particularly influenced by it. The price levels for various tourist services are especially significant. Countries receiving tourists should be able to compete with the costs of holidays in the generating countries. In Europe, a large number of tourists are attracted to Spain and Italy. In Southeast Asia, Singapore and Bangkok (Thailand) offer low cost holidays and therefore, are very popular among tourist.

The World Tourism Organization estimated that in the year 1998 international tourism involved 625 million, throughout the world. The number of tourist and their expenditure matter much for every country and if the numbers is high then definitely higher would be the return or expenditure. According to the World Tourism Organization, in 1998 the receipt reached \$ 445 billion. Taking south and East Asia, only China was in top (5th) tourist destination. China earned \$125,000 million in 1996. India is also a good earner from tourist and in 1996 India got \$ 1229 million. Tourists spend billions of dollars in the countries visited during their travel (WTO).

Nepal to the outside world by and large remains as a country with mountains only. The diversity of Nepal has not been projected to the extent of having much more than just the Mountains. Nepal on the other hand is a land with extreme diverse flora and fauna that needs focused marketing. “Though the country is only of the size of North California of the United States, it has exotic destinations, rarest species of birds, animals, flowers, weather and all that can be combined to make a wonderful product within a limited area. Moreover, the facilities blended with the cultural and the hospitality as an essence to the image of the country” (Baskota and Sharma, 1993:25).

Visit Nepal Year 1998

-) Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village
Creating public awareness towards tourism.
-) Promoting domestic tourism.
-) Mobilizing the private sector in the field of tourism.
-) Enhancing the availability of high quality tourism goods.
-) Boost the nation’s tourism sector.
-) Attract at least half a million tourists during the year 1998.
-) Publicize Nepal as an attractive tourist destination and
-) Generate an income of US \$ 117 million.

A hectic arrangement was carried out for two complete years with participation from all sectors. The visit year has thus finally been inaugurated by H.M. king on 1st Jan, 1998. A carnival parade was also organized on that day.

The grand propaganda called VNY '98 came to a close, resulting various impacts upon the tourism sector. When it was declared back in April 1996, everybody expected a positive impact upon Nepali tourism. The objectives behind declaring VNY 1998 by the government were to increase the number to tourist arrival up to 5000,000 to lengthen their stay, to give a good image of Nepal to the tourists so as to lure them for revisit and to make them spend more, of course.

Supporting popular belief that the propaganda waged throughout the year and even before was limited only inside the country with very low level of publicity abroad, the executive think that the campaign could not have any substantial effect in changing the negative publicity that the country is getting in the outside world. The highest majority of respondents blamed RNAC for the failure of VNY in achieving its targets, while others blamed it on the pollution and littering. About 10% viewed that the publicity abroad was very weak. Very few (only 5 percent) blamed it on politics, a view the VNY authorities also share.

The hope now for the future rests entirely with the newly formed Nepal Tourism Board, which has now a large private sector representation and is shouldering all the responsibilities to plan and execute the entire future program to promote the country's tourism (Lamsal, 1999:13).

Destination Nepal Year 2002/03

Nepal government declared on the title of Campaign of Destination of Nepal which was operated for two years programs since 2058/59 to Fiscal year 2060/61, International Year of Mountain 2002, International Year of Eco-tourism 2002 and Visit year 2003 were also planned to operate harmoniously as the important programs.

Objectives

-) To encourage public awareness in tourism widely in the country and
-) To encourage Nepal as a reliable, protective and attractive tourism destination through effective international dissemination.

Goal

-) To make approximately 5,00,000 (5 Lakh) foreigners enter at the end of 2003 A.D
-) To earn approximately 18 corers within this time span.

Tenth Five-Year Plan

The Tenth Plan reviewed the progress and problems during the Ninth Plan and concludes that tourism industry which is developing as a backbone of the country's economy, if its activities could be enhanced then not only the tourists who visits Nepal could be benefited but it could also generate employment and income generation opportunities for Nepali which finally could contribute in poverty alleviation. For which Tenth Plan has brought following objectives.

1. To develop Tourism sector qualitatively and sustainably.
2. To conserve, preserve and maintain the historical, cultural, religious resources and increase its practical use.
3. To improve, standardize and make air transport services easily accessible and affordable.

In fact rural tourism is not totally new concept. The rural tourism of the 1970s, 80s, 90s and 2000 is, however different in several ways, while on pondering over rurality, it has been argued that the concept is connected with low population densities and open space, and with small scale settlements, generally of less than 10,000 inhabitants, where farming, forestry and natural areas dominate land use (Pradhananga, 2002:35).

Village Tourism is a grass root of tourism designated as its own Nepali village style, mobilized by Nepali people themselves; their skill and resources displayed as village life style and environment, involved by groups of village tourists, assigned by Nepali adult authorities positively within its dimension is very broad. Benefits are shared by all in an equitable distributive pattern, those who live in tourism regions are considered as participants in the tourism activities. Village tourism, in which, the villagers are not left

as creatures but always graded as superior beings of their own circumstances (Pradhananga, 2002:43).

2.2 Overview of Tourism Policy in Nepal

The First Plan (1956-1961) recognized the importance of tourism sector and Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village

The Third Plan (1965-1970) stated the objective to increase the number of incoming tourists and foreign exchange earnings. To meet these objectives, the policy focused on the establishment of hotels and extension of aviation facilities and projected the arrival of 20,000 tourists until the end of the plan (NPC, 1965:39).

The Fourth Plan (1970-1975) sought to enlarge the scope of tourism with trade as an important source of increasing national income and foreign exchange, earnings. However, this initiative was not backed by adequate policies and it also did not mention any clear strategies to accomplish the objective. It saw the formulation of The Nepal Tourism Master plan (1972) which put forward a comprehensive set of policies to promote tourism immediately and in the future. The plans that followed have been largely guided by the Master Plan and have focused on major areas identified in the master Plan (NPC, 1971:41).

The Fifth Plan (1975-1980) focused on the preservation of historical, cultural, and natural attractions of the kingdom to promote tourism. The plan sought to spread the growth of tourism in other potential areas, apart from the Kathmandu Valley, where tourism was mostly concentrated (NPC, 1975:35).

The Sixth Plan (1980-1985) is based on the Master Plan recommendations. The main objective of the plan was to increase foreign currency reserve to improve the balance of payment situation by increasing the number of tourists and the duration of their stay. It emphasized the establishment of import substitution industries in the tourism sector and to enhance employment generation through growth and expansion of tourism (NPC, 1981:45).

The Seventh Plan (1985-1990) brought a new approach in tourism. This included furnishing information to the mountaineers with a good communication system, daily weather reports of the mountains and emphasized on increasing public awareness on mountain tourism and environmental sustainability. It continued to place importance on the main objective of the Sixth Plan, namely, the promotion of import substitution industries. Implementation of the plan put emphasis on the native style accommodation services to the tourists and new sites were opened for tourism. One of them was Annapurna Sanctuary (NPC, 1986:55).

Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village world (NPC, 1997:43).

Because of its natural beauty, Nepal has attracted a large number of tourists from Europe, Asia, North America, South America and Australia whereas those from the African continent accounts for just a nominal number. Out of the total number of tourists visiting from different continents of the world, Europe accounts the most. Asia and North America take the second and third positions respectively. The number of tourists has been increased rapidly promising a bright future for the tourism industry and its role as a major

source of national income has become even more important. In order to assist the tourism industry, attempts have been made to improve the legal provisions. As a result, Tourism Act, 1978 was promulgated.

The Tenth Plan (2002-2007) has given greater importance to tourism development. Tourism has been considered as one of a basic factor of poverty alleviation as well as the means of overall economic development of the nation. The major objective of the Tenth plan related to tourism are (a) to adopt a more liberal tourism policy to encourage domestic and foreign visitors, (b) to attract more tourists and encourage them to spend more in the country by lengthening the average duration of their stay, (c) to extend tourist activities in villages based on their tourism potential, and (d) to organize district and region-wise festivals and exhibitions (NPC, 2002:47).

The Tenth Plan adopted the following policies and programmes to achieve the objective and targets set for the tourism sector:

-) Additional destinations to be developed and diversified on the basis of feasibility studies.
-) Historical religious and cultural sites, temples and monasteries scattered throughout the country to be registered in the form of national heritage sites, and conserved and used for tourism purpose.
-) An inventory of lakes, caves, waterfalls and historical facts to be prepared so as to develop them, as tourist destinations.
-) New trekking routes and climbing peaks to be opened up in the methodical manner.
-) Local bodies in each development region to be encouraged to develop model tourist village.
-) Quality of the tourism products and service available in the central region to be upgraded. Special interest tourism spots to be expanded in the eastern and mid and far-western regions.
-) A survey to be carried out into Kathmandu valley's cultural heritage, festivals, cultural and religious traditions. Festival tourism to be promoted in the valley.

-) Periodic studies and evaluation to be carried out into the inputs, outputs and effects of the tourism investment.

Presently, tourism is one of the fastest growing and world's largest industry, which employs 212 million people one tenth of the world's workforce with an output of US\$ 3.4 trillion. By 2005, it is estimated that tourism industry will employ 338 million people and have an output of US\$ 7.2 trillion (World Travel and Tourism Council, 1995). Tourism accounts for 11 percent of the global GDP. Thus, tourism is one of the important economic activities and many governments of the entire world now consider tourism as an important and integral part of their strategies for economic transformation and growth.

Over the year, the Government had undertaken several promotional measures to develop tourism sector in the country. Some of these measures are as follows.

-) Establishment of tourism information centres.
-) Development of tourism infrastructure in Pokhara area.
-) Expansion of trekking routes.
-) Creation of additional physical facilities.
-) Creation of tourist information bureau in the major tourist markets abroad.
-) Participation in the national and international fairs, exhibitions, and conferences.
-) Provision of monetary and financial incentives for tourism development.
-) Establishment of Nepal Academy of Tourism and Hotel Management with the objective of producing efficient manpower for the tourism industry.

After realizing the importance of tourism sector by the government it has come up with very important policies regarding tourism industry. This is the reason why tourism occupies important mission in tenth plan also. Despite its serious recognition government fails to address some of the key issues of tourism.

Preservation of art and culture of the country has received very little attention from the government level. Despite it being the major source of tourist attraction in the country.

Government fails to provide protection to the private sectors involved in tourism. Due to the slack in tourism, private sectors involved in tourism are on the verge of break down.

Government has encouraged only few sectors for tourism. Time has come that the government should broaden the tourism area. Like emphasis should be given to hospital tourism and sports tourism and religious tourism.

Efficient security measures should be applied for the comfortable stay of the tourists in the country. Because positive perception about the security among the tourists going back home is necessary for the days to come.

2.3 Review of Related Studies

2.3.1 Review of Articles

In the article of Mr. K. Shrestha (1980) entitled with, Potentiality of Tourism in Tansen. His findings are: He thinks pleasant climate and natural beauty of this area can attract more tourists in Tansen. After the building of Sidhartha highway, Tansen has remained a suitable place for sleeping and eating even that the hotels as Tansen may not fulfill all the demands of tourists. So he suggests to develop key tourist facilities such as guidance, booklets, maps and hotel-facility.

In the article of Mr. R. McDonald (1978) entitled with, Recreation and Tourism in Phewatal Catchments. This study deals about the historical background, geographical setting and future development of Phewatal in terms of tourism development. In the view John-natural originality of this area is being disturbed due to unplanned hotel development, unplanned land use, unattractive development of new buildings and dwellings in the town of Pokhara. He has suggested to preserve the natural beauty of the region to promote tourism.

In the article of Mr. K. P. Dhungel (1981) entitled with, Economic Impact of Tourism in Nepal. He made an attempt to analyze the economic impact of tourism in Nepal. The specific objectives of his study was to analyze the trend, structure and composition of

tourist arrival, to estimate the interdependence of the sector with some of the other sectors of the economy, to estimate the linkages within the sectors in terms of import contents of both goods and factor services, and foreign currency, to estimate the impact of the sector on employment, income and output of the economy, to estimate the demand for tourism and to estimate the item wise expenditure elasticity of tourism expenditures in Nepal. This study has been carried out on the basis of both demand as well as supply framework. The main findings stated in this study were:

Politico-economic crisis in the country as well as in the region has been found affecting the number of tourists visiting Nepal. Country-wise concentration of international tourists has been found to be decreasing. Seasonality factor has been found most prominent in Nepalese tourism. Relatively higher negative correlation has been detected between length of stay and the average per capita per day expenditure of tourists.

Expenditure on food items has been found inelastic whereas that of travel elastic. Cross-sectional estimation of the demand for tourism shows international airfare not significant for determining the number of tourist visiting Nepal. Weighted GDP of the tourist originating countries is found elastic and significant. Direct, indirect and induced effects of Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village and to organize the research section to carry out research on visitors to Nepal.

Nepal Tourism Master Plan Review (1984) is a review study and it has suggested action program for implementation for the promotion of tourism in Nepal. This study contains three parts. In part one, a background to the 1972 Tourism Master Plan, its contents and

intents, and its practical use and operation together with a comprehensive review of past developments in key areas of tourism. Part two sets forth an updated set of policy objectives and a market development concept for five years and part three provides action-oriented recommendations. According to this review report, there is no need for a new comprehensive master plan in tourism. The 1972 Master Plan is relevant in its long-term policy contents, and the most of its basic conceptual assumptions have been fully verified. This study focuses on a pragmatic policy framework essential solving priority issues of tourism.

This study observed that active market promotion was the most important factor for the tourism development in Nepal.

This study, therefore, suggested various destinations oriented marketing programs. The major programs include:

Developing of a systematic concept of promotional material in the country, determining the quality standard for each individual product, producing a Travel Agents manual containing comprehensive up to date information regarding tourism in Nepal, establishing representative offices in Western Europe, USA and Japan, participating in selected tourism trade fairs, offering familiarization tours to agents and journalists, establishing a Nepali-style package, directing sales to tour operators from the country of origin without middleman from India and expanding the trekking possibilities.

The conclusion and action-oriented recommendations of this study focused on improving the capability of the Ministry of Tourism to assume its responsibilities in tourism, institutionally, administratively and technically.

Pollaco (1986) studied Cultural Tourism in Nepal in 1986 he stated in his report that historical monument and cultures of Nepal are important attraction to many tourists and better use of this sector help more for the promotion of tourism in Nepal. He further suggested that intensive area should be taken for the protection of the cultural properties.

Burger (1987) studied the Economic Impact of Tourism in Nepal. In his study he remained that tourism in Nepal is of rather recent origin. Before 1950 no foreigners were allowed to visit Nepal without permission of Rana Rulers. After opening door to tourism, the tourist inflow of Nepal rapidly increased. He indicated that more than one hundred lakhs tourist visited the country in 1976. Since 1962 the number of tourist arrival has grown at an average rate of 20% per annum and more than 80% of total tourist arrived in the country by air whereas about 20% arrived overland excluding Indian tourist. One of the most findings of the study was one out of six tourists who visited India also visited Nepal. The study concluded, "Although tourism is a recent phenomenon in Nepal, it has grown at astonishing rate. Europe was the major tourist generating market for Nepal in 1975 but the USA was the leading single country in terms of number of visitors".

National Tourism Promotion Report 1983 was prepared by National Tourism Promotion Committee in 1981. It re-emphasized the need for promoting Nepal Style Tourism as mentioned in Nepal. Tourism Master Plan which would include sightseeing, trekking and wildlife adventure would promote Nepal as a primary destination. The major suggestion given in this report is to develop resorts in the mid mountains to encourage tourists from India during the hot Indian summer season, promotion in Europe be stepped up, special programs be designed for Buddhist pilgrims from Asian countries and that similar pilgrimage packages be designed for Buddhist pilgrims from Asian countries and that similar pilgrimage packages be designed for Hindu pilgrims from India, depute a person in the Embassies of Nepal for promoting tourism, participate in various important trade fairs and to promote convention tourism.

Hawkees (1988) has studied on tourism planning in Palpa district. He mentions that the overall unspoiled environment and cultural character of the area can be developed as hill resort for domestic and regional residents. Hawkees also show the possibility of pilgrim tourism in this region. Finally he says Tansen can be a good stopover for international tourist including those coming by land route from India, using the area as a base for trekking and rafting trips.

Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village ue-added and imports contents and thereby not foreign exchange earnings from tourism in Nepal, and to estimate income and employment generation in the tourism sector of Nepal. In this study, regressions were run on the time-series data as well as cross-sectional data for the period 1974-1987.

The major findings of the study included tourism demand to be income elastic in dependent variable, tourist expenditure and number of tourists, for the total time-series analysis for the period 1974-1987. Tourist expenditure was found to be highly sensitive with respect to exchange rates, but the sensitivity of tourist arrivals to this variable was less. Country-wise time series regression for 14 countries has mixed results.

Among the tourism sub-sectors (when direct, indirect and induced effects were combined) the ratio of import content for hotel was estimated at 53.45 percent, travel agencies 74.51 percent, trekking agencies 54.04 percent and airlines 67.05 percent. The ratio of direct import content when the indirect and induced effects were taken out was estimated at 34.45 percent for hotels, 15.12 percent for travel agencies, 10.79 percent for trekking agencies and 57.60 percent for airlines. The value added for the tourism sector i.e. total payment to domestic factors including payments to intermediate and final inputs (when direct, indirect and induced effects were combined) was estimated at 37.74 percent as compared to 44.66 percent for tourism related sector and 42.82 percent for the overall sector (Nepal Rastra Bank, 1989:15).

The study estimated the average per capita per day tourist expenditure (Rs. 747), the average length of tourist stay (9.3 nights), and the employment in the tourism, it also

suggested to carry out marketing, expand both international and national air service, develop integrated tourism development policy, and establish a full fledged apex body.

Chhetri (1993), have studied on the effects of tourism on culture and environment, A case study of Chitwan. Their study expressed that after the establishment of Royal Chitwan national Park in 1973, there has been considerable activities on the social and economic fronts in an around the village of Sauraha which has brought a lot of transformation in the socio-economic and cultural life and activities of the villagers. The study also declared that the Royal Chitwan National Park is the third important destination of tourists visiting Nepal. There were 374 hotels or resorts operating outside that park in and around Sauraha in April Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village

- Review existing plans and policies and suggest modifications to provide long-term strategy for using the country's tourism resources in a sustainable basis while satisfying an increasing number of visitors.
- To prepare tourism development action plan that would included, among other things, the development of a commensurate institutional capacity.

'Nepal Tourism Development Program' has incorporated various aspects of tourism and Nepalese economy. Product development program, marketing strategy, environmental impact, importance of education and training, institutional framework for the development of tourism, incentives to be given to tourism industry has been dealt with the report. The study has observed that the basic economic strategy of tourism industry should be to earn net foreign exchange for the country. Other aims such as employment generation, income generation, and regional distribution are subsidiary aims but where

conflicts arise these subsidiary aims must not detract from the main aim. At the same time, the tourism industry must achieve proper returns on the capital invested so that it can be mobilized for future investments. The main strategies for developing tourism in Nepal envisaged in the reports are:

- Making Mount Everest and the Himalayas a 'must see' destination on the world tourist map.
- Establishing the Kathmandu valley as the mystic valley of Shangri-La Kingdom.
- Establishing the Pokhara valley as the 'Gateway Mountain Resort to the Himalayas.'
- Providing a series of remarkable but short excursions from Kathmandu for ordinary sightseeing travelers.
- Increase in budget for promotional programs.

The report recommends that involvement of government in tourism should be focused on the provision of infrastructure, the improvement of tourism attraction and establishment of accommodation that is not feasible for the private sector. As there are difficulties for raising capital for the more substantial hotels and tourist's attractions, opening of capital market for long-term paper such as shares, bonds and debentures should be towards quality tourism. The tourism development strategy should be addressed for the development of tourism. The study report has also made recommendations regarding institutional restructuring such as the formation of National Tourism Commissions and the development of the department of tourism expertise within the Ministry of Tourism.

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main components of sustainable development for village through village predominantly westerns, white and high yield. Influencers also perceived that most of them no longer looked to package tours but design their own holidays and the trend was to 'shop around' for value holidays, a significant increase in price sensitive customers which was partly fuelled by the intense undercutting that was now a business feature of the trade. The profound feeling in travel trade is observed that not much has been done to shift the price sensitive visitors to become quality conscious visitor because travel trade had not responded adequately in terms of offering new products and services which would appeal to the more discerning and high value visitors. The influencers in travel trade needed to look at the future of the industry as a whole.

The importance of domestic tourism does not seem to have been properly established in the tourism industry in Nepal. Due to low level of earning and savings, the Nepalese generally do not travel away from home unless unavoidable. At the same time, there is no promotion and advertisements for domestic tourism in Nepal. In this context, 'Study on Domestic Tourism in Nepal' in 1997 was conducted with the initiation being taken by the Partnership for Quality Tourism Project (PQTP) and the Visit Nepal Year 1998 to promote domestic tourism in Nepal. The basic objectives of the study were:

- i. to identify the overall nature of current domestic tourism,
- ii. to analyze the detail movement of domestic tourists,
- iii. to identify destinations, places of interest, festivals, events relating to movement of domestic tourism in Nepal,
- iv. to assess the potential for its growth and development,
- v. to assess the investment potential in domestic tourism and
- vi. to present innovative recommendations for the future development of domestic tourism in Nepal.

The study has found that although the people of Nepal have been traveling from time immemorial as pilgrims but such travels were not considered as domestic tourism due to its unorganized nature. The study has suggested developing domestic tourism, as an industry in future with much potential for private sector investment but for that there is a

need for productive programs through government policies, incentives and infrastructure for the development of environmentally sustainable domestic tourism. The report has also recommended using domestic tourism to enhance the understanding between different Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village tour packages to suit various segments of the society.

Another important study report entitled with Tourism Sector Development Project (1997) includes program development for Kanchanjungha, Jumla, Sukla Phanta, Bardia, Lumbini and Chitwan, development of standards for tourism industry and their implementation strategy and its implementation package. Marketing aspect of tourism not covered in this study. Besides, a number of studies in various other aspects and facets of tourism has been conducted. Banskota and Sharma (1993) studies on mountain tourism and on its environmental impacts. Mountain Tourism in Nepal (1995) focused on mountain tourism for local development,

Tourism for Rural Alleviation Programme (TRPAP), which is a joint initiative of the MoCTCA, UNDP, DFID and SNV- Nepal, has conceptualized with the policy of poverty alleviation, through pro poor, pro women, pro rural community and pro environmental tourism. TRPAP also supports His Majesty's Government review and formulation of development policies and strategic planning, towards a sustainable tourism development in the form of technical assistance. TRPAP further gives support for capacity building at various levels for multiple institutions, central and local governance, and public and private autonomous institutions.

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TRPAP policy is guided by strong emphasis on pro-poor, pro-women, pro-rural community and pro-environment tourism development in Nepal, with Nepal Tourism Board and Department of National Parks and Wildlife Conservation (DNPWC) as partner organizations.

TRPAP has established strong institutional and functional linkage with the Nepal Tourism Board (NTB). The Board will eventually take over the Programme and carry out rural tourism as one its major thrust areas. As a partner, NTB has extended support and provided office space for TRPAP is to contribute to the goals of the government of poverty alleviation by review and formulation of policy and strategic planning for sustainable tourism development that is aimed at the welfare of rural communities, poor, women, and environmental protection.

Harka Gurung (1990) has studied on Environmental Management on Mountain Tourism. The study deals on the pattern of tourism activities, environmental impact of tourism, carrying capacity of trekking routes, etc. This study has identified that deforestation in mountain is caused because of over grazing, conversion to arable land and fuel wood extraction. So Gurung thinks that poverty of people is basically responsible for the negative effect on environment. He has also paid his view over the toilet paper, packaging materials, plastic, tin and non-degradable materials which are commonly found around popular trekking routes i.e. Lobuje, Sagarmatha base camp, etc. Gurung has suggested employing the local people to clean these disposals from human settlement and trekking routes. While discussing the carrying capacity of trekking routes, he has

Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village Baskota and Sharma (1993) claim that the tourism sector has been and will continue to be an important sector in Nepalese economy for a long time to come. Although there is growth in tourist arrivals over the past two decades, the length of stay and real expenditure per tourist has not increased. In fact, the real expenditure has fallen over this period. The import leakage from this sector is very high which implies the low level of development of import substitution industries in the economy. They assert that although the growth of tourism is desirable or say indispensable for Nepalese economy but first of all it must identify how this growth should be made conducive for Nepal i.e. through attracting more tourists or increasing their stay or making tourists to spend more in real terms or by minimizing import leakage. The growth rate in this industry can be expected to be high if it affects overall economy through the multiplier, direct, indirect and induced effects. The specific objectives of the study are to identify and assess the impact of trekking and mountaineering tourism on the local environment, income and employment. The other objectives are to examine policies related to trekking and mountaineering tourism and to identify and analyze the main problems in mountain tourism. The mountain tourism should involve the participation of the local people, their institution and their social and cultural values. Unless tourism benefits the local people, development of mountain from tourism cannot be expected. At the same time, the tourists should be able to enjoy goods and services for which they pay and mountain environment including the different eco-

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produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village ing and development of a tourist area. A positive perception of tourist toward an area reflects that they are satisfied with the various attributes of the area and indicates that the demand of that is world would increase (Shrestha, 1998:27).

A study reveals that the number of tourist visiting in Nepal increased by 12.99 percent in the year between 1994 to 1999. In the late '70s there was a rapid growth of tourist inflow in Nepal. But the market was not so well to accept tourists. At the same time the growth rate of foreign exchange earnings from tourism increased by 11.82 percent between 1990-1992. The causes may be the political as well as economical. The political and economical disturbances have destroyed many of the possibilities of expanding the tourism industry (Shrestha, 1998).

Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village and development of international air services as well as development of traveling agencies are included.

According to the World Bank, eco-tourism (along with adventure travel and cultural travel) is one of the three types of tourism most amenable to community based initiatives. These niche markets provide especially desirable "Customers" for culturally or environmentally spend more and stay longer at a destination than the average tourists, generating a higher yield but with less impact to the life of the community and on local

culture and environment. Community based tourism can generate a sense of pride in the local population and make funds available for maintaining or upgrading cultural assets (e.g. archeological ruins, historic sites, traditional crafts production (World Bank, 2001)

TGDB (1999) undertook a study on pre-feasibility study on developing model tourism village at Palpa district. In this study, Madan Pokhara, Tahoon, Arghali and Bhairabsthan village development committees were selected on the basis of their potential tourism product. The major task designated to the study team was to identify a particular village to promote as model village for tourism development. Based on the comparative advantages/strengths as historical and cultural significance; natural attraction; vicinity to Tansen and other villages; economic benefits to the local people; village setup; enthusiastic community; and the basic infrastructure being available the study team decided to suggest Tahoon village to be developed as model tourism village in the Palpa Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village ing Nepal was 491,504. Out of 401,504, 33.39 percent was Indian nationals, 8.45 percent was from USA, 7.68 percent was from Japan, 7.31 percent was from UK, 5.39 percent was from Germany, 5.06 percent was from France, 2.85 percent was from Netherlands, 2.60 percent was from Italy, 2.29 percent was from Australia, 1.94 percent was from Spain and 1.71 percent was from Switzerland.

2.3.2 Review of Thesis

A study done by Mr. V. Berger (1987) entitled with, The Economic Impact of Tourism in Nepal, An Input-Output Analysis and confined to economic impact of tourism through an input output analysis. The main objectives of this study were to analyze the impact of

tourism on the economy of Nepal and to present information to Nepal's development planners which would aid them in making decision with regards to the contribution of tourism industry to national goals and in devising policies and strategies such that Nepalese society can derive the maximum possible benefits from this activity while minimizing the negative effects which are often associated with tourism. It is first doctoral research of Nepal. This study concluded following findings.

The major findings of this study were tourism in Nepal was shown to be an effective and promising instrument for earnings foreign exchange, but also one that requires high investments, both public and private, while providing relatively few jobs and offering little scope for the improvement of personal and regional income distribution. It, therefore, suggested to develop tourism to extent that foreign exchange is needed for development purposes but to concentrate society's resources in other fields where benefits of development are shared more widely.

A study done by Mr. P. M. Shrestha (1998) entitled with, Regional Tourism-Need to Move Forward. In her doctoral work she has tried to investigate the problems on the Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village. Shrestha has given various suggestions to promote primary and secondary markets that directly and indirectly affect tourism demand. It has been suggested to create charter flights, in such a way, tour operators can offer their package tours to Nepal assuring low cost. Expenditure on advertisement and publication in foreign countries according to motives and requirements in each market. She has also suggested providing more cultural shows and entertainment to increase length to stay and expenditure of tourists. For this purpose, multipurpose offers should be initiated such as low price in remote areas, low price

during off seasons and offering the package tours to different parts of the country according to the tourist's motivations. The study has given the directions for the elaboration of tourist supply for the development of international tourism. Some of them as suggested by the researcher are necessity to group the tourist region in Nepal, necessity to stimulate and concentrate foreign investment in Nepal, necessity to develop infrastructure for tourism, necessity to specialize the tourism products such as city, hobby, shopping, cultural, professional interest, to expand the basis for sports and entertainment services, to develop summer recreation tourism and necessity to work out the national concept for the development of tourism.

A study done by Mr. H. Pant (2007) entitled with, Impact of Tourism in Nepalese Economy. He identified tourism as a crucial, critical and emerging sector of the Nepalese economy and has shown high potential for development. The following specific objectives had been set for study in his research; to study present situation of tourism industry, to find out the economic impact of tourism on national economy, to examine the trend of tourist arrivals in the country and forecast its trends. The major findings of the study are:

The contribution of tourism is to be perceived from its share in the economy. A glance at receipt from tourism as a percentage of merchandise export earnings is relevant to assess. The highest share of tourism receipt as percentage of merchandise export earnings was recorded in 1982/83, registering 74.3 percent and in 1988/89 by 65.0 percent, respectively. Tourism receipt as percentage share of total value of merchandise export was noticed to be erratic with declining trend. The year 2001/2002 has the lowest share with only 16.4 percent. Similarly, in 2001/2002 tourism receipts as the total value of export of goods and services was also lowest with only 10.2 percent. The contribution of tourism to total foreign exchange earnings was lowest in 2001/2002, which declined to 8.0 percent from 24.5 percent in 1988/89.

The share of tourism sector in GDP was 4.1 percent during FY 1993/94 and 1994/95. Since then its share started falling (1.9 percent of GDP), and recorded a lowest in 2001/02. It further declined to the level of 1.2 percent in 2005/06, which was most critical year so far as tourism is concerned in Nepal.

The year 2003 shows a significant increase of 80.5% as compared to 2002. The year 1999,2002,2003 and 2004 shows a decrease in gross foreign exchange earnings of 6.8%, 8.0%, 0.1% ,0.6%,0.7%,15.9% and 23.8% respectively as compared to their previous years. The second greatest increase of 32.9% is seen in 1994 as compared to 1993. The average income per visitor is the greatest (US \$ 79.1) in 2003.

The significant contribution of tourism to Nepalese economy is the foreign exchange earnings. The tourism receipt was registered US\$78,000 in 1961/62, which increased to US\$11.5 million in 1974/75. The tourism receipt is closely associated with tourist arrivals in Nepal. The decline in tourist arrivals in 1981 and 1984 is reflected in the fall in tourism earnings in FY 1981/82, 1982/83 and 1983/84. Similarly, tourist arrivals declined in 1989. Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village tourism, including holiday pleasure, trekking, mountaineering, rafting, religion, official, sport tourism and so on. Income from international tourism plays a vital role in the national economy of the country.

A study done by U.D. Shrestha (2008) entitled with, Entrepreneurship in International Hospitality and Tourism Industries in Nepal. He identified that tourism industry plays a vital role in the country's economic development. In a developing country like Nepal tourism industry is one of the main sources of foreign exchange earning. Tourism potentiality due to Nepal's cultural values and other natural & archaeological beauties is very high in Nepal. These are the factors that has given rise to entrepreneurship in Nepal with the advent of tourism has been the growth of entrepreneurship in Nepal. The specific objectives of this study are: to assess the development of international hospitality & situation of hotel industries in the Nepal, to assess the entrepreneurship development in

Nepal and to assess the women involvement as entrepreneurs in tourism as compare to men in Nepal. The major findings of the study are:

The paper has shown that lack of co-ordination among the government and the private sector is well pronounced. One of the major problems to entrepreneurship development is lack of managerial skill as well as entrepreneurship in the country. Unless Nepal addresses these issues, sustained development of entrepreneurship will not be possible. Ultimately there will always be lack of entrepreneurship development in the country. So, Nepal must overcome its problems on a systematic and time bound basis and develop Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village manage and market tourism on a sound and professional basis.

The whole tourism industry needs to be developed on a professional basis since, in this industry one has to compete at international level. Therefore, strategies must be opted to inculcate state of art technologies. The study has clearly shown the paucity of marketing efforts of Nepal. In this respect Nepal must break the shackles of complacency and make efforts to market Nepal's advantages on an appropriate and sound manner as per the needs and potentials of the market. Only then Nepal can emerge as a vibrant and popular destination. Otherwise, Nepal will lag behind in the international competition and despite the product strength; it may have to yield ground to others. So, requisite attention to develop and sustain the industry must be provided immediately. Platitudes are not enough and the government must make serious efforts with the private sectors to position and promote Nepal.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Methodology

Research methodology is the most important aspect of research work. Reliable and relevant study can be made possible only by applying scientific method. Hence, the primary purpose of this chapter is to discuss and design the framework for the research. Different procedures have been followed.

Selection of Study Area

Palpa lies in the Lumbini zone of Western Nepal. Tansen, the head quarter of Palpa is just off the Siddhartha Highway between Pokhara and Sunauli/Bhairava. Historically, it has enjoyed a strategic position on the trade and pilgrim route between the hills and the plains.

Tahoon VDC, study area, is 29 km away to the east of Tansen, Palpa. In between Tansen and Tahoon there is a small mini-market called Aryabhanjyang from where a rough branch road splits towards the east and it is in the distance of 13 km from here. This area is the remarkable area for village tourism, research studies about great bio-diversity of flora and fauna. This area is rich in many herbal medicinal plants and many untouched natural area, which is still hidden. Potentiality of village tourism in this area is very high.

The remarkable thing about Tahoon is that it is less frequently visited by the tourist. Because there are not sufficient tourism infrastructure i.e. road, hotels, communication and people still does not know the place.

Table 3.1
Tahoon VDC and its Wards

Place	Ward No.
Tallo Malang	1
Mathilo Malang	2
Thak Khola	3
Geru Danda	4
Temene	5
Bakhum	6
Phurungdi	7
Tahoon	8
Deuralichhap	9

These nine wards of Tahoon VDC are selected for the study.

3.1.1 Climate

Because of moderate altitude, Tansen and surrounding area is neither too hot in summer nor sharply cold in winter. The temperature does not rise above 30-degree celcius in winter and this region gets high amount of rainfall from May to August.

3.1.2 Vegetation

The composition and distribution of natural vegetation is determined mainly by the altitude. Low land areas are comparatively warmer which are covered by delicious monsoon hardwood forest. But because of the inverse relation between temperature and altitude land, pine trees and rhododendron are commonly found, which make the hill more beautiful all round the year.

3.1.3 People

It is a home of different people originated from various races. Magar iis the dominant ethnic group and comprises about 60 percent of total population and the rest consists of Brahmin, Newar, Chhetry, Gurung, Kumal and so on. The village town area of Tahoon is

dominated by Newars whereas the rural areas by Brahmin, Magar, Kumal and other ethnic groups.

3.1.4 Culture

Ancient temples, festivals like Dashain, Tihar, Gai Jatra, Ropai Jatra, Lakhe Dance, Janre Dance, Tiger fair, Bhimsen fair as well as cultural values of different races and cluster rural settlement of Magar present the cultural identity of this area.

3.1.5 Economy

Agriculture is a major source of earning in rural areas of this region. Subsistence agriculture is in practices vegetable and oil seeds are produced in limited areas. People living in village settlements mainly depend on trading activity.

3.1.6 Transportation Facility

Transportation is the key factor for the development of tourism. The transportation need must be met. Transportation facilities make it possible to travel from one place to another.

Tahoon is accessible by road (unmeltalled) transport from Arayabhanjyang which is 13 km. away from the study area. Local bus services from Arayabhanjyang to Tahoon are available three times a day. The drive takes approximately 1 hrs and the charge is Rs. 35 per head. The various means of transportation like car, taxi, motorcycle and bicycle are available on hire to travel from Kathmandu and Pokhara but one can hire jeep from Aryabhanjyang.

3.1.7 Accommodation Facility

Accommodation is an important ingredient of tourism industry. Tourism development depends on the type and quantity of accommodation available. The demand for accommodation varies according to the social class, price that the guests are willing to pay, level of prices and similar other consideration, expansion of tourism inevitably brings about the development of accommodation.

Existing hotels in Tahoan are not sufficient for tourist. The hotel and restaurant are of local standards. Those hotels provide local foods, single, double and common bedrooms, cold and hot drink, common toilet and common tap, etc. but a few are capable to serve food only.

3.2 Research Design

Research design is the plan, structure and strategy of investigation. The design of this study is analytical as well as descriptive approaches. In fact, the research design is the conceptual structure with in which the research is conducted. This study analyzes study on village tourism in Palpa on the basis of descriptive and analytical research design.

For systematic presentation of the collected data, descriptive research design has been employed in this study. This provides a comprehensive description on the related topics on various aspects of the available data information.

3.3 Population and Sample

For the purpose pf primary data collection, field survey has been conducted. In the study area, altogether there are 778 households (CSB, 2001) out of which 60 HHs has been taken as a sample size for the tourist, 40 respondents has been taken as sample. This sample size seems to be sufficient to carry out the detailed study of the proposed area.

3.4 Nature and Sources of Data

The present study has been completed mainly with the help of primary data and also supported by the secondary data. The primary data were collected from the study area i.e. all the nine wards of VDCs and some surrounding area of Tansen. Secondary data were collected from the Headquarter of Palpa, DDC, Newspaper, NTB and other reports (published and unpublished), journals, different magazines, etc.

3.4.1 Primary Source Data

This study is mainly based on primary information. The primary data were collected during the fieldwork by interview and questionnaire. Responses of local people were regarded as the major sources of field information.

3.4.1.1 Method of Primary Data Collection

For the purpose of primary data collection, field survey was conducted between 13th Magh 2065 to 5th Falgun 2065. In the study area, altogether there are 778 households (CSB, 2001) out of which 60 HHs have been taken as a sample size for the tourist, 18 respondents have been taken as sample. This sample size seems to be sufficient to carry out the detailed study of the proposed area.

Data were collected from all the 9 wards of Tahaon VDC and some surrounding part of Tansen. A simple random sampling without any replacement has been applied while choosing the sample unit. Each household is sampled randomly either it falls under tourist area or not. Household sampling has not been taken ward-wise, sample households are chosen at first by lottery method. The chosen numbers of households are the sample household of each ward.

In order to collect the required and relevant primary data from the sample households, several scientific techniques are used to fulfill the requirement of the study in the field. Following tools were used in the study. They are given below.

3.4.1.1.1 Questionnaire

Four different sets of questionnaire (for hotel owner, tourist, key informants and local people) prepared intending to capture the information about village tourism development, socio-economic condition of the local people, impacts of tourism and the perception of local people towards the village tourism, and the existing problems of the study area. Household heads were selected to administer those structured questionnaires. In the case of absence of heads other senior family members were interviewed. Besides these, in

order to know the general information of household such as comparison of family on the basis of sex, age, education and occupation of the local people were also included in the questionnaire. Questionnaires have been kept in appendix.

3.4.1.1.2 Field Survey

A field survey was conducted to record day to day necessary information observed during field survey. It was meant to record, supporting information not captured by the survey questionnaire. Details of important incidents, events and discussions were recorded in the diary.

3.4.2 Tools Used for Secondary Data Collection

Besides primary sources, secondary sources have also been used for understanding about comparative situation of village tourism activities in the study area, such secondary sources of data have been collected from different sources such as DDC Palpa, NTB, MOTCA (Ministry of Culture, Tourism and Civil Aviation, etc.).

Besides these, other books and reports contributed by different scholars related to tourism have also been collected from different libraries such as central library T.U. campus, NTB library.

Some relevant journals were also consulted. These data are used for the purpose of analysis. Hence the relevant literatures whatever and whenever were available have been studied and the required information were extracted.

3.5 Techniques of Data Analysis

Information collected from questionnaire was transformed into a master sheet and raw data were tabulated on the basis of master sheet. Information was grouped, sub-grouped and classified as necessary and so as to meet the objective of the study.

The systematic analysis has been done using quantitative as well as qualitative techniques. To analyze the qualitative data, simple statistical tool such as percentage,

average, etc. have been used, besides these maps, tables, charts, diagrams are also used for the result to describe logically.

Field work is an interaction between the respondents of various nature and activities, the problems and experience depends upon the attitude of researchers. It is impossible to obtain detail information unless the researcher established good relationship with local people.

As the research work itself problematic as it goes on progress in different phrases. In the case of the present study, it was faced many difficulties in field work.

To ask questions those who were walking on the way was not an easy task and mostly the people were not ready to give reliable data every time. They might be either hesitation or sometimes feel angry or sometimes they did not have good knowledge as well. In such a case, they were to be requested politely to response.

CHAPTER IV

DATA PRESENTATION AND ANALYSIS

4.1 Introduction of the Study Area

Tourism plays a vital role in country's economic development. In a developing country like Nepal tourism is one of the main sources of foreign exchange earning. Natural attractions, cultural values and archaeological beauties are the main attractions to tourists in Nepal. With possession of such numerous attractions, the potentiality of tourism is very high in Nepal. However, the potentiality so far does not seem to have been exploited properly. "Although Nepal's tourism potential is vast, factors such as limited air access, poor infrastructure and lack of appropriate marketing strategy have resulted in limited growth" (Shrestha, 1998:13). Village tourism, being the key strategy for economic growth, leads village economy by generating income, employment and industry. Village tourism, in fact, is a powerful weapon to poverty alleviation as well as to alleviate unemployment problem. About 88% of land constitutes rural areas of Nepal. So village tourism in Nepal leads to dynamism in tourism industry. It concerns with all villages of Nepal. Most importantly, tourism in Nepal has been one of the most important supporting features of Nepalese economy. In South Asia, Nepal lies in the fifth position by tourist arrival and the third position by tourism foreign exchange earnings (Shrestha, 1999:12).

Palpa lies in the Lumbini zone of western Nepal. Tansen, the headquarter of Palpa, is just off the Siddhartha Highway, between Pokhara and Sunauli/Bhairawa. Historically, it has enjoyed a strategic position for trade and pilgrimage between the hills and the plains. Tahaon is 30 km away to the east of Tansen. Palpa (in between Tansen and Tahaon there is a small mini-market called Aryabhanjyang from where a rough branch road splits towards the east, the distance being 13 km from here). Between Tansen and Tahaon, after some 13 kms lies the small market of Aryabhanjyang from where a rough a branch road splits towards the east. Tahaon is the derivative of Tama-hook, an edible bamboo shoot, in Magar dialect. The proper Tahaon market was full of bamboo shoots in far off days. People of Magar community who were in great majority in the locality used to come to this spot to gather and carry Tama-hook. This spot was called Tama-hook spot for a long

time. In the long run people began to call Tahoos in short for Tama-hook spot. Thus the name Tahoos was established.

Nepal forms the very watershed of Asia, land locked between India and China, it spans terrain from subtropical jungle to the icy Himalayas, and contains eight of the world's ten highest mountains. Its cultural landscape is every bit as diverse: dozens of ethnic groups, speaking as many as fifty dialects coexist in this narrow, jumbled buffer state while two of the world's great religions. Hinduism and Buddhism overlap and mingle with older tribal traditions-yet it is testimony to the Nepal's tolerance and good humor that there is no tradition of ethnic or religious strife (Shrestha, 1998:5).

Tourism a multidimensional, dynamic and functional resources industry is dependent on the variegated existence, continuity and rational use of physical and cultural resources. Natural environment of varied geographical features, flora, and fauna, socio-cultural heritage and eco-adapted day-to-day life world of the people with distinctive spatial variation creates tourism-magnetic environment for natural tourism. From time immemorial, they have constituted a subject of profound and unique attraction to pilgrim, explorers, and investigators. The technological advancement, higher income, more leisure time, knowledge on the one hand and on the other hand the rapid pace of modernization, increasing crowds and cacophonous environment mainly in developed countries have supported to boost tourism.

Travel has been a fascination to the human being from the very beginning of history. The urge to discover the unknown, to explore new and strange places, to seek changes of environments and to undergo new experiences inspired mankind to travel. Apart from pilgrimage, migration and journey to and from work. 20th century virtually heralds an era of international tourism. However the concept of modern tourism as it exists today is relatively new, just five to six decade old (Shrestha, 1998:12).

Since the growth of human civilization travel and tourism have been accepted as an integral part of modern societies in both developed and developing countries. In many countries, tourism has been recognized as a powerful agent of economic and land use change, employment investment and balance of payment etc. Hence, tourism is

considered as an activity essential to the life of nations because of its direct effect on the social, cultural, educational and economic sectors of national societies and their international relations.

Village tourism as a phenomenon is concerned with river, sun, environment, rural society and household. It represents conservation, life style, experience, adventure and above all the nature and adventure oriented benefit to the local people. The objectives of village tourism include helping tourists to plan a trip, choose a tour and minimize ecological impact. Village tourism is a planned and balanced industry. Its dimension is very broad. Benefits are shared by all in an equitable distribution pattern. In village tourism the villagers are not left as creatures but always graded as superior beings of their own circumstances. Above all village tourism must address innovative transfers of technology, economic development, and the socio-cultural environment. Village tourism is the best form of tourism.

Village tourism, being the key strategy for economic growth, leads village economy by generating income, employment and industry. Village tourism, in fact, is a powerful weapon to poverty alleviation as well as to alleviate unemployment problem. Tourism in Nepal ranging from religious, cultural, and natural tours to mountaineering has been growing continuously at the rate of 10% to 12% per annum since the country opened its door in 1950's. However in spite of the country being rich in the biodiversity, Nepal has still not been able to generate and distribute tourists to all the remote areas.

Nepal's tourism industry is highly fragmented with diverse participants, ranging from one person operations selling home made souvenir, to guided tours, and million dollars airlines. Tourism has become one of Nepal's most reliable sources of foreign exchange earnings. The gross foreign exchange earnings in convertible currencies in 2006/2007 reached Rs. 15,798 million (Economic Survey, 2008:121).

Village tourism is a village goose that lays the fresh double sized golden eggs. It represents conservation, experience, adventures and above all the village oriented benefit

to the local people. It can be a real tourism industry as the top business activity in the world.

About 88% of land constitutes rural areas of Nepal. So village tourism in Nepal leads to dynamism in tourism industry. It concerns with all villages of Nepal. Most importantly, tourism in Nepal has been one of the most important supporting features of Nepalese economy. In South Asia, Nepal lies in the fifth position by tourist arrival and the third position by tourism foreign exchange earnings (Shrestha, 1999:12).

1.2 Statement of the Problem

Nepal is an underdeveloped country. The best alternative we have is to develop Nepal as one of the favorite tourist destination in the world. Well, attempts are being made in this regard. Nepal Tourism Board is the result of it. Performance of Nepal Tourism Board in promotion and marketing of tourism product is quite appreciable. Huge employment and heavy foreign exchange earning attracted other sectors of the economy towards tourism. But due to internal political turmoil, Hijacking of Indian Airlines, Royal Palace incident, Maoist insurgency and Terrorist attack on U.S., one after another incidents which were totally against tourism, it ultimately resulted in massive downfall of tourism industry and pulled down other sectors related to it.

The underlying weakness of tourism in Nepal constitute: (i) inadequate physical infrastructure to match expectation of tourism industry, (ii) pollution and negligence of solid and liquid waste management system, (iii) the national flag carrier recently could not prove to be a reputed international airlines, (iv) lack of proper co-ordination between institutions providing services to tourist, (v) high percentage of low yield foreign tourists, (vi) co-ordination problem among the organizations relating to tourism business, (vii) weak implementation of tourism policy, (viii) dearth of funding to implement tourism projects, (ix) inadequate promotional efforts in tourist generating markets, (x) inaccessible potential tourism spots of the country, and (xi) unable to diversify the tourism activities.

Tourism plays a vital role in country's economic development. In a developing country like Nepal tourism is one of the main sources of foreign exchange earning. Natural attractions, cultural values and archaeological beauties are the main attractions to tourists in Nepal. With possession of such numerous attractions, the potentiality of tourism is very high in Nepal. However, the potentiality so far does not seem to have been exploited properly. "Although Nepal's tourism potential is vast, factors such as limited air access, poor infrastructure and lack of appropriate marketing strategy have resulted in limited growth" (Shrestha, 1998:13).

Nepal has started to pay more attention to the village tourism. However, it does not seem that proper program and planning have been made and the industry may not be professionally managed as is needed for the sector's proper development.

We are in global economy, our industry must be globally competitive and we must think globally. Village tourism must address innovative transfer of technology, economic development and socio-cultural environment. We need not to do anything for boosting these areas with tourism except managing the resources and introducing innovative transfer of technology.

Community participation in this sector is a most necessary precondition for sustainable growth. Unless the local residents are not aware of their capacity, the desired goals cannot be achieved. Capacity building and awareness program regarding multidimensional aspects of tourism is the lacking factor, which needs to be prioritized in out long-term strategy.

1.3 Objectives of the Study

The general objectives of this study are to analyze the problems and prospects of village tourism in Tahoon of Palpa district.

The specific objectives are:

-) To examine the present condition of tourism status of Palpa district,
-) To analyze the economic benefit and employment opportunity provided by tourisms industries,

-) To identify the major tourist Destination in Palpa District,
-) To provide necessary suggestion and recommendations to study area.

1.4 Importance of the Study

Nepal is regarded as the storehouse of cultural and natural beauty. Thirty years ago, few thousand tourists from the U.S.A., the U.K., Germany, Japan, France, India and many other countries visited Nepal. This has resulted in the total earning of foreign currency equivalent to Rs. 26.5 crore. The income derived from tourism has made a great contribution to the nation's economy and in the development and expansion of the other sectors. About 11,976 people of Nepal were directly employed in tourism, of which nearly 6008 people worked in hotels. There are also people who get indirect employment from this industry.

Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village tourism.

1.5 Limitations of the Study

This study is based on certain objectives related to the village tourism. This study is confined to the Tahoon VDC of Palpa district. The concluding analysis of this study may not be generalized in the context of national aggregate level because of some limitations.

- g. The sample used here was taken from single VDC of Palpa district, which cannot be taken as a representative of the country.
- h. The study was fully depends on the field visit testing as well as the interviews data, responses by the respondents of the study area.

- i. Due to the little inflow of international tourists in the study area, domestic tourists were taken as the major tourist respondent.
- j. Some places of the study area could not be studied because of the current security situation of Nepal.
- k. The period of data collection was quite limited.
- l. The study was conducted within the given time and financial limitations.

1.6 Organization of the Study

The study is divided into five chapters, which are as follows:

Chapter I: Introduction

This chapter includes background, statement of the problem, objective of study, importance of tourism, limitation of the study and organization of the study.

Chapter II: Review of Literature

This chapter devoted for the brief review of literature available. Review from books, journals (articles), thesis etc are included in this chapter.

Chapter III: Research Methodology

This unit presents methodology used in the study. It consists of research design, nature of the data, data collection procedure, sources of data, methods of presentation of analysis etc.

Chapter IV: Data Presentation and Analysis

This chapter includes the present situation of tourism industry in national economy. In this chapter, data collected from various relevant sources is presented and analyzed by using various statistical and non-statistical methods.

Chapter V: Summary, Conclusion and Recommendations

This chapter includes summary conclusion and recommendation, which provides valuable recommendations from the results of the study for the economic impact of tourism, A Supplementary Section, which includes Bibliographies and Appendix, is also included.

CHAPTER II

REVIEW OF LITERATURE

Tourism as we know is a simple phenomenon of the modern times. From a simple traveler of yesterday, this phenomenon today has become a very complex activity encompassing a wide range of relationship. Simple defined, tourism can be considered to be a movement of people away from their normal place of residence.

Tourism has become the largest and fastest growing industry in the world today Billions of dollars are spent to travel the places of interested every year. It is considered as an important source of foreign exchange earnings. It will be an exaggeration hence, to say that the organization of tourism can well be credited to an increasing degree of civilization. The tourism phenomenon has attracted almost the entire world. The government of Nepal has given top most priority to the tourism sector and has prepared long term plan to develop tourist infrastructure in the country.

2.1 Conceptual Review

2.1.1 Concept of Tourism

The word 'Tourism' is derived from the French word 'Tourisme'. It literally means to travel and travel related jobs. The word 'Tour' means journey from place to place. Tourism has been defined in different ways.

The Oxford dictionary defines tourist as 'person travelling or visiting places of interest'. This definition implies tourist as a person travelling for recreation'. This definition is not enough, as a tourist he must be non-residential not earning and he must generate economic activities.

Some might consider a person as a tourist who spends a day out, for example by the seaside. But the World Tourist Organization, the international body representing tourism defines a tourist as a person who visits a destination and stays there for at least one night before returning home (The World Book Encyclopedia, 1973:311).

“A person whose movement or operation is mainly of economic nature. His movement is Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village less than 24 hours. On the other hand, a trip is generally considered to occur each time an individual or a group leave their place of residence, travel at least a specified distance, and return home involving several destinations, usually less than one year (Smith, 1989:17).

"Tourism is essentially about people and places, the places one group of people leave, visit and pass through, and the other groups who make their trip possible and those they encounter along the way. In a more technical sense, tourism may be thought of as the relationships and phenomena arising out of the journeys and temporary stays of people traveling primarily for leisure or recreational purposes" (Pearce, 1987:24).

"Temporary visitors staying, at least twenty-four hours in the country visited and the purpose of whose journey can be classified under one of the following headings: (a) leisure (recreation, holiday, health, study, religion and sport); (b) business (family mission, meeting)" (Kunwar, 1997:20).

Scientific development has narrowed the wide world. People of different interest wish to extend their knowledge in their particular field and the entrepreneurs strive to increase the volume of their business across the national boundary. For several purposes people make tour next to their homeland or far distance. Such tourists require good accommodation, food easy access to parts of the country and warm hospitality. Providing services of modern hotels and transportation and hygienic food, easy access to the cultural spots and beautiful natural locations and guiding and helping them to understand and do the job better is the basic function tourism industry.

Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village now can reach far off holiday areas in a matter of hours. Age and sex also affect demand. More and more young people are taking holidays now. Younger participate more in travel because of more income. Education can be considered yet another important socio-economic factor, which influences the demand for travel. Broadly speaking, the better-educated members of the population have higher propensity to travel. Besides, those with better education travel more often. Cost is another crucial factor, which influences the demand for travel. Cost factor can generate or hinder tourist flows to a particular country. Holidaying abroad is particularly influenced by it. The price levels for various tourist services are especially significant. Countries receiving tourists should be able to compete with the costs of holidays in the generating countries. In Europe, a large number of tourists are attracted to Spain and Italy. In Southeast Asia, Singapore and Bangkok (Thailand) offer low cost holidays and therefore, are very popular among tourist.

The World Tourism Organization estimated that in the year 1998 international tourism involved 625 million, throughout the world. The number of tourist and their expenditure matter much for every country and if the numbers is high then definitely higher would be the return or expenditure. According to the World Tourism Organization, in 1998 the receipt reached \$ 445 billion. Taking south and East Asia, only China was in top (5th) tourist destination. China earned \$125,000 million in 1996. India is also a good earner from tourist and in 1996 India got \$ 1229 million. Tourists spend billions of dollars in the countries visited during their travel (WTO).

Nepal to the outside world by and large remains as a country with mountains only. The diversity of Nepal has not been projected to the extent of having much more than just the Mountains. Nepal on the other hand is a land with extreme diverse flora and fauna that needs focused marketing. “Though the country is only of the size of North California of the United States, it has exotic destinations, rarest species of birds, animals, flowers, weather and all that can be combined to make a wonderful product within a limited area. Moreover, the facilities blended with the cultural and the hospitality as an essence to the image of the country” (Baskota and Sharma, 1993:25).

Visit Nepal Year 1998

-) Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village
Creating public awareness towards tourism.
-) Promoting domestic tourism.
-) Mobilizing the private sector in the field of tourism.
-) Enhancing the availability of high quality tourism goods.
-) Boost the nation’s tourism sector.
-) Attract at least half a million tourists during the year 1998.
-) Publicize Nepal as an attractive tourist destination and
-) Generate an income of US \$ 117 million.

A hectic arrangement was carried out for two complete years with participation from all sectors. The visit year has thus finally been inaugurated by H.M. king on 1st Jan, 1998. A carnival parade was also organized on that day.

The grand propaganda called VNY '98 came to a close, resulting various impacts upon the tourism sector. When it was declared back in April 1996, everybody expected a positive impact upon Nepali tourism. The objectives behind declaring VNY 1998 by the government were to increase the number to tourist arrival up to 5000,000 to lengthen their stay, to give a good image of Nepal to the tourists so as to lure them for revisit and to make them spend more, of course.

Supporting popular belief that the propaganda waged throughout the year and even before was limited only inside the country with very low level of publicity abroad, the executive think that the campaign could not have any substantial effect in changing the negative publicity that the country is getting in the outside world. The highest majority of respondents blamed RNAC for the failure of VNY in achieving its targets, while others blamed it on the pollution and littering. About 10% viewed that the publicity abroad was very weak. Very few (only 5 percent) blamed it on politics, a view the VNY authorities also share.

The hope now for the future rests entirely with the newly formed Nepal Tourism Board, which has now a large private sector representation and is shouldering all the responsibilities to plan and execute the entire future program to promote the country's tourism (Lamsal, 1999:13).

Destination Nepal Year 2002/03

Nepal government declared on the title of Campaign of Destination of Nepal which was operated for two years programs since 2058/59 to Fiscal year 2060/61, International Year of Mountain 2002, International Year of Eco-tourism 2002 and Visit year 2003 were also planned to operate harmoniously as the important programs.

Objectives

-) To encourage public awareness in tourism widely in the country and
-) To encourage Nepal as a reliable, protective and attractive tourism destination through effective international dissemination.

Goal

-) To make approximately 5,00,000 (5 Lakh) foreigners enter at the end of 2003 A.D
-) To earn approximately 18 corers within this time span.

Tenth Five-Year Plan

The Tenth Plan reviewed the progress and problems during the Ninth Plan and concludes that tourism industry which is developing as a backbone of the country's economy, if its activities could be enhanced then not only the tourists who visits Nepal could be benefited but it could also generate employment and income generation opportunities for Nepali which finally could contribute in poverty alleviation. For which Tenth Plan has brought following objectives.

4. To develop Tourism sector qualitatively and sustainably.
5. To conserve, preserve and maintain the historical, cultural, religious resources and increase its practical use.
6. To improve, standardize and make air transport services easily accessible and affordable.

In fact rural tourism is not totally new concept. The rural tourism of the 1970s, 80s, 90s and 2000 is, however different in several ways, while on pondering over rurality, it has been argued that the concept is connected with low population densities and open space, and with small scale settlements, generally of less than 10,000 inhabitants, where farming, forestry and natural areas dominate land use (Pradhananga, 2002:35).

Village Tourism is a grass root of tourism designated as its own Nepali village style, mobilized by Nepali people themselves; their skill and resources displayed as village life style and environment, involved by groups of village tourists, assigned by Nepali adult authorities positively within its dimension is very broad. Benefits are shared by all in an equitable distributive pattern, those who live in tourism regions are considered as participants in the tourism activities. Village tourism, in which, the villagers are not left

as creatures but always graded as superior beings of their own circumstances (Pradhananga, 2002:43).

2.2 Overview of Tourism Policy in Nepal

The First Plan (1956-1961) recognized the importance of tourism sector and Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village

The Third Plan (1965-1970) stated the objective to increase the number of incoming tourists and foreign exchange earnings. To meet these objectives, the policy focused on the establishment of hotels and extension of aviation facilities and projected the arrival of 20,000 tourists until the end of the plan (NPC, 1965:39).

The Fourth Plan (1970-1975) sought to enlarge the scope of tourism with trade as an important source of increasing national income and foreign exchange, earnings. However, this initiative was not backed by adequate policies and it also did not mention any clear strategies to accomplish the objective. It saw the formulation of The Nepal Tourism Master plan (1972) which put forward a comprehensive set of policies to promote tourism immediately and in the future. The plans that followed have been largely guided by the Master Plan and have focused on major areas identified in the master Plan (NPC, 1971:41).

The Fifth Plan (1975-1980) focused on the preservation of historical, cultural, and natural attractions of the kingdom to promote tourism. The plan sought to spread the growth of tourism in other potential areas, apart from the Kathmandu Valley, where tourism was mostly concentrated (NPC, 1975:35).

The Sixth Plan (1980-1985) is based on the Master Plan recommendations. The main objective of the plan was to increase foreign currency reserve to improve the balance of payment situation by increasing the number of tourists and the duration of their stay. It emphasized the establishment of import substitution industries in the tourism sector and to enhance employment generation through growth and expansion of tourism (NPC, 1981:45).

The Seventh Plan (1985-1990) brought a new approach in tourism. This included furnishing information to the mountaineers with a good communication system, daily weather reports of the mountains and emphasized on increasing public awareness on mountain tourism and environmental sustainability. It continued to place importance on the main objective of the Sixth Plan, namely, the promotion of import substitution industries. Implementation of the plan put emphasis on the native style accommodation services to the tourists and new sites were opened for tourism. One of them was Annapurna Sanctuary (NPC, 1986:55).

Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village world (NPC, 1997:43).

Because of its natural beauty, Nepal has attracted a large number of tourists from Europe, Asia, North America, South America and Australia whereas those from the African continent accounts for just a nominal number. Out of the total number of tourists visiting from different continents of the world, Europe accounts the most. Asia and North America take the second and third positions respectively. The number of tourists has been increased rapidly promising a bright future for the tourism industry and its role as a major

source of national income has become even more important. In order to assist the tourism industry, attempts have been made to improve the legal provisions. As a result, Tourism Act, 1978 was promulgated.

The Tenth Plan (2002-2007) has given greater importance to tourism development. Tourism has been considered as one of a basic factor of poverty alleviation as well as the means of overall economic development of the nation. The major objective of the Tenth plan related to tourism are (a) to adopt a more liberal tourism policy to encourage domestic and foreign visitors, (b) to attract more tourists and encourage them to spend more in the country by lengthening the average duration of their stay, (c) to extend tourist activities in villages based on their tourism potential, and (d) to organize district and region-wise festivals and exhibitions (NPC, 2002:47).

The Tenth Plan adopted the following policies and programmes to achieve the objective and targets set for the tourism sector:

-) Additional destinations to be developed and diversified on the basis of feasibility studies.
-) Historical religious and cultural sites, temples and monasteries scattered throughout the country to be registered in the form of national heritage sites, and conserved and used for tourism purpose.
-) An inventory of lakes, caves, waterfalls and historical facts to be prepared so as to develop them, as tourist destinations.
-) New trekking routes and climbing peaks to be opened up in the methodical manner.
-) Local bodies in each development region to be encouraged to develop model tourist village.
-) Quality of the tourism products and service available in the central region to be upgraded. Special interest tourism spots to be expanded in the eastern and mid and far-western regions.
-) A survey to be carried out into Kathmandu valley's cultural heritage, festivals, cultural and religious traditions. Festival tourism to be promoted in the valley.

-) Periodic studies and evaluation to be carried out into the inputs, outputs and effects of the tourism investment.

Presently, tourism is one of the fastest growing and world's largest industry, which employs 212 million people one tenth of the world's workforce with an output of US\$ 3.4 trillion. By 2005, it is estimated that tourism industry will employ 338 million people and have an output of US\$ 7.2 trillion (World Travel and Tourism Council, 1995). Tourism accounts for 11 percent of the global GDP. Thus, tourism is one of the important economic activities and many governments of the entire world now consider tourism as an important and integral part of their strategies for economic transformation and growth.

Over the year, the Government had undertaken several promotional measures to develop tourism sector in the country. Some of these measures are as follows.

-) Establishment of tourism information centres.
-) Development of tourism infrastructure in Pokhara area.
-) Expansion of trekking routes.
-) Creation of additional physical facilities.
-) Creation of tourist information bureau in the major tourist markets abroad.
-) Participation in the national and international fairs, exhibitions, and conferences.
-) Provision of monetary and financial incentives for tourism development.
-) Establishment of Nepal Academy of Tourism and Hotel Management with the objective of producing efficient manpower for the tourism industry.

After realizing the importance of tourism sector by the government it has come up with very important policies regarding tourism industry. This is the reason why tourism occupies important mission in tenth plan also. Despite its serious recognition government fails to address some of the key issues of tourism.

Preservation of art and culture of the country has received very little attention from the government level. Despite it being the major source of tourist attraction in the country.

Government fails to provide protection to the private sectors involved in tourism. Due to the slack in tourism, private sectors involved in tourism are on the verge of break down.

Government has encouraged only few sectors for tourism. Time has come that the government should broaden the tourism area. Like emphasis should be given to hospital tourism and sports tourism and religious tourism.

Efficient security measures should be applied for the comfortable stay of the tourists in the country. Because positive perception about the security among the tourists going back home is necessary for the days to come.

2.3 Review of Related Studies

2.3.1 Review of Articles

In the article of Mr. K. Shrestha (1980) entitled with, Potentiality of Tourism in Tansen. His findings are: He thinks pleasant climate and natural beauty of this area can attract more tourists in Tansen. After the building of Sidhartha highway, Tansen has remained a suitable place for sleeping and eating even that the hotels as Tansen may not fulfill all the demands of tourists. So he suggests to develop key tourist facilities such as guidance, booklets, maps and hotel-facility.

In the article of Mr. R. McDonald (1978) entitled with, Recreation and Tourism in Phewatal Catchments. This study deals about the historical background, geographical setting and future development of Phewatal in terms of tourism development. In the view John-natural originality of this area is being disturbed due to unplanned hotel development, unplanned land use, unattractive development of new buildings and dwellings in the town of Pokhara. He has suggested to preserve the natural beauty of the region to promote tourism.

In the article of Mr. K. P. Dhungel (1981) entitled with, Economic Impact of Tourism in Nepal. He made an attempt to analyze the economic impact of tourism in Nepal. The specific objectives of his study was to analyze the trend, structure and composition of

tourist arrival, to estimate the interdependence of the sector with some of the other sectors of the economy, to estimate the linkages within the sectors in terms of import contents of both goods and factor services, and foreign currency, to estimate the impact of the sector on employment, income and output of the economy, to estimate the demand for tourism and to estimate the item wise expenditure elasticity of tourism expenditures in Nepal. This study has been carried out on the basis of both demand as well as supply framework. The main findings stated in this study were:

Politico-economic crisis in the country as well as in the region has been found affecting the number of tourists visiting Nepal. Country-wise concentration of international tourists has been found to be decreasing. Seasonality factor has been found most prominent in Nepalese tourism. Relatively higher negative correlation has been detected between length of stay and the average per capita per day expenditure of tourists.

Expenditure on food items has been found inelastic whereas that of travel elastic. Cross-sectional estimation of the demand for tourism shows international airfare not significant for determining the number of tourist visiting Nepal. Weighted GDP of the tourist originating countries is found elastic and significant. Direct, indirect and induced effects of Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village and to organize the research section to carry out research on visitors to Nepal.

Nepal Tourism Master Plan Review (1984) is a review study and it has suggested action program for implementation for the promotion of tourism in Nepal. This study contains three parts. In part one, a background to the 1972 Tourism Master Plan, its contents and

intents, and its practical use and operation together with a comprehensive review of past developments in key areas of tourism. Part two sets forth an updated set of policy objectives and a market development concept for five years and part three provides action-oriented recommendations. According to this review report, there is no need for a new comprehensive master plan in tourism. The 1972 Master Plan is relevant in its long-term policy contents, and the most of its basic conceptual assumptions have been fully verified. This study focuses on a pragmatic policy framework essential solving priority issues of tourism.

This study observed that active market promotion was the most important factor for the tourism development in Nepal.

This study, therefore, suggested various destinations oriented marketing programs. The major programs include:

Developing of a systematic concept of promotional material in the country, determining the quality standard for each individual product, producing a Travel Agents manual containing comprehensive up to date information regarding tourism in Nepal, establishing representative offices in Western Europe, USA and Japan, participating in selected tourism trade fairs, offering familiarization tours to agents and journalists, establishing a Nepali-style package, directing sales to tour operators from the country of origin without middleman from India and expanding the trekking possibilities.

The conclusion and action-oriented recommendations of this study focused on improving the capability of the Ministry of Tourism to assume its responsibilities in tourism, institutionally, administratively and technically.

Pollaco (1986) studied Cultural Tourism in Nepal in 1986 he stated in his report that historical monument and cultures of Nepal are important attraction to many tourists and better use of this sector help more for the promotion of tourism in Nepal. He further suggested that intensive area should be taken for the protection of the cultural properties.

Burger (1987) studied the Economic Impact of Tourism in Nepal. In his study he remained that tourism in Nepal is of rather recent origin. Before 1950 no foreigners were allowed to visit Nepal without permission of Rana Rulers. After opening door to tourism, the tourist inflow of Nepal rapidly increased. He indicated that more than one hundred lakhs tourist visited the country in 1976. Since 1962 the number of tourist arrival has grown at an average rate of 20% per annum and more than 80% of total tourist arrived in the country by air whereas about 20% arrived overland excluding Indian tourist. One of the most findings of the study was one out of six tourists who visited India also visited Nepal. The study concluded, "Although tourism is a recent phenomenon in Nepal, it has grown at astonishing rate. Europe was the major tourist generating market for Nepal in 1975 but the USA was the leading single country in terms of number of visitors".

National Tourism Promotion Report 1983 was prepared by National Tourism Promotion Committee in 1981. It re-emphasized the need for promoting Nepal Style Tourism as mentioned in Nepal. Tourism Master Plan which would include sightseeing, trekking and wildlife adventure would promote Nepal as a primary destination. The major suggestion given in this report is to develop resorts in the mid mountains to encourage tourists from India during the hot Indian summer season, promotion in Europe be stepped up, special programs be designed for Buddhist pilgrims from Asian countries and that similar pilgrimage packages be designed for Buddhist pilgrims from Asian countries and that similar pilgrimage packages be designed for Hindu pilgrims from India, depute a person in the Embassies of Nepal for promoting tourism, participate in various important trade fairs and to promote convention tourism.

Hawkees (1988) has studied on tourism planning in Palpa district. He mentions that the overall unspoiled environment and cultural character of the area can be developed as hill resort for domestic and regional residents. Hawkees also show the possibility of pilgrim tourism in this region. Finally he says Tansen can be a good stopover for international tourist including those coming by land route from India, using the area as a base for trekking and rafting trips.

Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village ue-added and imports contents and thereby not foreign exchange earnings from tourism in Nepal, and to estimate income and employment generation in the tourism sector of Nepal. In this study, regressions were run on the time-series data as well as cross-sectional data for the period 1974-1987.

The major findings of the study included tourism demand to be income elastic in dependent variable, tourist expenditure and number of tourists, for the total time-series analysis for the period 1974-1987. Tourist expenditure was found to be highly sensitive with respect to exchange rates, but the sensitivity of tourist arrivals to this variable was less. Country-wise time series regression for 14 countries has mixed results.

Among the tourism sub-sectors (when direct, indirect and induced effects were combined) the ratio of import content for hotel was estimated at 53.45 percent, travel agencies 74.51 percent, trekking agencies 54.04 percent and airlines 67.05 percent. The ratio of direct import content when the indirect and induced effects were taken out was estimated at 34.45 percent for hotels, 15.12 percent for travel agencies, 10.79 percent for trekking agencies and 57.60 percent for airlines. The value added for the tourism sector i.e. total payment to domestic factors including payments to intermediate and final inputs (when direct, indirect and induced effects were combined) was estimated at 37.74 percent as compared to 44.66 percent for tourism related sector and 42.82 percent for the overall sector (Nepal Rastra Bank, 1989:15).

The study estimated the average per capita per day tourist expenditure (Rs. 747), the average length of tourist stay (9.3 nights), and the employment in the tourism, it also

suggested to carry out marketing, expand both international and national air service, develop integrated tourism development policy, and establish a full fledged apex body.

Chhetri (1993), have studied on the effects of tourism on culture and environment, A case study of Chitwan. Their study expressed that after the establishment of Royal Chitwan national Park in 1973, there has been considerable activities on the social and economic fronts in an around the village of Sauraha which has brought a lot of transformation in the socio-economic and cultural life and activities of the villagers. The study also declared that the Royal Chitwan National Park is the third important destination of tourists visiting Nepal. There were 374 hotels or resorts operating outside that park in and around Sauraha in April Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village

- Review existing plans and policies and suggest modifications to provide long-term strategy for using the country's tourism resources in a sustainable basis while satisfying an increasing number of visitors.
- To prepare tourism development action plan that would included, among other things, the development of a commensurate institutional capacity.

'Nepal Tourism Development Program' has incorporated various aspects of tourism and Nepalese economy. Product development program, marketing strategy, environmental impact, importance of education and training, institutional framework for the development of tourism, incentives to be given to tourism industry has been dealt with the report. The study has observed that the basic economic strategy of tourism industry should be to earn net foreign exchange for the country. Other aims such as employment generation, income generation, and regional distribution are subsidiary aims but where

conflicts arise these subsidiary aims must not detract from the main aim. At the same time, the tourism industry must achieve proper returns on the capital invested so that it can be mobilized for future investments. The main strategies for developing tourism in Nepal envisaged in the reports are:

- Making Mount Everest and the Himalayas a 'must see' destination on the world tourist map.
- Establishing the Kathmandu valley as the mystic valley of Shangri-La Kingdom.
- Establishing the Pokhara valley as the 'Gateway Mountain Resort to the Himalayas.'
- Providing a series of remarkable but short excursions from Kathmandu for ordinary sightseeing travelers.
- Increase in budget for promotional programs.

The report recommends that involvement of government in tourism should be focused on the provision of infrastructure, the improvement of tourism attraction and establishment of accommodation that is not feasible for the private sector. As there are difficulties for raising capital for the more substantial hotels and tourist's attractions, opening of capital market for long-term paper such as shares, bonds and debentures should be towards quality tourism. The tourism development strategy should be addressed for the development of tourism. The study report has also made recommendations regarding institutional restructuring such as the formation of National Tourism Commissions and the development of the department of tourism expertise within the Ministry of Tourism.

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main components of sustainable development for village through village predominantly westerns, white and high yield. Influencers also perceived that most of them no longer looked to package tours but design their own holidays and the trend was to 'shop around' for value holidays, a significant increase in price sensitive customers which was partly fuelled by the intense undercutting that was now a business feature of the trade. The profound feeling in travel trade is observed that not much has been done to shift the price sensitive visitors to become quality conscious visitor because travel trade had not responded adequately in terms of offering new products and services which would appeal to the more discerning and high value visitors. The influencers in travel trade needed to look at the future of the industry as a whole.

The importance of domestic tourism does not seem to have been properly established in the tourism industry in Nepal. Due to low level of earning and savings, the Nepalese generally do not travel away from home unless unavoidable. At the same time, there is no promotion and advertisements for domestic tourism in Nepal. In this context, 'Study on Domestic Tourism in Nepal' in 1997 was conducted with the initiation being taken by the Partnership for Quality Tourism Project (PQTP) and the Visit Nepal Year 1998 to promote domestic tourism in Nepal. The basic objectives of the study were:

- vii. to identify the overall nature of current domestic tourism,
- viii. to analyze the detail movement of domestic tourists,
- ix. to identify destinations, places of interest, festivals, events relating to movement of domestic tourism in Nepal,
- x. to assess the potential for its growth and development,
- xi. to assess the investment potential in domestic tourism and
- xii. to present innovative recommendations for the future development of domestic tourism in Nepal.

The study has found that although the people of Nepal have been traveling from time immemorial as pilgrims but such travels were not considered as domestic tourism due to its unorganized nature. The study has suggested developing domestic tourism, as an industry in future with much potential for private sector investment but for that there is a

need for productive programs through government policies, incentives and infrastructure for the development of environmentally sustainable domestic tourism. The report has also recommended using domestic tourism to enhance the understanding between different Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village tour packages to suit various segments of the society.

Another important study report entitled with Tourism Sector Development Project (1997) includes program development for Kanchanjungha, Jumla, Sukla Phanta, Bardia, Lumbini and Chitwan, development of standards for tourism industry and their implementation strategy and its implementation package. Marketing aspect of tourism not covered in this study. Besides, a number of studies in various other aspects and facets of tourism has been conducted. Banskota and Sharma (1993) studies on mountain tourism and on its environmental impacts. Mountain Tourism in Nepal (1995) focused on mountain tourism for local development,

Tourism for Rural Alleviation Programme (TRPAP), which is a joint initiative of the MoCTCA, UNDP, DFID and SNV- Nepal, has conceptualized with the policy of poverty alleviation, through pro poor, pro women, pro rural community and pro environmental tourism. TRPAP also supports His Majesty's Government review and formulation of development policies and strategic planning, towards a sustainable tourism development in the form of technical assistance. TRPAP further gives support for capacity building at various levels for multiple institutions, central and local governance, and public and private autonomous institutions.

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TRPAP policy is guided by strong emphasis on pro-poor, pro-women, pro-rural community and pro-environment tourism development in Nepal, with Nepal Tourism Board and Department of National Parks and Wildlife Conservation (DNPWC) as partner organizations.

TRPAP has established strong institutional and functional linkage with the Nepal Tourism Board (NTB). The Board will eventually take over the Programme and carry out rural tourism as one its major thrust areas. As a partner, NTB has extended support and provided office space for TRPAP is to contribute to the goals of the government of poverty alleviation by review and formulation of policy and strategic planning for sustainable tourism development that is aimed at the welfare of rural communities, poor, women, and environmental protection.

Harka Gurung (1990) has studied on Environmental Management on Mountain Tourism. The study deals on the pattern of tourism activities, environmental impact of tourism, carrying capacity of trekking routes, etc. This study has identified that deforestation in mountain is caused because of over grazing, conversion to arable land and fuel wood extraction. So Gurung thinks that poverty of people is basically responsible for the negative effect on environment. He has also paid his view over the toilet paper, packaging materials, plastic, tin and non-degradable materials which are commonly found around popular trekking routes i.e. Lobuje, Sagarmatha base camp, etc. Gurung has suggested employing the local people to clean these disposals from human settlement and trekking routes. While discussing the carrying capacity of trekking routes, he has

Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village Baskota and Sharma (1993) claim that the tourism sector has been and will continue to be an important sector in Nepalese economy for a long time to come. Although there is growth in tourist arrivals over the past two decades, the length of stay and real expenditure per tourist has not increased. In fact, the real expenditure has fallen over this period. The import leakage from this sector is very high which implies the low level of development of import substitution industries in the economy. They assert that although the growth of tourism is desirable or say indispensable for Nepalese economy but first of all it must identify how this growth should be made conducive for Nepal i.e. through attracting more tourists or increasing their stay or making tourists to spend more in real terms or by minimizing import leakage. The growth rate in this industry can be expected to be high if it affects overall economy through the multiplier, direct, indirect and induced effects. The specific objectives of the study are to identify and assess the impact of trekking and mountaineering tourism on the local environment, income and employment. The other objectives are to examine policies related to trekking and mountaineering tourism and to identify and analyze the main problems in mountain tourism. The mountain tourism should involve the participation of the local people, their institution and their social and cultural values. Unless tourism benefits the local people, development of mountain from tourism cannot be expected. At the same time, the tourists should be able to enjoy goods and services for which they pay and mountain environment including the different eco-

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produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village ing and development of a tourist area. A positive perception of tourist toward an area reflects that they are satisfied with the various attributes of the area and indicates that the demand of that is world would increase (Shrestha, 1998:27).

A study reveals that the number of tourist visiting in Nepal increased by 12.99 percent in the year between 1994 to 1999. In the late '70s there was a rapid growth of tourist inflow in Nepal. But the market was not so well to accept tourists. At the same time the growth rate of foreign exchange earnings from tourism increased by 11.82 percent between 1990-1992. The causes may be the political as well as economical. The political and economical disturbances have destroyed many of the possibilities of expanding the tourism industry (Shrestha, 1998).

Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village and development of international air services as well as development of traveling agencies are included.

According to the World Bank, eco-tourism (along with adventure travel and cultural travel) is one of the three types of tourism most amenable to community based initiatives. These niche markets provide especially desirable "Customers" for culturally or environmentally spend more and stay longer at a destination than the average tourists, generating a higher yield but with less impact to the life of the community and on local

culture and environment. Community based tourism can generate a sense of pride in the local population and make funds available for maintaining or upgrading cultural assets (e.g. archeological ruins, historic sites, traditional crafts production (World Bank, 2001)

TGDB (1999) undertook a study on pre-feasibility study on developing model tourism village at Palpa district. In this study, Madan Pokhara, Tahoon, Arghali and Bhairabsthan village development committees were selected on the basis of their potential tourism product. The major task designated to the study team was to identify a particular village to promote as model village for tourism development. Based on the comparative advantages/strengths as historical and cultural significance; natural attraction; vicinity to Tansen and other villages; economic benefits to the local people; village setup; enthusiastic community; and the basic infrastructure being available the study team decided to suggest Tahoon village to be developed as model tourism village in the Palpa Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village ing Nepal was 491,504. Out of 401,504, 33.39 percent was Indian nationals, 8.45 percent was from USA, 7.68 percent was from Japan, 7.31 percent was from UK, 5.39 percent was from Germany, 5.06 percent was from France, 2.85 percent was from Netherlands, 2.60 percent was from Italy, 2.29 percent was from Australia, 1.94 percent was from Spain and 1.71 percent was from Switzerland.

2.3.2 Review of Thesis

A study done by Mr. V. Berger (1987) entitled with, The Economic Impact of Tourism in Nepal, An Input-Output Analysis and confined to economic impact of tourism through an input output analysis. The main objectives of this study were to analyze the impact of

tourism on the economy of Nepal and to present information to Nepal's development planners which would aid them in making decision with regards to the contribution of tourism industry to national goals and in devising policies and strategies such that Nepalese society can derive the maximum possible benefits from this activity while minimizing the negative effects which are often associated with tourism. It is first doctoral research of Nepal. This study concluded following findings.

The major findings of this study were tourism in Nepal was shown to be an effective and promising instrument for earnings foreign exchange, but also one that requires high investments, both public and private, while providing relatively few jobs and offering little scope for the improvement of personal and regional income distribution. It, therefore, suggested to develop tourism to extent that foreign exchange is needed for development purposes but to concentrate society's resources in other fields where benefits of development are shared more widely.

A study done by Mr. P. M. Shrestha (1998) entitled with, Regional Tourism-Need to Move Forward. In her doctoral work she has tried to investigate the problems on the Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village. Shrestha has given various suggestions to promote primary and secondary markets that directly and indirectly affect tourism demand. It has been suggested to create charter flights, in such a way, tour operators can offer their package tours to Nepal assuring low cost. Expenditure on advertisement and publication in foreign countries according to motives and requirements in each market. She has also suggested providing more cultural shows and entertainment to increase length to stay and expenditure of tourists. For this purpose, multipurpose offers should be initiated such as low price in remote areas, low price

during off seasons and offering the package tours to different parts of the country according to the tourist's motivations. The study has given the directions for the elaboration of tourist supply for the development of international tourism. Some of them as suggested by the researcher are necessity to group the tourist region in Nepal, necessity to stimulate and concentrate foreign investment in Nepal, necessity to develop infrastructure for tourism, necessity to specialize the tourism products such as city, hobby, shopping, cultural, professional interest, to expand the basis for sports and entertainment services, to develop summer recreation tourism and necessity to work out the national concept for the development of tourism.

A study done by Mr. H. Pant (2007) entitled with, Impact of Tourism in Nepalese Economy. He identified tourism as a crucial, critical and emerging sector of the Nepalese economy and has shown high potential for development. The following specific objectives had been set for study in his research; to study present situation of tourism industry, to find out the economic impact of tourism on national economy, to examine the trend of tourist arrivals in the country and forecast its trends. The major findings of the study are:

The contribution of tourism is to be perceived from its share in the economy. A glance at receipt from tourism as a percentage of merchandise export earnings is relevant to assess. The highest share of tourism receipt as percentage of merchandise export earnings was recorded in 1982/83, registering 74.3 percent and in 1988/89 by 65.0 percent, respectively. Tourism receipt as percentage share of total value of merchandise export was noticed to be erratic with declining trend. The year 2001/2002 has the lowest share with only 16.4 percent. Similarly, in 2001/2002 tourism receipts as the total value of export of goods and services was also lowest with only 10.2 percent. The contribution of tourism to total foreign exchange earnings was lowest in 2001/2002, which declined to 8.0 percent from 24.5 percent in 1988/89.

The share of tourism sector in GDP was 4.1 percent during FY 1993/94 and 1994/95. Since then its share started falling (1.9 percent of GDP), and recorded a lowest in 2001/02. It further declined to the level of 1.2 percent in 2005/06, which was most critical year so far as tourism is concerned in Nepal.

The year 2003 shows a significant increase of 80.5% as compared to 2002. The year 1999,2002,2003 and 2004 shows a decrease in gross foreign exchange earnings of 6.8%, 8.0%, 0.1% ,0.6%,0.7%,15.9% and 23.8% respectively as compared to their previous years. The second greatest increase of 32.9% is seen in 1994 as compared to 1993. The average income per visitor is the greatest (US \$ 79.1) in 2003.

The significant contribution of tourism to Nepalese economy is the foreign exchange earnings. The tourism receipt was registered US\$78,000 in 1961/62, which increased to US\$11.5 million in 1974/75. The tourism receipt is closely associated with tourist arrivals in Nepal. The decline in tourist arrivals in 1981 and 1984 is reflected in the fall in tourism earnings in FY 1981/82, 1982/83 and 1983/84. Similarly, tourist arrivals declined in 1989. Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village tourism, including holiday pleasure, trekking, mountaineering, rafting, religion, official, sport tourism and so on. Income from international tourism plays a vital role in the national economy of the country.

A study done by U.D. Shrestha (2008) entitled with, Entrepreneurship in International Hospitality and Tourism Industries in Nepal. He identified that tourism industry plays a vital role in the country's economic development. In a developing country like Nepal tourism industry is one of the main sources of foreign exchange earning. Tourism potentiality due to Nepal's cultural values and other natural & archaeological beauties is very high in Nepal. These are the factors that has given rise to entrepreneurship in Nepal with the advent of tourism has been the growth of entrepreneurship in Nepal. The specific objectives of this study are: to assess the development of international hospitality & situation of hotel industries in the Nepal, to assess the entrepreneurship development in

Nepal and to assess the women involvement as entrepreneurs in tourism as compare to men in Nepal. The major findings of the study are:

The paper has shown that lack of co-ordination among the government and the private sector is well pronounced. One of the major problems to entrepreneurship development is lack of managerial skill as well as entrepreneurship in the country. Unless Nepal addresses these issues, sustained development of entrepreneurship will not be possible. Ultimately there will always be lack of entrepreneurship development in the country. So, Nepal must overcome its problems on a systematic and time bound basis and develop Tourism can be a means to develop certain areas rich in natural and cultural resources. This is especially true in a developing country like Nepal, where tourism is important for the economy of other development work like providing incentives to the local people to increase their production level on a sustainable basis, to raise the demand for locally produced goods and services and to improve the conditions and welfare of the people through creating off-farm opportunities in those areas where other forms of development are not feasible. Conservation development and the cooperative efforts of people are the main components of sustainable development for village through village manage and market tourism on a sound and professional basis.

The whole tourism industry needs to be developed on a professional basis since, in this industry one has to compete at international level. Therefore, strategies must be opted to inculcate state of art technologies. The study has clearly shown the paucity of marketing efforts of Nepal. In this respect Nepal must break the shackles of complacency and make efforts to market Nepal's advantages on an appropriate and sound manner as per the needs and potentials of the market. Only then Nepal can emerge as a vibrant and popular destination. Otherwise, Nepal will lag behind in the international competition and despite the product strength; it may have to yield ground to others. So, requisite attention to develop and sustain the industry must be provided immediately. Platitudes are not enough and the government must make serious efforts with the private sectors to position and promote Nepal.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Methodology

Research methodology is the most important aspect of research work. Reliable and relevant study can be made possible only by applying scientific method. Hence, the primary purpose of this chapter is to discuss and design the framework for the research. Different procedures have been followed.

Selection of Study Area

Palpa lies in the Lumbini zone of Western Nepal. Tansen, the head quarter of Palpa is just off the Siddhartha Highway between Pokhara and Sunauli/Bhairava. Historically, it has enjoyed a strategic position on the trade and pilgrim route between the hills and the plains.

Tahoon VDC, study area, is 29 km away to the east of Tansen, Palpa. In between Tansen and Tahoon there is a small mini-market called Aryabhanjyang from where a rough branch road splits towards the east and it is in the distance of 13 km from here. This area is the remarkable area for village tourism, research studies about great bio-diversity of flora and fauna. This area is rich in many herbal medicinal plants and many untouched natural area, which is still hidden. Potentiality of village tourism in this area is very high.

The remarkable thing about Tahoon is that it is less frequently visited by the tourist. Because there are not sufficient tourism infrastructure i.e. road, hotels, communication and people still does not know the place.

Table 3.1
Tahoon VDC and its Wards

Place	Ward No.
Tallo Malang	1
Mathilo Malang	2
Thak Khola	3
Geru Danda	4
Temene	5
Bakhum	6
Phurungdi	7
Tahoon	8
Deuralichhap	9

These nine wards of Tahoon VDC are selected for the study.

3.1.1 Climate

Because of moderate altitude, Tansen and surrounding area is neither too hot in summer nor sharply cold in winter. The temperature does not rise above 30-degree celcius in winter and this region gets high amount of rainfall from May to August.

3.1.8 Vegetation

The composition and distribution of natural vegetation is determined mainly by the altitude. Low land areas are comparatively warmer which are covered by delicious monsoon hardwood forest. But because of the inverse relation between temperature and altitude land, pine trees and rhododendron are commonly found, which make the hill more beautiful all round the year.

3.1.9 People

It is a home of different people originated from various races. Magar iis the dominant ethnic group and comprises about 60 percent of total population and the rest consists of Brahmin, Newar, Chhetry, Gurung, Kumal and so on. The village town area of Tahoon is

dominated by Newars whereas the rural areas by Brahmin, Magar, Kumal and other ethnic groups.

3.1.10 Culture

Ancient temples, festivals like Dashain, Tihar, Gai Jatra, Ropai Jatra, Lakhe Dance, Janre Dance, Tiger fair, Bhimsen fair as well as cultural values of different races and cluster rural settlement of Magar present the cultural identity of this area.

3.1.11 Economy

Agriculture is a major source of earning in rural areas of this region. Subsistence agriculture is in practices vegetable and oil seeds are produced in limited areas. People living in village settlements mainly depend on trading activity.

3.1.12 Transportation Facility

Transportation is the key factor for the development of tourism. The transportation need must be met. Transportation facilities make it possible to travel from one place to another.

Tahoon is accessible by road (unmeltalled) transport from Arayabhanjyang which is 13 km. away from the study area. Local bus services from Arayabhanjyang to Tahoon are available three times a day. The drive takes approximately 1 hrs and the charge is Rs. 35 per head. The various means of transportation like car, taxi, motorcycle and bicycle are available on hire to travel from Kathmandu and Pokhara but one can hire jeep from Aryabhanjyang.

3.1.13 Accommodation Facility

Accommodation is an important ingredient of tourism industry. Tourism development depends on the type and quantity of accommodation available. The demand for accommodation varies according to the social class, price that the guests are willing to pay, level of prices and similar other consideration, expansion of tourism inevitably brings about the development of accommodation.

Existing hotels in Tahoan are not sufficient for tourist. The hotel and restaurant are of local standards. Those hotels provide local foods, single, double and common bedrooms, cold and hot drink, common toilet and common tap, etc. but a few are capable to serve food only.

3.2 Research Design

Research design is the plan, structure and strategy of investigation. The design of this study is analytical as well as descriptive approaches. In fact, the research design is the conceptual structure with in which the research is conducted. This study analyzes study on village tourism in Palpa on the basis of descriptive and analytical research design.

For systematic presentation of the collected data, descriptive research design has been employed in this study. This provides a comprehensive description on the related topics on various aspects of the available data information.

3.3 Population and Sample

For the purpose pf primary data collection, field survey has been conducted. In the study area, altogether there are 778 households (CSB, 2001) out of which 60 HHs has been taken as a sample size for the tourist, 40 respondents has been taken as sample. This sample size seems to be sufficient to carry out the detailed study of the proposed area.

3.5 Nature and Sources of Data

The present study has been completed mainly with the help of primary data and also supported by the secondary data. The primary data were collected from the study area i.e. all the nine wards of VDCs and some surrounding area of Tansen. Secondary data were collected from the Headquarter of Palpa, DDC, Newspaper, NTB and other reports (published and unpublished), journals, different magazines, etc.

3.5.1 Primary Source Data

This study is mainly based on primary information. The primary data were collected during the fieldwork by interview and questionnaire. Responses of local people were regarded as the major sources of field information.

3.5.1.1 Method of Primary Data Collection

For the purpose of primary data collection, field survey was conducted between 13th Magh 2065 to 5th Falgun 2065. In the study area, altogether there are 778 households (CSB, 2001) out of which 60 HHs have been taken as a sample size for the tourist, 18 respondents have been taken as sample. This sample size seems to be sufficient to carry out the detailed study of the proposed area.

Data were collected from all the 9 wards of Tahaon VDC and some surrounding part of Tansen. A simple random sampling without any replacement has been applied while choosing the sample unit. Each household is sampled randomly either it falls under tourist area or not. Household sampling has not been taken ward-wise, sample households are chosen at first by lottery method. The chosen numbers of households are the sample household of each ward.

In order to collect the required and relevant primary data from the sample households, several scientific techniques are used to fulfill the requirement of the study in the field. Following tools were used in the study. They are given below.

3.4.1.1.1 Questionnaire

Four different sets of questionnaire (for hotel owner, tourist, key informants and local people) prepared intending to capture the information about village tourism development, socio-economic condition of the local people, impacts of tourism and the perception of local people towards the village tourism, and the existing problems of the study area. Household heads were selected to administer those structured questionnaires. In the case of absence of heads other senior family members were interviewed. Besides these, in

order to know the general information of household such as comparison of family on the basis of sex, age, education and occupation of the local people were also included in the questionnaire. Questionnaires have been kept in appendix.

3.4.1.1.2 Field Survey

A field survey was conducted to record day to day necessary information observed during field survey. It was meant to record, supporting information not captured by the survey questionnaire. Details of important incidents, events and discussions were recorded in the diary.

3.4.2 Tools Used for Secondary Data Collection

Besides primary sources, secondary sources have also been used for understanding about comparative situation of village tourism activities in the study area, such secondary sources of data have been collected from different sources such as DDC Palpa, NTB, MOTCA (Ministry of Culture, Tourism and Civil Aviation, etc.).

Besides these, other books and reports contributed by different scholars related to tourism have also been collected from different libraries such as central library T.U. campus, NTB library.

Some relevant journals were also consulted. These data are used for the purpose of analysis. Hence the relevant literatures whatever and whenever were available have been studied and the required information were extracted.

3.5 Techniques of Data Analysis

Information collected from questionnaire was transformed into a master sheet and raw data were tabulated on the basis of master sheet. Information was grouped, sub-grouped and classified as necessary and so as to meet the objective of the study.

The systematic analysis has been done using quantitative as well as qualitative techniques. To analyze the qualitative data, simple statistical tool such as percentage,

average, etc. have been used, besides these maps, tables, charts, diagrams are also used for the result to describe logically.

Field work is an interaction between the respondents of various nature and activities, the problems and experience depends upon the attitude of researchers. It is impossible to obtain detail information unless the researcher established good relationship with local people.

As the research work itself problematic as it goes on progress in different phrases. In the case of the present study, it was faced many difficulties in field work.

To ask questions those who were walking on the way was not an easy task and mostly the people were not ready to give reliable data every time. They might be either hesitation or sometimes feel angry or sometimes they did not have good knowledge as well. In such a case, they were to be requested politely to response.

- i) Tahoan is situated in the southern lap of the hilly forest of Rambha Devi, the mini-market tourists due to lack of proper advertisement of the concern authority.
- ii) There seems to be the lack of well equipped hotels to stay and all the hotels available there are of local standard. However, the district level training center of Red-cross society is also providing accommodation facilities to the outsiders. In total, only 16 rooms with 28 beds are available to stay. Accommodation price is also very low of national standard,
- iii) 53 people, both skilled and unskilled are engaged as hotel employees which has helped them in their income generation.
- iv) In the field survey, total sample population of male is 207, which is greater than female i.e. 126. According to the field survey, 7.5 percent population remains in the age group of 0 to 15 years, 86.48 percent population remains in the age group of 15 to 60, which is considered as economically active population and only 6.01 percent is in the age group of 60 and above. Out of 60 sampled households 18 HHs (30.0%) are Magars, Followed by other ethnic groups.
- v) Agriculture is the main occupation of the sampled population. 108 persons out of 333 are engaged in this occupation.

- vi) Tourism has benefited indirectly to the farmers, young people, porters etc. Most of the tourists responded "Don't know" about the facilities which means they seems to be quite dissatisfied with the available facilities. The survey results of the hotelier found to be very unsatisfactory because of the poor condition of facilities like water supply, road condition, health service, solid waste and disposal system, drainage system, street lighting and untrained employees in tourism. However, there is not much problem with communication electricity, conservation and promotion of natural and cultural assets and behavior of local people. Both tourists and local residents are very optimistic towards the improvement in tourism in near future.
- vii) The main problems of tourism development in the study area are lack of transportation, information and publicity, recreation facilities, trained manpower, drinking water supply, poor sanitation and security etc.
- viii) Finally, there are no remarkable activities from the government side to establish Tphoon as a tourist destination although the use study area has a bright future in tourism.

CHAPTER V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

"Tourism industry" in its direct and service oriented sector has been developed into biggest and single most important sectoral industry in the world. Nepal is not far away of that fact because it is one of the most important industries in Nepal too. The income earned from tourism sector is limited to some limited sections of the country such as Kathmandu valley, Pokhara, Chitwan, Annapurna and Khumbhu region only. But the least and minimally frequented areas also increasing their incomes from the tourists activities. Tagoon VDC of Palpa district is one among them which is gradually emerging as a new tourist destination in Nepal. However, the study area of this research is tiled Tagoon VDC of Palpa district.

-) For this analysis, primary source of data information is taken into account, which is collected with the help of structured questionnaire. 60 households of the universe are taken for the sample from different 9 wards of the Tagoon VDC of different ethnic groups, creeds and classes and 18 tourists of different countries are interviewed. For this purpose simple random sampling without any replacement is used. However, secondary data has also been used so far as they are necessary. To test the economic impact of e available to stay. Accommodation price is also very low of national standard,
-) 53 people, both skilled and unskilled are engaged as hotel employees which has helped them in their income generation.
-) In the field survey, total sample population of male is 207, which is greater than female i.e. 126.
-) According to the field survey, 7.5 percent population remains in the age group of 0 to 15 years, 86.48 percent population remains in the age group of 15 to 60, which is considered as economically active population and only 6.01 percent is in the age group of 60 and above.

-) Out of 60 sampled households 18 HHs (30.0%) are Magars, Followed by other ethnic groups.
-) Agriculture is the main occupation of the sampled population. 108 persons out of 333 are engaged in this occupation.
-) Tourism has benefited indirectly to the farmers, young people, porters etc.
-) Most of the tourists responded "Don't know" about the facilities which means they seems to be quite dissatisfied with the available facilities.
-) The survey results of the hotelier found to be very unsatisfactory because of the poor condition of facilities like water supply, road condition, health service, solid waste and disposal system, drainage system, street lighting and untrained.
-) Finally, there are no remarkable activities from the government side to establish Tphoon as a tourist destination although the use study area has a bright future in tourism.

5.3 Recommendations

Rural based tourism is one of the important alternative sources for economic prosperity in Nepal. Therefore, tourism industry should be developed in such a way that the national development and distribution of income is evenly distributed in order to avoid the future conflict among the different stratum of the Nepalese society.

Tourism can play a vital role to uplift the socio-economic condition of the local people. However, some major improvements are still needed in this area. Sustainable development of tourism is necessary to reinforce its role in the local economy, for this purpose, the following recommendations have been made.

-) First of all, the government should conduct survey and research in the light of supply of present day tourists' demand preparation of large term prospective Master plan of tourism in the study area.
-) In the context of increasing interest of village tourism resources each village for tourist attractions should be developed into tourist center. In order to develop

and promote village tourism, the government should ensure basic infrastructure so that the private sector will be encouraged and interested to involve.

-) Credit services for local businessmen, who are involved in the tourism sector of

Tourism can not be developed unless there is minimum infrastructural development.

-) There must be alternative reliable Source of water rather than totally depending upon the existing source of water supply to the village.
-) The existing health facilities should be upgraded to meet the local as well as tourists demand immediately. Medical equipments and trained manpower must be presented in the hospital round the year.
-) Most of the toilet facilities in Tahoan are simple in nature. They should be upgraded which will enhance the health condition of locals and tourists also.
-) Infrastructure development for tourism should be made using local materials to protect local ecology and environment.

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