

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveler's country. The World Tourism Organization defines the tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

Tourism can be domestic and international. The international tourism has both outgoing and incoming implication on a country balance of payment. Today, tourism has established as the everlasting industry in the world. It is the fourth top industry of the world by which majority of the people get benefits. It has been the major source of economy of the both developed & developing countries like Nepal.

There are many destinations in Nepal that offer a rare opportunity for the tourists to witness and feel the rural lives of Nepal. Thousands of visitors from European, American and south-east Asian countries come to Nepal; get experienced such rural destination (Khanal, 2008). Tourism is the world's fastest growing industry and being one of the hottest economic activities. Leisure recreation is popular all over the world because of the mentality of wealthy people of the world changing attitudes to travel. It has affected almost every part of the worlds and Nepal is not an exception. Nepal is recognized as a tourist destination because of its unique natural diversity, besides cultural heritage and religious and traditional practices. Historical monuments and the sites of pilgrimages are sure to motivate tourists to visit Nepal at least once in lifetime. The art and architecture, ethnicity, tradition and custom of the people are there to see while feeling the hospitality and warmth of the people in this friendly atmosphere of Nepal. The foot trails, the countryside view, the highlands and lowlands hills and plains, the green forests, magnificently flowing rivers mostly rooted from snow-capped Himalayas, diverse group of flora

and faunas are not to be missed by anyone who travel Nepal with lot of expectations. This trade creates many favorable multiplier effects in private sector like foreign currency earning, employment generation, change in social cultural and traditional structure, change in lifestyle, upgrading living standard etc.

Nepal is a landlocked and mountainous country sandwiched between two big countries India and China. It is rectangular in its shape with the length of 885 kilometers and its average breadth is 193 kilometers. The total area occupied by the country is 147181 square kilometers which accounts 0.03 percent of land area in the world and 0.3 percent of Asia. Nepal lies between 80⁰⁴' and 88⁰¹²' East Longitude and 26⁰²²' and 30⁰²⁷' North Latitude. Ecologically, Nepal is divided into three main regions; The Mountain, The Hills and The Terai. Apart from the ecological division, administratively Nepal is composed of seven provinces 75 districts. After the state's reconstruction of administrative divisions, Nawalparasi district and Rukum district were divided into Parasi district and Nawalpur district, and Eastern Rukum and Western Rukum district which make 77 districts respectively. Districts are subdivided in Municipalities and Village Executives. There are 6 Metropolitan Cities, 11 Sob-metropolitan cities, 276 Municipalities and 460 Village Executives in Nepal.

Nepal is a unique country inhabited by the people with multi-lingual, multi-cultural, multi-ethnicity and multi-religious country with people of various occupational backgrounds. It has got nature gifted beauty of flora and fauna. The world's height peak Mt.Everest including other 8 world's height peaks are situated in the Himalayan region of Nepal. There are many more lakes including Rara, Phewa, Begnas and Tilicho located in the highest altitude in the world. Beautiful waterfalls, valleys like Arun valley, Kathmandu, Pokhara valley and thousands of rivers flowing gently towards Terai rooted from the snow capped mountains, steams with unique natural beauty of hills are scattered in the form of an endless series of terrace have been the source of great attraction and admiration.

Based on the economy, Nepal is one of a least developed country in the world. It was recorded US 853 dollars (CBS 2015/16). About 80 percent people of the country live in rural area one fourth of the population lives below poverty lineage per the Nepal living standards survey 2010/11. The major source of the national economy is agriculture and the rest include manufacturing, trade, commerce tourism and services. The main sources of earning are

agricultural products, trade and tourism. In the present days foreign employment is increasing rapidly and the remittance has also taken part in the source of country's main economy. On the other hand rural tourism has established as the largest economy industry in Nepal and its largest source of foreign exchange and revenue. Processing eight of the ten Height Mountains in the world, Nepal is hotspot destination for mountaineers, rock climbers and people seeking for adventure. The Hindu and Buddhist heritages of Nepal and its coolest weather are the strong attraction. As a result hundreds of hotel, resorts and home stay are increasing day by day. The possible tourism areas are being preserved and popularized since the previous years which show the attraction in the field has grown and it has established as the source of economy. Similarly, the comparative advantages sector for development is hydropower, agro-based industry and adventure and eco- tourism.

In general, tourism denotes the movement or journey of human beings from one place to another. It may be within our country or second countries, for various purposes. The popular word 'tourism' of the present day is derived from the French word 'Tourism' Which originated in the 19th century later this word was popularized in the decade 1930s but its significance was not fully realized until today when "Tourism" has wider meaning and significance(Saty,1998).

Tourism in Nepal started since 1950, when the country opened its border to the foreigners. The political revolution of 1950/51 marked a new era for tourism in Nepal. People were liberated from Rana Regime and the gates of Nepal were opened to the foreign visitors. The great revolution of 1951 proved to be a boon for tourism sector in Nepal (Gurung, 2007).

Tourism is the world's fastest growing industry and in Nepal as well. It is unsurpassed that sheer diversity Nepal boasts, from steamy jungle and Terai to the icy peaks of the world's highest mountains means that range of activities an offer. Trekking, mountaineering rafting in spectacular scenery are just three major things that Nepal famous for. On the other hand, Nepal's greatest attraction is its people. Traditions and peoples hospitality of its many different groups in terms of castes, cultures, religions and customs indeed a major part of what makes Nepal so special. Similarly, the historical sites also enlisted in the world heritage sites which are carrying great history of bereave heroes, cultural festivals related to different castes groups and ethnicity, respect and hospitality of the people being famous from the medieval time of Nepal are others main attractions of for tourism development in Nepal.

Overall, Nepal is the most important tourist destination. Every tourist destination is very unique in its features. Kathmandu valley is rich in cultural, historical and linguistic heritages. Pokhara is famous for sightseeing, adventurous tourism like rafting, bungee jump, trekking, boating, mountaineering and experiencing fresh cool weather. Chitwan for National Parks, numbers of animals, birds etc. Solukhumbu for Himalaya, Annapurna for trekking route and Ilam for natural scenes and cultures. We have snow-capped mountains, greenery hills, bread basket of Nepal Terai. It means Nepal is the country in which tourism can be run for all seasons.

Among seventy-seven districts of Nepal, Ilam is one of the popular tourists' destinations of Nepal. Geographically, it falls in hilly region in the eastern district which is known as the 'Queen of Hill' due to the evergreen view and enchanting scenes like Maipokhari, Siddhithumka, Gajurmukhi, Mahasthan, Kanyam, Shree Antu, Chhintapu and Siddhithumka. Among them Maipokhari is one important place for its natural beauty, sightseeing, visualize the enchanting scenes of Mt. Everest, Kanchenjunga, sunrise and sunset. On the other hand, importance on research and study on the flora and fauna cannot be denied.

1.2 Statement of the Problem

There are many places and sectors, which has distinct and potential areas for tourism in Nepal. Among them, Ilam is such place where many places and things have their own identification. These resources have high potentialities in use for the tourist attraction. Maipokhari is very sacred to the people of eastern Nepal and has become a symbol of socio-cultural harmony in the region. Conservation of Maipokhari as a heritage site was being promoted by various Organizations.

Maipokhari is a natural wetland located in the middle mountain of eastern Nepal Himalaya within 87° 55' 20" to 87° 56' 14" East and 27° 00' 04" to 27° 00' 43" North geographical coordinates. 90 hectare of the Maipokhari Ramsar Site spans over the land surface Sandakpur Rural Municipality of Ilam district in eastern Nepal. Altitudinally, it ranges from 2,080 m to 2,164 m from means sea level and is about 85 km south of Kanchenjunga (8,584 m), the 3rd highest mountain in the world. It provides majestic view of beautiful mountain and thrilling scenes of both sunrise and sunset. Thus, it is the fertile place for researcher. Furthermore, it has high potentiality for the development of tourism and also agro-based industry but yet the area is in a shadow. So, this research is the essential issue.

This Lake is situated at the Sandakpur Rural Municipality, ward no. 1. It is 188 sq. hec. In area with radius of 750 m. and it have nine corners. According to mythology this area is regarded as the Champak. Thus it is regarded also as the dwelling place of Ekadashi Bhangawati (Goddess having eleven characters). A big fair is organized here in the 11th day of the moon (Oct/Nov) every year. This lake is situated in the middle of the forest with Rhododendron and Mangnolia, Campbelli (chaap is important from the point of view of natural scenery, religious importance and pilgrimage to goddess.) This is located at a distance of 18 km from Ilam Municipality and can be reached by light vehicles.

There is no effective study regarding potentialities of tourism in Maipokhari area even though it is best destination. This study can be helpful to identify the present situation of tourism in Maipokhari area, which can help the tourism planners and policy makers to frame appropriate and effective tourist expected, newly tourism based policies and program to improve the tourism industry further in the future.

Behind its potentialities in tourism industry, this destination is in shadow. Geographical structure, short length of stay, lack of evergreen transportation, low facilities, less participation of private sectors and lack of local people awareness are major combating factors for the development of this area. To dig out its problem and prospects for the economic development of this area, this study provides the valuable streams. As a result, this problem is identified by the researcher.

1.3 Objectives of the Study

The general objective of this study is to identify the problems and prospects of rural tourism in Ilam district. Whereas the specific objectives of this study are as follows.

1. To identify the main tourism problem in Maipokhari.
2. To analyze the prospects of tourism in study area.

1.4 Importance of the Study

Tourism is a smokeless, environment friendly industry from which we can generate income and reduce poverty of a country. So its popularity is increasing day by day. Nepal is one of the most favored tourist destinations of the world. Tourism effects on different sector and sub

sectors of the economy. Hence, the economy is developed and changed by it. The main importance of this study is as follows.

1. This study is a helpful for exploring the new tourist destination of Ilam.
2. This study can support for researchers, scholars, explorers and other who are concerned to get detailed information about the tourism in this area.
3. This study may be a good reference for the government, local and other development organizations to formulate tourism policy in the future.
4. It is also important for the Janajati cultures especially for the Limbus and Rais. It provides the affluent heritages of the cultural as well as biodiversity.

1.5 Limitations of the Study

This study was related to study area so it could not be generalized other area. But, the inferences might be valid to some extent to those areas, which have similar geography socio-economic and environmental setting. Limited budget and time is another limitation of this study. More specifically, this research has been in the following limitations';

1. This research has been conducted on the Maipokhari tourism area only.
2. Some specific research tools are used in this study.
3. Only 40 local HHs, 5 hotels and 12 tourists are selected as a sample of this study.

1.6 Organization of the Study

This thesis has been divided into five chapters. The background of the study is the starting sub-heading with Introduction as its main heading. The first chapter includes the Statement of the Problem, Objectives, Importance, Limitation and Organization of the Study. The second chapter presents the Review of Literature. The third chapter focuses on Research Methodology. The fourth chapter identifies the data presentation and analysis. Finally summary, findings and recommendations has presented in the fifth chapter.

CHAPTER II

REVIEW OF LITERATURE

2.1 General Review

This chapter deals with definition of various concepts regarding to tourism and reviews all the available literature, journal, books, and other materials related to tourists and tourism.

2.1.1 Tourism: Concepts and Definition

In recent years tourism is regarded one of the world's biggest and fastest growing industries. It has been playing a pivotal role in the socio- economic development of the most developed as well as developing countries of the world. So, most of the nations are attracted to this industry and trying their best to strengthen the socio economic life of the people by promoting tourism. Tourism has been identified as an important source of foreign exchange earnings, as an industry creating employment opportunities and generating economic growth of the country.

Generally, tourism denotes the movement or journey of human beings from one place to another, whether it is within one's own country or other countries, for various purposes. The popular word "Tourism" of the present day is derived from the French word "Tourism" which originated in 19th century and was popularized in 1930s, but its significance was not fully realized until totally when tourism has a wider meaning and significance (Gurung, 2007)

"Tourism isn't a new phenomenon for Hindus. In Sanskrit literature we find three terms for tourism derived from the root which means leaving home for some time to other places." According to Negi (Cited in: Upadhyay, 2003) the three terms are:

1. Paryatna: It means going out for pleasure and knowledge.
2. Desatna: It means going out of the country primarily for economic gains.
3. Tirthatna: It means going out to places of religious merits.

World Tourism Organization has defined tourist in precise term as "Any person who travels to a country other than that in which s/he has his/her usual residence, but outside his/her usual environment, for a period of at least one night but not more than one year and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited. The term includes people traveling for leisure, recreation and holidays; visiting friends

and relatives, business and professional; health treatment; religion/pilgrimages and others; purposes.” Whereas any person who stays less than twenty four hours in the place outside his/her usual habitat s/he is called excursionist (Ibid).

Tourism is studied and understood from fix different prospective, tourism as a human experience, tourism as a social behavior, tourism as geographical phenomena, tourism as a resource, tourism as business and tourism as industry (Smith 1998). It is managed from four different levels; Government, NTO, Business Organizations and locals (Ghimire,2007).

Various scholars have defined the word tourism in different ways and yet there is no universally accepted definition. Austrian economist Herman Von Scholar gave the first definition of tourism in 1910 as, “The sum total of operations mainly of economic nature, which directly related to the entry, stay and movement of foreigners inside and outside a certain country, city or region” (Satyal, 2002).

The definition of tourism given by two Swiss professors Walter Hun sinker and Kurt Kraft in 1942 is broad in nature as, “tourism is the sum of the phenomena and relationship arising from the travel and stay of non-resident, in so far as they do not lead to permanent resident and aren’t connected with any earning activity (Bhatia, 1994).

Likewise, the tourism society of Britain had also attempted to clarify the concept of tourism in 1976. It defined tourism as “the temporary short term movement of people to destinations outside the places where they normally live and work and their activities during the study at these destinations, it includes movement for all purposes, as well as day visits or excursion” (Ibid).

Similarly, Kunwar defines “tourism is the temporary movement of people to destinations outside their normal places to work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs” (Kunwar, 2006)

The concepts of tourism characterized by Teary (1994) are as follows.

1. A movement of people to various destinations and has two components, journey and stay both of which take place outside the normal are of residence and works.
2. A movement is of a temporary nature and for a short duration, which distinguished it from migration.

3. It gives rise to activities at the destination, which are different from those of the resident population of the place visited.
4. The main motive for participation in tourism is largely recreation and the visit is made for the purpose other than seeking permanent residence or employment remunerated from within the place visited.
5. Tourism in the pure sense is essentially a pleasure activity and involves a discretionary use of freely disposable incomes and free time.

Concept and Principle of Rural Tourism

The concept of rural tourism was first developing in African nation the lower Casamance regions of Senegal in 1976. It was the best examples of planned and programmed rural tourism in the world. This project was aimed at exposing tourists to traditional rural life, providing for spontaneous interaction between the tourists and residents, dispelling tourists' often erroneous preconceptions about the local environment and culture, and encouraging a sense of cultural pride on the part of residents. The project was designed to bring direct economic benefits to the rural, including employment for young people to reduce their migration to urban area. The model called for simple lodgings to be built by the rural, using traditional materials, methods and styles then owned and managed by them (Kunwar 1997: 129).

In fact rural tourism is not totally a new concept. The rural tourism of the 1970s, 80s and 90s is, however, different in several ways. It is revealed that over 70 percent of all Americans now participate in rural recreation. Likewise, many other developed countries also exhibit similar levels of participation. Growth in rural tourism is difficult to quantify, because few countries collect statistics in a way which separates purely rural from other forms of tourism. However, most national tourism administrations agree that it is a growth sector.

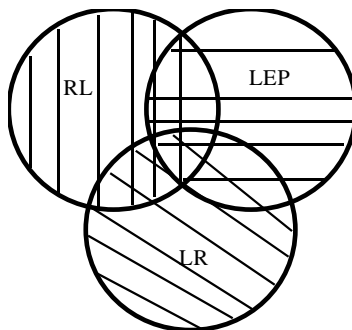
Rural tourism refers to tourists staying in or near rural, often traditional rural in remote area, and learning about the rural way of life. The rural may also serve as a base from which tourists explore nearby areas (McIntyre, 1993: 59). This kind of tourism involves provision of local style accommodation; locally produced food items and tourist venues and the organizations of tourist participation in rural activities. The rural build own inns and operate the tourist facilities and services and received direct economic benefits from the tourist expenditures. Successful rural tourism does not require large capital investment but does need to be carefully

planned and programmed; the rural must be trained to manage and operate facilities and services, and small loans may need to be made to the rural with technical advice avoided for the initial development (Idid, 63). Rural tours must be carefully organized and controlled to minimize negative socio culture impacts.

Rural tourism is a complex multi-faceted activity: it is not just farm or agriculture based tourism. It includes farm based holidays but also comprises special interest nature, holidays and ecotourism, walking, climbing and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritage tourism and in some areas, cultural and ethnic tourism (Pandey, 2008:167). No doubt that these all forms of tourism are alternative forms of tourism which lead to help sustainable tourism in general and rural development in particular.

Surendra Bhakta Pradhananga one of the activists of rural tourism, has defined as "rural tourism is a grass-root level tourism designated at its own Nepali rural style, mobilized by Nepali people themselves, their skill and resources displayed as rural life style and environment involved by groups of rural tourists, assigned by Nepali adults authorities positively within its balance of social and environmental function and strengthen the rural and rural economy".

The ultimate goal of the rural tourism is to create and familiarize extravagant people with rural setting and uplift the rural lives. Sometimes it is also called community tourism. Nepal offers an immense scope for rural tourism (Pandey, 2005). The foundation mode or base of the rural tourism is treasures of nature, manmade heritage and culture, naturally sheer environment and boon or contributions of the nature. It is a need based and demand driven concept. The interplay (Intersection) of local resources (Lr), receptive or readiness of local (RL) and interests of extravagant people (lep) helps to originate or promote rural village tourism (VT) (Sharma, 2008:15).



Besides, the policy and programs of the government are equality conducive factors for the enhancement of the mission of VT. It is originates/comes up with local needs and typical

interests of the local people, the sustainability and the charm remain high forever. Naturally, it cannot originate from a vacuum. A tourist or foreigner visits such a place or sport where his/her lunched desires or interests are quenched. She/he is a fabulous man having lot of money in his/her purse. A tourist spot is such a destination which has caring capacity of diverse interests groups. Multiplicity of feeds or place which can satisfy all sorts of visitors of different aims and hobbies is a desirable pre-requisite. Food, shelter, local hospitality, heritages of knowledge gain, happiness of ultimate eternal peace, thirsts of youthness and so others are the fundamentals of attraction of tourism. The entrepreneurs/local host or beneficiaries of rural tourism must have awareness, skill and knowledge of alluring the visitors sans hurting a single ambition of him.

At mid 1980s a group of young tourism entrepreneurs of Thamel Kathmandu led by Surya Prakash Shrestha came up with a vision and mission of the rural tourism. Its main objective was/is to expand urban centric tourism business toward rural areas and explore the noble potentialities of rural areas of Nepal. Though about similar concept was coined by Mrs. Angurbaba Joshi at 1970s in the name (concept) of Taragaun Vikash which was to develop a tourist resort or sport where tourists could experience all the mosaic cultures, traditions and Nepalese rural setting. Due to various factors, it hardly materialized rather than the dream turned into five star Hotel Hyatt regency. Few Taragaun resorts such as Kakani, Nagarkot, Godawori, Pokhara, Lamatar and Operating anyway (Sharma, 2008: 15).

But today the concept of rural tourism has been picked up or reflected in Ghandruk, Sirubary, Panchamul, Sauraha, Chitwan, Ghalegaun Ghana okhara, Bnadipur and around the periphery of Kathmandu Valley. So the credit goes to rural tourism promotion forum which visualized the concept and consequently happened to come into begin, Nepal government in support with international donor institutions (UNDP) subsequently initiated a rural tourism development package TRPAP (Tourism for rural poverty alleviation Programme) with the assistance of UNDP. VIToF- Nepal, TRPAP, NTB are such program and organization which act for promote VT during this time. VT cannot develop sans the joint venture/partnership of three stakeholders i.e., public/government, private sectors/entrepreneurs and reinforcements INGOs along civil society (Sharma 2008:16).

Globally, rural tourism found to define differently as per their geographic conditions. The most popular terminology given for rural tourism is rural tourism, eco-tourism, green tourism,

cultural, tourism, river tourism, sustainable tourism, alternative tourism and so on. It does not matter how it is designated; the basic question lies have much benefit it could accrue for the upliftment of the local community (Pandey, 2005). The UNWTO estimated that by 2020. Tourism could be the world's largest single industry. International tourist arrival has increased from 25 million in 1950 to an estimated forecast of 1000 millions in 2010. Likewise, Nepal has also experienced significant growth in tourist arrival in 1962 with 6179 numbers of visitors to an estimated one million in 2011.

No doubt that Nepal has a huge potentiality to promotion rural tourism. More than 36,000 rural have a unique potentiality to promote rural tourism. In our country 85 percent of total populations are living in rural areas from them 78 percent of population are halted in organic or non-organic agriculture production due to rampant poverty, unequal distribution of land, unemployment problems. Rural tourism could be a great socio-economic force that is why Nepal is a land for all seasons and all reasons. If the rural tourism promotes in 36,000 rural of Nepal it will definitely contributes in GDP by 40 percent (Pardhananga, 2010).

2.1. 2 History of Tourism in Nepal

The origin of the “tourist” starts date back to 1292 A.D. It has derived from the word “tour”, a deviation of the Latin word “tornus” meaning a tool for describing a circle or a turner’s wheel. In the first half of the 17th century, the term was used for traveling from place to place, a journey, an excursion a circuitous journey touching the principle parts of a country or region.

Tourism is an ancient phenomenon and an inherent nomadic urge in man. From the very earliest historical period, travel has remained a fascination to man. In ancient time pilgrims, traders, explorers, adventure and some scholars had undertaken journey in order to fulfill their respective requirements and needs. The progress of tourism development is related with human evolution. To search for basic needs of life, food, cloth and shelter, human beings used to move from one place to another place. The raise of industrial revolution in the world bought major changes in the range and type of tourism development (Gurung, 2007).

In fact, the introduction of paid holidays can truly be associated with the development of modern tourism. In 1936 the ILO adopted the convention to support a serious movement of

promote paid holidays in turn. Tourism right to paid holidays has universal recognition now. The trend is to grant longer holiday periods.

In respect to Nepal, Chinese visitor Huen Tsang is believed to have visited Nepal in 637 A.D. during Lichhavi period and can be considered as first recorded visitor in the history of Nepal. Later, other empirical envoys from China like Li-Y-Piao I and Wang Hiventse II visited Nepal and wrote their experiences about the wonders of Nepal. Chinese history of the T-ang Dynasty gives details about Nepal from 643 A.D. to 651 A.D. The Malla kings who succeeded Lichharis give a new turn to 1480 A.D. The three kingdoms Kathmandu, Patan and Bhaktapur of Malla kings during medieval period virtually transformed in to open museum of art, culture and architecture. The craftsmanship was at the top level, the evidences of which are the pagoda style temples, places, houses and many other things of artistic character (e.g. thanka painting, fresco art etc.) all over three cities. Since ancient times, Nepal is known as “Abode of the Gods” as such many visitors from china and India visited Nepal as pilgrims to worship at pilgrimage places like Lumbini, Pashupatinath, Muktinath, Baraha Chhetra, Swayambhunath, Boudha Nath and many other sites of religious and cultural interest (Upadhyaya, 2008).

Prior to the Sugauli treaty of 1816 A.D. with East India Company, Nepal was virtually isolated and closed to outside world for centuries and closed to outside world for centuries. In 1817 a British resident Dr. Wallich was appointed representative from British government in Kathmandu after the treaty of 1816. He and his officials were allowed to visit and areas and assigned to them as tourists. British visitors like Mr. Schaguitweit, Daniel Wright, Sir Britain Hodgform, Sir Joseph Hooker, E.A. Smythie and others visited Nepal during the period of Jung Bahadur and later as British resident, researcher, explorer, medical doctor, writer etc. Nepali has always been regarded as sportsman paradise and was famous for wildlife activities including big game shooting as such king George visit Nepal for his famous shoot in 1911 A.D. and the prince of Wales also visited in 1921 A.D. either the visit of these limited state dignitaries, Nepal was thus completely in a state of secession from outside world (Ibid).

Nepalese tourism sector began to walk at snail’s pace after the relied of Rana regime in 1950s when the country opened its border to the foreigners. The political revolution of 1950/51 marked a new era for tourism in Nepal. People were librated from Rana regime and the gates of Nepal were opened to the foreign visitors. The great revolution of 1951 proved to be a boom for

tourism sector in Nepal. After the successful ascents by two French national Mountaineers Maurice Herzog and Louis Lachenal of Mt Annapurna-I (8,091m) on 3 June 1950, many mountaineers were attracted to Nepal. The successful ascent of Annapurna-I was significant in this respect. The year 1953, marked the another successful victory over Mt. Everest (8848m) by two historical heroes, Sir Edmund Hillary and Tenzing Norga Sherpa. Since the Nepal has introduced all over the world.

MOF (2008/09) had published economic survey in which tourism has been calculated as the main industry of Nepalese economy. It analyzes that the number of tourists visiting Nepal, their growth trend and length of stay, the number of tourist has increased by 37.2 percent to 526,705 during the fiscal year 2007/08. The number of tourists in the calendar year 2008 totaled 500,277 with a decline of 5 percent. In 2006, the average length of stay of a tourist was 11.96 days but this has come down to 11.78 days in the calendar year 2008.

It has reported that most of the tourists arriving to Nepal are found to be pursuing recreation, trekking and mountaineering. Of the tourist visiting Nepal in 2008 A.D. 30.6 percent visited for recreation, 20 percent for trekking and mountaineering, 4.6 percent for adventure, and 8.6 percent for formal visit and rest for different purposes.

2.1.3 Tourism in Development Plans

Planned development of tourism in Nepal began as soon as Nepal interred for national planning in 1956. When the international tourism was in boom, Nepal was one of the new attractions during 1950s and 1960s. Realizing the immense potentialities for tourism development, tourism has been getting a high attraction from the very beginning of the economic planning in Nepal. Since the first plan, tourism sector has been accorded a high priority in every plan periods. Though, hundred percent set targets are not achieved objective of tourism development is always a preference in all development plans till today.

First Plan (1956-1961)

First plan had given adequate emphasis to build infrastructures like road, water, electricity and construction of air ports that is essential for tourism development. During the plan period, Nepal acquired membership of different tourism related organization. Tourist development board was established in 1957 under the development of industry. The setting up of hotels of various standards, establishment of travel agencies, development of Tribhuvan

International Airport, and tourist guide training and some of the achievements of the first plan. RNAC as the national flag carrier was established in 1959.

Second Plan (1962-1965)

During this plan period, collection of information on tourist arrival was initiated which has proved very helpful to have authoritative data base for further planning and policy formulation in developing tourism sector in the country.

Specially, the sightseeing services, trained guide, increasing publicity of Nepal in the international market were priority accorded by the second plan. The enactment of the tourism Act 1964 (2021 B.S.) was notable development for tourism during second plan.

Third Plan (1965-1970)

The third plan aimed to increase the number of foreign tourists thereby increasing foreign exchange earnings. The prime focus during the plan was again on the establishment of hotels of international standard in Kathmandu, Pokhara and Biartnagar. During the plan period, for international marketing film on Nepalese attractions of tourism and tourists iterative ware produced and distributed. Nepalese art and architectures provide attraction to tourist, there for, steps were taken to preserve and maintain temples and historical places. Preparation of master plan for Lumbini development was pronounced during the plan period.

Fourth Plan (1970-1975)

The fourth plan had assumed tourism as the prime source of foreign exchange earnings in the economy. This plan was actually the turning point in the history of tourism development in Nepal by formulation Nepal tourism master plan 1972 with the join co-operation of the government of federal republic of Germany in 1971. The main objectives of Nepal Tourism Master Plan 1972 are as follows.

1. To develop international tourism which will provide sustained economic benefit of Nepal
2. To induce economic activity through tourism that would assist in the development of agriculture industry infrastructure foreign exchange e.g. earning and employment opportunities and
3. To develop tourism in manner that would preserve the enhance the social cultural and historical values of Nepal

Fifth Plan (1975-1980)

The ministry of tourism became a full-fledged ministry during this plan period in 1977. The fifth five year plan had spent out the following objectives for the development of tourism. They are?

The foreign exchange earnings and these by improving balance of payment situation.
Increasing employment opportunity in tourism sector by developing skill and ability
Achieving balanced regional development by establishing tourist carters in different part of the country

Sixth Plan (1980-1985)

The sixth plan adopted and integrated approach with the following objectives:

1. To earn foreign exchange
2. To increase the number of tourists and length of their stay
3. To replace foreign goods by domestic products.
4. Provide employment opportunity through tourism related industry.

Seventh Plan (1985-1990)

The plan had the policy to attract investment from both the public and the private sector in tourism. Emphasis had been laid to develop mountaineering and trekking tourism. The main objectives of the plan were as follows:

1. To improve balance of payment situation through increased foreign exchange earnings by attracting upper class tourist.
2. To create new employment opportunity by utilizing tourism industry to the fullest capacity.
3. To increase the length of stay by extending tourism related activities and business where tourism infrastructure is available and.
4. To encourage the use of local goods required for tourist there by reducing imports gradually.

Eight Plan (1992-1997)

The eight plans recognized tourism in Nepal as having great significant in considering the national economy of the country. The eight plans had reviewed the progress made during the seventh plan. The eight plan also reviewed the progress made during the fiscal year 1990/1991 and 1991/1992. During these two years, some of the notable change had been observed such as previously d\restricted areas namely. Manang and mustang were opened for trekking.

For the first time in the history of tourism planning, the eighth plan had identified the existing problems of tourism sector and initiated to develop tourism as one of the major sector of the economy.

Government had adopted liberal economy policy and priority has given to private foreign investors to invest in tourism industry. In order to attract foreign private investors necessary atmosphere would be created and suitable policies formulated. The objectives of the eighth plan were as follows.

-) To earn more foreign currency by developing tourists industry.
-) To increase the employment opportunities through expansion of tourism industry thereby improving the living standard of the people.
-) To improve the quality of tourism services and to promote and preserve environmental, historical and cultural heritage.
-) To encourage the use of local materials and services in tourism industry.

Ninth Plan (1997-2002)

The ninth plan has recognized high prospect of tourism, thus the plan has proposed to developed tourism in accordance with the natural, socio-cultural and religious environment of the country. The objectives spells out in the plan were guided by the long term concept of tourism development.

1. Priority will be given to tourism as one of the most important sector for economic development of the country.
2. Effective promotion and publicity will be made to establish Nepal “An Exclusive Tourism Destination” and
3. To increase employment and foreign exchange earnings from tourism and to provide this benefits up to the rural levels.

The main objective of the plan was poverty alleviation through tourism in the rural and backward regions by utilizing the ethnic cultural heritage as an attractive tourism potential. The plan shall look forward to promote regional tourism especially in SAARC countries. For the promotion of tourism, diplomatic missions, friendship associations, airline offices and Nepalese organizations abroad would be made to take active participation. Hi-tech media like internet, homepage, e-mail, international television channel would be used for market promotion.

The achievements of this plan are as given below:

1. Lunched 'Visit Nepal Year 1998' as a national campaign.
2. Reached a record number of additional air agreement with different countries for air services, seats and routes.
3. Added airport infrastructures in the hilly and relatively busy local airports.
4. Improved the standard of Tribhuvan international airport runway, its equipment, parking area, terminal building and five extinguishing services.
5. External flight permits have been granted to some domestic airlines and some opportunity will be made available to other airlines as well
6. Civil aviation authority of Nepal has been established and is functioning well.
7. Established Nepal Tourism Board by dissolving the department of tourism.

Tenth Plan (2002-2007)

Tenth plan has targeted an integrated approaching to the background and foreword market linkage in the tourism economy. Effective marketing, re-establishment of Nepal's tourism image, employment opportunities, increases in foreign currency earning and to channel the benefits derived from tourism sector to the rural areas are the major targets of the Tenth plan.

The major objectives of Tenth plan are as given below:

1. Sustainable and qualitative development of tourism sector and promotion of its right markets.
2. Conservation of historical, cultural, religious and archaeological heritage and enhancing their practical use for income generating purposes.
3. To make air transportation services easily available, secure, reliable and standardized.

Three Years Interim Plan (2008-2010)

The interim plan envisaged enhancing the contribution of tourism in national economy by promoting international and domestic tourism through the development of international and national air services and urban and rural tourism destinations. Potential tourism products and destinations will focus on increasing employment regional balance and social inclusion.

Physical infrastructure needed to support tourism will be developed and improved. Initial works to construct second international airport will be carried out. Nepal will be established as a major tourist destination in the international level so as to enable tourism sector to develop as important segment of the national economy.

This plan seeks to develop reliable and competitive air service through the expansion of domestic and international air services by involving the private sector in the construction, development, expansion and operation of infrastructure related to the air transport sector.

2.1.3 Major Future Tourism Activities in Nepal (MOF, 2008/2009)

New Tourism Policy 2008

It is in process of publication and implementation. Formulation of New Tourism Master Plan is proposed for the coming fiscal year.

Nepal Tourism Vision 2020

Ministry of Tourism and Civil Aviation, in collaboration with concerned industry entrepreneurs and Nepal Tourism Board, has issued Nepal Tourism Vision 2020. Under this, vision, target objectives and strategies have been set to attract two million tourists in 2020.

Nepal Tourism Year 2011

A view to celebrate the year 2011 as Nepal Tourism Year, production and distributional of publicity materials and promotional programs are being carried out subsequent to establishment secretarial and formation of the main committee and 14 sub committees.

Development of New Tourism Destinations

Development of tourism is considered as a major component of poverty alleviation and new economic development policy of Nepal. In the process, grants have been made available and

the constructions works initiated in Srientu, Halasi, Manakamana-Goraknath of Gorkha, Swargadwari of Pyuthan, Khaptad Region, ROUNGOSHAN region of Accham, Gadimai-Simaraunaged of Bara for the development of tourists destination through the creation of necessary infrastructure. Likewise integrated tourism development program has been initiated in Karnali zone.

Royalty Exemption

From the beginning of this fiscal year, royalty exemption will be availed for next five years to mountain earning expedition teams destined to mountains of western and mid western regions.

Medical Tourism

Process is initiated for collecting information on Ayurved based exclusive treatment services being made available through Nepalese health institutions in the process of developing Nepal as a medical tourism destination in collaboration with the private sector, Nepal Medical Association and Ministry of Health and Population. Objective is to develop Nepal as a prominent center for meditation, yoga and natural therapy while publicizing traditional treatment methods like ayurved and development of medical tourism in participation of the private sector.

Agro- Tourism

With the policy to increase the use of agro-products in tourism areas and routes by producing locally, agro-tourism training programs in co-ordination with Agriculture Training Directorate are on the implementation process for the growth of agro-products in important of rural tourism areas as such.

Home Stay Program

With a view to incorporate the tourism with poverty alleviation, feasibility study is underway at 14 different places to conduct Home Stay Program which is based on the model that the tourists stay at homes of local people and visit nearby tourist spots.

Construction of International Airport

Feasibility study is being carried out for the construction of international airport in Nijgadh of Bara district. Fencing work in the Chhinnedanta of Pokhara based airport is going on,

while the compensation distribution for additional land required for the construction of Gautam Buddha airport of Bhairahawa is in preliminary stage.

Airport Upgrading

Upgrading and capacity extension works are being carried out in 9 domestic airports that are regarded important from regional and tourism point of view.

2.2 Empirical Review

Shrestha (1999), in her Ph.D. dissertation is concerned with the problems and prospect of tourism in Nepal. The main findings of her study are: (i) Tourism has emerged as a major segment a Nepalese economy contributing substantially to the foreign exchange earnings (ii) employment generation and (iii) overall economic development of the country. The main tourist generating regions are Nepal, Asia and Western Europe. There is lack of psychological infrastructure in tourism spots. Most of the service infrastructures are mainly concentrated in major urban areas and in few population trekking routes, majority of the tourists had expressed that there is a great prospects of tourism in Nepal. Nepal Airlines should increase its air seat capacity and solve its problems on a long-term basis, otherwise, private airlines should be allowed to operate immediately even in those routes where Royal Nepal Airlines operates.

It is observed that the female tourists tend to visit more for holiday pleasure, where as their male counter parts visit mainly for business, meetings, seminars and other official activities. Population and environmental degradation, inefficient delivery service system, inability to manage the airport properly, inadequacy of existing infrastructure and inability to diversify tourism products are the main problems of tourism in Nepal. Nepal is considered as one of the cheapest tourism destination.

She has further recommended certain strategies to develop tourism in Nepal. Besides, concentrating on the old products, Nepal must introduce new tourism products suitable for catering to the interest of all types of tourists by age, sex and occupation and to introduce both urban and rural tourism products. Nepal should be able to attract tourists from diverse income groups by catering to their respective needs and presenting Nepal as the destination for all types of tourists. The road network should be well developed and existing road conditions should be properly improved. It is recommended to develop another international airport preferably in the

Terai region that would be technically and economically viable. Encouragement for the development of small hydropower project and solar energy are recommended especially on the trekking routes and at wildlife resorts with view to protect natural environment of the area. The private sector should come forward to join hard with the government for promoting and marketing tourism. The use of satellite communication, media such as international televisions channels, CNN, BBC, NTV television, etc. internet, CD-ROM should be used for promotional purposes. The government and the concerned authorities should take concrete steps to prevent deforestation, landslides, pollution, littering on trekking routes and in national park. It is necessary to protect and preserve the socio cultural values of the country for sustainable tourism development. Upadhyaya (2003), in his Ph.D dissertation on the headline “Tourism as a leading sector in economic development of Nepal” has mentioned Nepal as a showroom of Natural beauty, rich in flora and fovea which are the main attractions of tourism in Nepal. This loads to raise the economic status of the country.

Rai, (2005), wrote an article in Chinari in which he described that Siddhithumka is an exceptional place for herbs, flora and fauna. The region abounds in rhododendrons and magnolias. From Siddhithumka, you can see the beautiful mountain city “Darjeeling” on the lap of Kanchanjunga, the local ethnic languages, paintings, and rituals can be studied there. The “losar dance” is performed by the Sherpa people and their custom. In the early morning, you can see the memorable “sunrise” over the plain. You can see caravans of yaks, sheep, goats and horses on the way carrying goods. Wild boar bears, red panda, deer, monkey and porcupine are found in the forest there. Sweet songs of mountain birds are heard in the peaceful environment.

DDC (2001) has presented a report that the major tourist's sites of district are Maipokhari, Sandakpur, Sreeantu, Chhintapu, Mangmalung, Pathibhara, Siddhithumka, Gajurmukhi, Todke waterfall of 285 ft high seems to be a fascinating tourists sites. Even the culture of this site is very rich and attractive. Siddhithumka grand festival (2066), wrote that in the time of sun rise, it seems that the first ray of it glitter in the lap of Kanchanjunga which shows the panoramic view of the sunrise. After that there seem to various bees types of insects around the sun.

An article published in Raising Nepal a National News Daily, on 23 March 2001 by Bishnu Gautam on the title ‘Ilam’s Tourism Potential Waiting to be discovered’. In this article he explained that the local people blame the government for the present state of tourism in Ilam,

especially the officials designated to explore new destinations. In addition to it, he further described that not a single study has been made to explore the tourism potentials of this famous district for tea let alone the presence of other facilities and infrastructure essential for the development of tourism.

He added Ilam basically offers two things: panoramic green hills affording a grand view of the rising sun, with Maipokhari giving extra view of sun set and exquisite cultural heritage of the different tribal people. Sriantu, Siddhithumka, Chhantapu and Siddhitumka are famous hills of the district to observe sun rise, Siddhitumka, a grand hill located to west of Ilam bazaar is famous as a vantage point to see the setting sun.

In respect to Maipokhari he wrote that the place of Maipokhari is becoming a major attraction for tourists coming to view the natural beauty, sun rise as well as icy peaks to the north just because the Indian side offers facilities for transportation, communication and accommodation. Develop the ideas and concepts.

The unique cultural activities among the Ilam people are another potential source for the promotion of tourism in Ilam. Lepchas, the endangered tribe living only in Ilam district can be attraction to tourists. They live in different 16 VDCs of the district. But the local say that nothing has been done to preserve and explore Lepcha culture and traditions. Besides Lepcha, there is the Limbu and rai community with their unique cultural tradition waiting to be discovered by visitors.

2.2.1 Major Tourism Destination of Ilam

Ilam is beautiful hill station in eastern Nepal. It is popular for tea with many beautiful and lush tea gardens in the hills of Ilam. Besides the spectacular views of the tea gardens, there are many other places to visit in Ilam. Some of the famous and popular places to visit in Ilam are as follows:

Maipokhari

Maipokhari the famous lake with nine angular points which covers an area of 188 hector. It lies at an elevation of 2080m -2164m above the sea level. Maipokhari is a destination for pilgrimage and sightseeing. Pond at the top of the hill with green forest around it and colors of different flowers this place has become prime source of attraction of the tourists. It is situated about 18km northern part of Ilam bazaar. This place has immense potentialities to establish a botanical garden and make itself as a center for researchers. This pond is also listed in Ramsar Treaty in last year.

Siddhithumka

It lies at the west of Ilam bazaar. It is idol for a short trek and for panoramic views of the mountains and plains wrought in the colors of sunset and sunrise khandrung gufa is another attraction of siddhithumka. It is also famous for diverse flora and fauna.

Siddhithumka is situated at an altitude of 1710 meter above from the sea level. Due to its height the site offers some spectacular sunrise and sunset views. Siddhithumka is promising destination for ecotourism for its flora and fauna furthermore, tourists enjoy with the beautiful view of Mt. Everest. It provides the panoramic scene of the Mai kholas below this VDC. This VDC has the different destinations such as Chuli, Khandrung cave, Ajambare hill (high hill), Pankhelung water fall, Singhdevi temple etc. which makes any tourist to visit there again. Pakhelung water fall is one of the major destinations in this area which presents the pleasant view to the tourist. It provides different taste for the visitors from where we can view the Maikhola, view of Chure areas, Rai ancient culture and local bee keeping etc.

Sriantu (Dipendra Shikar)

Sriantu is located about 35km east from Ilam bazaar. It is famous for the views of the Himalayans, the view point of sunrise and sunset. Sariantu danda lies at an elevation of 1677 meter in samalbung VDCs. Antudanda is about 3 hours drive from Ilam bazaar. Home stay facilities available at antu region, rural tourism is in growing phase in this area. Rare Lepcha an ethnic group and their culture can also view in Antu. Antu pokhari, tea estates are next attraction of Antu. Mountain biking, pony riding, campaign sites, ancline, boating, rock climbing, rural tour, bird watching, skiing and paragliding are possible tourism products that can be developed in the area, which help to promote tourism in Ilam.

Gajurmukhi

The major attraction of Gagurmukhi is a cave with carved images of gods and goddesses. The cave is about 20 feet long and 10 feet height. Its importance is most from a religious perspective. It is in the bank Deumai River. Gagurmukhi is 4 hours drive from Ilam bazaar and enhancing the trekking route from Ilam through Mangalbare and Dhuseni, it takes about 6-7 hours by foot. Gagurmukhi is one of the famous places of pilgrimage.

Chhintapu

An altitude of 3353 m above the sea level, Chhintapu ranks the second highest peak in ilam district the area is famous for various types of rhododendron are found in this area. It is also famous for herbal plants and various species of birds.

Guphathumki

This place is situated at Santidada VDC. It is important and famous tourism destination for sightseeing, local cultures and known as an ancient habitat of Lepchas; the indigenous group of Ilam district. Due to the lack of publicity, policy and programs, this place is in shadow up to now. At present, there is striving to develop this place in local level. It can be developed and promoted for trekking and religious aspect.

Since this study is a new in nature regarding to its case study, the literatures it had reviewed are more related to concepts of tourism rather than empirical study. It is due to the lack of empirical research findings of Siddhithumka area that is why, what reviewed the empirical literatures are some now base on experience.

CHAPTER III

RESEARCH METHODOLOGY

This chapter presents that the framework of the study. It composes the methods of the study. It is very important to accomplish the desired result from the study. As a matter of fact, this study has applied the following methodologies.

3.1 Research Design

This study had applied exploratory and descriptive research design. Since, it is a new area selection; the data it agglomerated were primary from the field survey. So it was an exploratory. The data agglomerated were analyzed in descriptive way. In addition case study had been taken for the household's survey.

3.2 Rational of Selection of the Study Area

Maipokhari lies northern part of Ilam headquarters and at present the study area is located in Sandakpur Rural Municipality ward no 1 of Ilam district. It is a high potentiality tourist destination for natural beauty, majestic view of Mountains, unfettered sunrise and sunset, and beautiful view of Kanchanjanga, Kummakarna, and Mt Everest. Besides this, Maipokhari is famous for studying about multi-cultural society especially Rai, Limbu, Tamang etc. Although government and private organizations worked their level best to establish as a tourist destination, this place is still not been established as desired. Government and private sector have almost no deep survey in this area, so the researchers chosen this area for highlighting the tourism destination of Ilam.

3.3 Universe and Sampling Procedure

This study had been applied purposive sampling for area selection. Whereas sampling populations of the study area had selected on the following ways.

Table. Sample population structure of the study

S.N.	Streams	Total Population	Sampling No	Percentage
1	Tourist during three months	150(Average)	12	21.05
2	Local people	150HHS	40	70.17
3	Hotels	10HHS	5	8.77

In respect to tourists, the researcher had chosen on the basis of three months visitors during the study. It is assumed that the average monthly arrivals of tourists are 50and in three months it was 150 tourists out of which 21.05 percent i.e. 12 tourists were interviewed.

Similarly, out of the total 150 local HHs 40 were selected. In this sampling regarding to hotel owners, 5 were chosen as sample out of total 10 HHs. These all samples were drawn by applying simple random sampling method.

3.4 Sources of Data Collection

Data were collected from primary sources and secondary sources. Primary data were collect by Household survey, interview, where as the secondary data were collected from different published, unpublished documents and individuals, exports and tourism related organization from district, national and international level and internet.

3.5 Data Collection Technique and Tools

The researcher had followed the following techniques and tools for the data collection.

3.5.1 Household Survey

The structured questionnaires were prepared for the information collection of the study area for the local people, tourists and hotel owners. Both the open-ended and closed questions were included. The local people of the particular area requested to fill up the questionnaires. They had been helped by the researchers to fill up the answers. If they couldn't fill up, researcher filled –up by asking them questionnaires.

3.5.2 Key Informants Interview

The key informants had been interviewed for the information to this study. They were the representatives of village executive member, secretary, local people tourism related person DDC and Nepal Tourism Board Officer.

3.5.3 Field Visit and Observation

Field visit and observation method had been also used to obtain the accurate information. Each household selected in sampling were visited and observed three times during the study data were recorded while observing the hotel and local households.

3.6 Data Analysis

The agglomerated data were analyzed in quantitative and descriptive way. The quantitative information had been tabulated using simple computer program for these simple statistical tools such as tables, percentage, figures and graphs were used. In the case of qualitative data exploratory and descriptive method has been applied.

CHAPTER IV

PRESENTATION AND ANALYSIS OF DATA

4.1 General Background of Ilam District

Ilam is one of four urban municipalities of Ilam District, which is in the hilly region of Province no. 1. It is headquarter of Ilam district. Geographically it lies in the hill region which is mostly known as Mahavarata range. It is one of the important towns in Ilam as well as in Province 1 and one of the major places in Nepal for tea production. Ilam is famous for natural scenery, diverse climate and landscapes. Its cultural and agricultural diversity is another unforgettable side. This beautiful town covers an area of 1703sq.km. It has extended from 26⁰40' to 27⁰8' north latitude and 87⁰40' to 88⁰10' east longitude. The altitude of this district ranges from 250 meter to 3636 meter above from the sea level with minimum temperature of 0;c and maximum temperature of 31;c .Geographically link to Darjeeling in the east, Morang and Dhankuta in the west, Jhapa in the south and Panchthar in north. The altitude of Ilam bazaar is 1208 meter from sea level.

Ilam is pronoun of Biodiversity, Geo-diversity, linguistic diversity, Cultural diversity and sunrise. Ilam is famous for different 'As' (like Aalu, Olan, Amlisho, Akabera, Alaiche, Athathi Satkar, Arothodus Tea, Aaduwa), Native culture, unique natural resources, traditional customs, handicrafts, hospitality, hills prefer the view of sunrise and sunset, panoramic mountain view of Kanchenjunga cardamom and ginger fields, green tea gardens, different sports of rhododendron, production of cheese and Chhurpi, Holley pilgrimage sites (like Shriantu, Chhintapu, Siddhithumka, etc.) are some of the remarkable characteristics of Ilam.

Maipokhari the famous lake with nine angular points which covers an area of 188 hector. It lies at an elevation of 2121 meter above the sea level. It is a destination for pilgrimage and sightseeing. Pond at the top of the hill with green forest around it and colors of different flowers this place has become prime source of attraction of the tourists. It is situated about 13km northern part of Ilam bazaar. This place has immense potentialities to establish a botanical garden and make itself as a center for researchers. This pond is also listed in Ramsar Treaty in last year. Mountain biking, pony riding, campaign sites, angling, boating, rock climbing, village tour, bird watching, skiing and paragliding are possible tourism products that can be developed in the area, which help to promote tourism in Ilam. It provides majestic view of beautiful mountain. It is also famous for some indigenous animal species like tree frog, and Himalayan

newt commonly known as 'Thakthake' and habitat for more than 300 species of birds. Thus, it is the fertile place for researcher furthermore, from this tourist enjoys with the beautiful view of Mt. Everest and Kanchenjunga so, and this research is the essential issue.

There is no study regarding potentialities of tourism in Maipokhari area even though it is a cute destination. This study is a helpful to identify the present situation of tourism in Maipokhari area, which can help the tourism planners and policy makers to frame appropriate policies and program to improve the tourism industry further.

Behind its potentialities in tourism industry, this destination is in shadow. Short length of stay, low facilities, less participation of private sectors and lack of local people awareness are major combating factors for the development of this area. To dig out its problem and prospects for the economic development of this area, this study provides the valuable streams. As a result, this problem is identified.

4.2 Climate

Climate is the one of the major indicator to observe its prosperity and norms and value. The study area has alpine type of climatic condition. Due to its cold climate, no crops production is matched. So, it is famous for Cardamom, herbs, livestock farming.

4.3 Demographic Status

The total population of this Study area is 2498 with the total 504 households (School report, 2071). Table 4.1 presents the caste wise distribution of population of the study area;

Table 4.1: Population Distribution by Caste Wise.

Caste/Ethnicity	Number of Population	Percentage
Rai	956	38.27
Tamang	336	13.45
Limbu	210	8.40
Dalits	143	5.72
Magar	132	5.28
Others	721	28.88
Total	2498	100

Source: Field Survey, 2017

The table 4.1 shows that the total population of the study in the view of caste/ethnicity. The predominant caste of this VDC is Raii.e.38.27 percent. It is followed by the Tamang and Others caste with 13.45 percent and 28.88 percent. Rest are the Limbu 8.40 percent, Magar 5.28

percent, Dalits 5.72 percent respectively. It clears that this region is covered with Mongolian group and Aryan has the least existence.

4.4 Education Status

The educational status of this study area is 83 percent which is higher in the district level of literacy rate i.e. 69.31 percent. Most of the under privileged castes are not attended in the school. There are 4 primary schools, 2 lower secondary schools and one higher secondary school.

4.5 Infrastructure Facilities

This study area has the different infrastructures such as, health, education, electricity, communication, road, market access etc. There are various NGOs which are working there to kick out the prevailing problems.

4.6 Tourism Centers

The majority of population of this study area is based on agriculture. Mix type of agricultural activities is practiced in this study area with livestock. Besides, it has a high potentiality of tourism development in which Maipokhari has erected the one tourist information center in ward no, 6 established in the year of 2064 BS. One can go there to get the basic information about this area in respect to the tourism destinations.

4.7 Sample Population Structure

Population is the major component of any research. This type of sampled population sketches our real report. The sample population composition of this study has been presented under the table.

Table 4.2: Sample Population Structure of the Study.

Streams	No. of Respondents	Percentage
Local people	40	70.18
Tourists	12	21.05
Hotels owners	5	8.77
Total	57	100

Source: *Field Survey, 2017*

Table 4.2 shows the sampled population of the study. It mirrors out that 70.18percent are local people, 21.05 percent are tourists both on national and international level. The rest 8.77

percent are local hotels. Thus, this study covers the all tourism stakeholders of this site. Furthermore, the gender composition of the study has been given below on the table as:

Table 4.3: Gender Composition of Respondents.

Gender	No. of Respondents	Percentage
Male	31	54.38
Female	26	45.62
Total	57	100

Source: *Field survey, 2017*

Table 4.3 shows 54.38 percent are male respondents and other 45.62 percent are female respondents. It clears that female are still backward in this areas even though 21st century is the age of gender development.

4.8 Education Status of the Local respondents

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

Table No: 4.4: Education Level of Local Respondents.

Levels	No of Respondents	Percentage
Illiterate	5	12.5
Literate	7	17.5
Secondary/SLC	11	27.5
I.A.	9	22.5
B.A.	5	12.5
M.A.	3	7.5
Total	40	100

Source: *Field survey, 2017*

Table 4.4 presents that 27.5 percent local respondents have secondary level of education. Out of the total respondents 17.5 percent are only literate and 22.05 percent are I.A

passed respondents. Similarly 12.5 percent and 7.5 percent have B.A and M.A S.L.C./secondary level 27.5 respectively. There are 17.5 percent literate respondents. It concludes that the level of education in respondents is not in homogenous background. It is because of the icon of rural life also.

4.9 Occupation of the Local Respondents

Occupation in the engagement of people in different activities to satisfy their daily needs is Human beings adopt different types of occupations such as agriculture, trade, service, social worker etc. In these study respondents occupational status has been presented below in the table as follows.

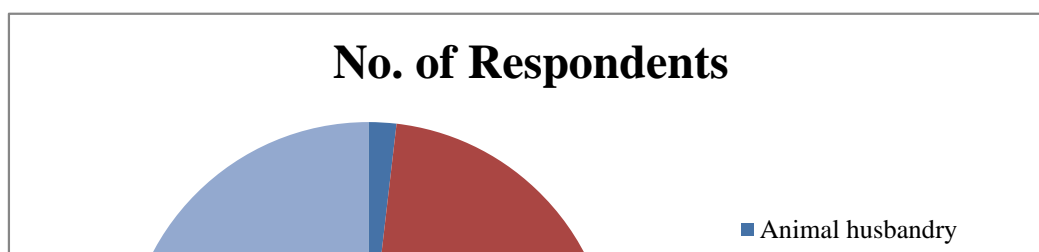
Table 4.5: Occupational of the local respondents.

Occupations	No. of Respondents	Percentage
Animal husbandry	5	12.5
Agriculture	23	57.5
Tourism related business	5	12.5
Trade and commerce	3	7.5
Services	3	7.5
Others	1	2.5
Total	40	100

Source: *Field Survey*, 2017

Table 4.5 Shows 12.5 percent of the local respondents are taken animal husbandry as an occupation for their livelihood. Agriculture as a major occupies 57.5 percent. Similarly, tourism related business (guides, churpi, ghee, handicrafts) consisted 12.5 percent and trade and commerce is the occupation of also 7.5 percent of the local respondents. Likewise, 7.5 percent are services holders and others also 2.5 percent way of life as herbal product, wine products etc respectively. It clears that due to its upland geography, majority are engaged in animal husbandry because crops production is not suitable for this area .It has been shown under the pie chart also.

Figure 4.1 : Occupation of the Local Respondents.



4.10 Age Structure of the Local Respondents

Table 4.6: Age Structure of the Local Respondents.

Age Group	No. of Respondents	Percentage
Under 20 years	4	10
21- 30 years	11	27.5
31- 40 years	13	32.5
41-50 years	9	22.5
51-60 years	3	7.5
61- 70 years	0	0.00
Total	40	100

Source: *Field survey, 2017*

Table shows 32.5 percent are 31 to 40 years age group respondents followed by 27.5 percent of 21 to 30 years age groups. Similarly 7.5 percent are 51 to 60 years, 10 percent of less than 20 years and 7.5 percent are 51 to 60 years age group respondents. It clears that the majority are from 31-40 years age group.

4.11 Local Respondents familiar with Tourism

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

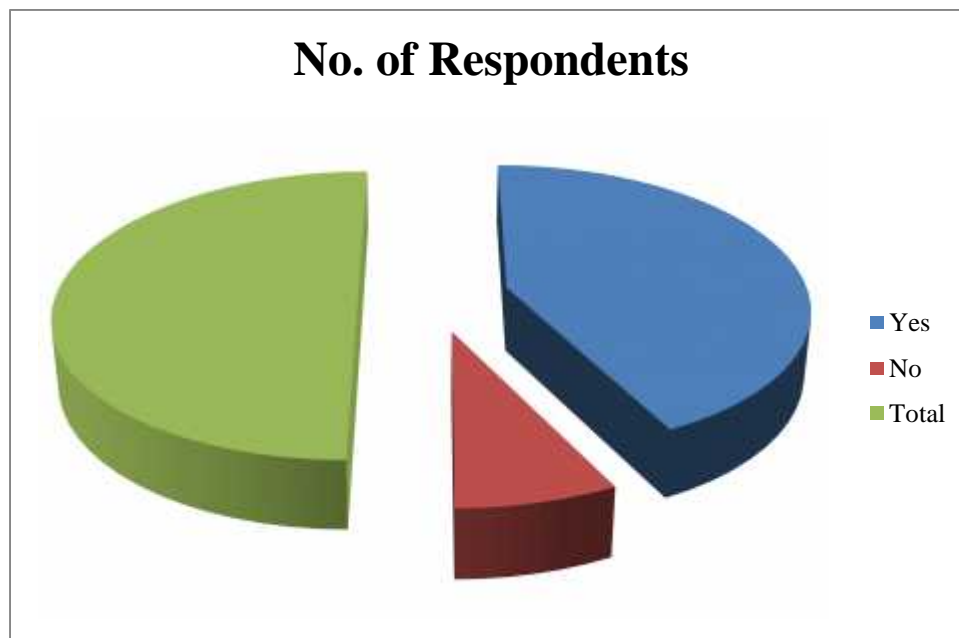
Table 4.7: Local Respondents Response on tourism familiarity.

Responses	No. of Respondents	Percentage
Yes	33	82.5
No	7	17.5
Total	40	100

Source: *Field survey, 2017*

Table no: 4.7 reveals that 82.5 percent of the local respondents are familiar with tourism whereas 17.5 percent are not. It clears that majority respondents are aware on it. It is shown on the following pie chart.

Figure 4.2: Local respondents response on tourism familiarity.



4.12 Family Involvement

Tourism is one of the fastest growing industries in the modern world. Through the tourism services many people are getting job and sustaining the family and maintaining their living standard. In this study area many families are involving in the tourism sectors. Family involvements in the tourism sector of the local respondents are as follows.

Table 4.8: Family involvement in tourism of local respondents.

Numbers	No. of Respondents family	Percentage
1-2	18	45
3-5	13	32.5
6-8	9	22.5
9-10	0	0
10 above	0	0
Total	40	100

Source: *Field Survey, 2017*

Table 4.8 shows 45 percent of the total respondents' family members are involved 1 to 2 persons followed by 32.5percent of 3 to 5 persons of the family and only 22.5 percent family members involved 6 to 8 persons. It shows that the involvement of the local family members is not satisfactory. It is due to the lack of commercialization of tourism in this area.

4.13 Benefits of Tourism to Local People

On the query of benefits of tourism to local people, the sampled local people responded the following opinion that can be presented in the following ways.

Table 4.9: Benefits of tourism to local respondents.

Benefits	No. of Respondents	Percentage
Increase income	13	32.5
Employment/job	7	17.5
Cultural change	7	17.5
Infrastructure development	6	15.0
Nothing	5	12.5
Biodiversity conservation	2	5.0
Total	40	100

Source: *Field Survey, 2017*

Table 4.9 states 17.5 percent of the respondents have responded that employment opportunities have been creating through this business in local levels, 32.5 percent viewed that their income level is increased by it. Similarly 17.5 percent responded on infrastructure developments is the major benefits of it. 15 percent said cultural change and respectively. The rest respondents responded that there is no change in their basic level i.e. No benefits they get up to date now.

4.14 Prospects of the Maipokhari

One the major component of tourism is the attraction out of among accessibility, accommodation and amenities. It plays the vital role to inflow of tourists in any site. The major prospects of tourists in Maipokhari areas based on respondents' views are presented under the table.

Table 4.10: Attractions of tourists in Maipokhari.

Attractions	No. Respondents	Percentage
Natural beauty	13	32.5
Sight seeing	3	7.5
Sun rise sun set	2	5.0
Local cultures	2	5.0
Photography	1	2.5
Rich biodiversity	3	7.5
Pilgrimage	11	27.5
Trekking route	3	7.5
Herbal products	2	5.0
Health tourism	0	0
Total	40	100

Source: *Field survey, 2017*

Table 4.10 shows that 27.5 percent of total respondents said one of the most important pilgrimage of Hindu religious place. The people from different places of Nepal and India came here to worship the god. It is followed by 32.5 percent who viewed that natural beauty is the major prospects, the beauty of nature where we could view hilly region and forest diversity, land pattern of hilly area. Similarly 7.5 percent, 5.0 percent and 5.0 percent responded on rich

biodiversity, sightseeing, sunrise and sunset and others activities respectively. 7.5/5.0 percent responded on local cultures and photography are the attractions to lure the tourists in this area. The rest were viewed that the trekking route, herbal products and health tourism. It shows that majority of the respondents have the knowledge of its real attractions. And it has the highest potentialities of tourism development.

4.15 Public views about prospect of Tourism in ilam District.

The researcher had taken local people in the study and as per the study of problems and prospective of tourism in Ilam. The following table shows the public view about the prospects of tourism in Maipokhari among 57 respondents.

Table 4.11 : Public opinions about prospect of tourism in Ilam district.

View	No. Respondents	Percentage
Highly sound	22	38.59
moderately sound	28	49.16
not so good	4	7.01
Local cultures	3	5.2
Total	57	100

Source: Field survey, 2017

Out of 57 respondent 49.16 peoples opined the prospects of tourism in Ilam is moderately sound and 38.59 believe highly sound among 57 of 5.2 respondent don't have any idea about the prospects of tourism in Ilam 7.01 percent also opined tourism prospects of Ilam as is not good .

The main challenges are to change the behavior of peoples of Maipokhari to implement development projects. Through this knowledge, talent and resources can be optimally utilized for common benefits. The tourism project should be internalized and implement modern development goals in the community. Local people should be recognized as the main design makers to tackle problem collectivity for third natural benefits the tourism development progress in Maipokhari is summarized in below.

Natural Beauty

Natural beauty is one of the important aspects for the attraction of tourist in the study area Maipokhari itself ornate by the natural resources. Therefore, there is higher possibility to be a potential destination for the tourist, like Sandakpur, Aantudada Kanyam tea garden, Setidevi, Parthivara, Gajurmukhi etc. Tea garden makes Ilam itself a beautiful place forever .

Religious and Cultural Heritages

It is the other major prospects of tourism in Ilam. There is dominance of the Hindu religious where only few of the people adopted the Christianity and Buddhism. People adopted divers tangibles and intangible culture. Which seems to be different in accordance castes and ethnicity peoples of this region followed different festivals that preserve their identity through the generation.

Mainly the people of this area have followed different festivals like Lhosar, Gaijatra Udhauli and Ubhauli, Dhannach, etc. Along the celebration of the different festivals they have been playing different musical instruments like Chabrrung, Narsiga and Sanai in order to entertain and observe in the particular day. Usually they have been using this musical instrument to perform the different dance like Sakela, Lakhenach Ropaijhatra etc. Local Samuha also hearing on the basis of the people flows this kind of practices on the basis of Hindu principle which is uniquely surviving event in 21st centaury.

the cultural heritage of this area itself a potential area for the researcher where the society have been conducting through the kinship network and Hindu varna system .the cultural pluralism itself creates the diverse roles and responsibilities to the peoples, which are the unique features of cultural diversity in the study area.

4.16 Problems of Tourism Development in this Area

Any things have two sides that is bad and good. Nothing remains bright only. Development is the outcome of destruction in a sense. There may be the multiple problems scattered on doing a thing. Likewise Maipokhari has more barriers for tourism development also. Besides on the local respondents view on it, the following are the major problems of this area.

Table 4.12: Problem for tourism development in Maipokhari.

Problems	No. of Respondents	Percentage
Transportation facilities	23	57.5
Water scarcity	0	0
Electricity	7	17.5
Information Centre	2	0
Soil erosion	3	7.5
Low level of awareness	2	5.0
Gap of services	1	2.5
Negligence of Government policies	2	5.0
Total	40	100

Source: Field survey, 2017

Table 4.11 shows the problems responded by local respondents. The major problem of this area is the lack of transportation 57.5 percent language from Nepal side, there is no any luxurious transportation facilities, no blacktopped road. Similarly, 17.5 percent responded electricity is the problem of this area, till now electricity facility was not available in this area to provide the facilities needed to tourist of the focused area. Soil erosion in this area is 7.5 percent, government and local bodies were not aware about the land preservation from land slide and erosion. People of the area were not aware for this place where they can get more benefit from the religious tourism activities, that shows the low level of awareness 5.0 percent. Gap of services 2.5 percent, there was not basic facilities to the visitors like hotels, lodges and others what they demand. And Government negligence 5.0 percent of the total respondents, being a famous religious place, government did not allocate budget to promote this area. It clears that Governments and stakeholder of this area should reduce these problems immediately.

Infrastructures problems

Inadequate physical infrastructure hampers the growth of tourism. the accommodations accountability and hospitality and amenities are generally affected due to lack of fundamental facilities in the tourism sides such as the others tourism destination too.

Transportation

Transportation is the backbone of tourism industries .it enables people to visit destinations .modern means of transportation is not available to all tourism destinations of Ilam to promote the Maipokhari and other tourism destination the main problem of transportation then the main element of tourism development is road network.

Communication

Communication is also one of the major facilities in rural tourism industry .rural tourism is develop in the rural area generally in remote village. the telephone services is not properly in all parts of VDC in Ilam there are not proper telephone and internet access in the study area.

Accommodation

Accommodation is another most effective factor in tourism industry. Accommodation facilities are in sufficient and not available. in all tourism destinations of Maipokhari few lodges and hotel is located in Ilam bazaar and there is no any good hotel on they way to Ilam to Maipokhari .

Electricity

Electricity is also major component in tourism development. There is no sufficient facility of proper management of electricity in Ilam district facility available in all VDC of Ilam district. Now in Maipokhai the electricity not properly manage in rainy season it may disturb for a long days.

Skilled Human Resources

Trained guides are most important s to make the tourist visit various culture and historical chain. With co-operations of guide any tourist can study and know the correct knowledge of Ilam and Maipokhari and as well as other tourism destinations. So, the skilled human resources are also important for tourism development.

Negligence of the Government

Lack of government priority and commitment for the development for Maipokhari is also a problem of tourism development .The major problem of tourism development lack of the proper plan has not yet. If the government investment of capital in tourism sector of Ilam it should be sources of income through the rural tourism destination.

Political Disturbance

Lack of political instability tourism sector of Ilam district becomes the victim. And it created the pivotal problem. Such as, Nepal banda, chaka jham, hungar strike had badly affected the tourism development. These conditions created state of uncertainty in the country leading to reluctance on the parts of fore gain tourist to visit Nepal. in this situation of Ilam has also faced challenge in attracting tourism as it.

4.17 Suggestions of Local Respondents

In the quarry “what are your suggestion for tourism development in Maipokhari?” by researcher, the local respondents responded the following opinion.

Table 4.13: Suggestion by local respondents.

Suggestions	No. of Respondent	Percent
Extension of road network	11	27.5
Establishment of hotels in trekking route	7	17.5
Publicity/ Information center	5	12.5
Conservation of biodiversity	2	5.0
Health Campaign	1	2.5
Regular water supply	0	0
Provision of Electricity	9	22.5
Skill based Trainings	4	10.0
Conservation of local Cultures	1	2.5
Total	40	100

Source: *Field Survey, 2017*

Table 4.13 shows the local respondents viewed to cope with these problems prevailing in the local area. It states that 27.5percent of the local respondents said extension and development of road net work is a necessary of it. Establishment of hotels in trekking route 17.5 percent,

publicity/information centre 12.5 percent, and conservation of biodiversity 5.0 percent, health campaigns 2.5 percent, regular water supply 0, and skill based trainings 10.0 percent and conservation of local cultures 2.5 percent.

4.18 Profile of the Hotels Owners and Tourists

The following table shows the profile of the sampled hotel owners and tourists:

Table 4.14: Profile of the Hotels owners and Tourists.

Gender		Occupation of Tourists	No. of Respondents	percent	Country	No. of Respondents	percent
Male	Female						
4	1	Trade and Commerce	5	41.66	India	4	33.33
80%	20%	Teaching	3	25.0	Domestic	3	25
		Institution	2	16.67	UK	2	16.67
		Study	2	16.67	USA	2	16.67
					Australia	1	8.33
		Total	12	100		12	100

Source: *Field Survey, 2017*

Table 4.14 indicates gender composition of tourists and hotel owners. It states out of the total tourists plan hotel owners 80 percent are male and rest are female respondents. Similarly, the occupation of the tourists is trade and commerce (46.66 %), Teaching (25%), institutions (16.67%) and study (16.67%). In case of their nationality, majority are from India (33.33%). It is because of the boarder country also. Other is domestic (25%), Australian (16.67%), UK (16.67%) and American (8.33%) in the study population.

4.19 First Information about Maipokhari by Tourists

The first information of the Maipokhari by tourist's response has been presented below in the table.

Table 4.15: First information of Maipokhari by tourists.

Responses	No. of Tourists	Percent
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Media	2	16.66
Friends	3	25
Tourism Organization	2	16.67
Relatives	5	41.67
Total	12	100

Source: *Field survey, 2017*

Table 4.15 mentions 41.67 percent of the visitors have got the first information by Relatives, 16.67 percent, friends 25 percent, friends and tourism organizations. Respectively 16.66 percent of the tourist has known about Maipokhari by media. It clears the publicity of Maipokhari is not well touched by government.

4.20 Purpose of Tourists Visiting in Maipokhari

Many tourists travel in the world for having different purposes. In these study area basically seasonal tourists comes for the enjoyment by seeing the natural beauty and recreation by watching the natural environment. Tourist's purposes visiting in Maipokhari have been presented in the following ways.

Table 4.16: Purposes of Tourists Visiting in Maipokhari.

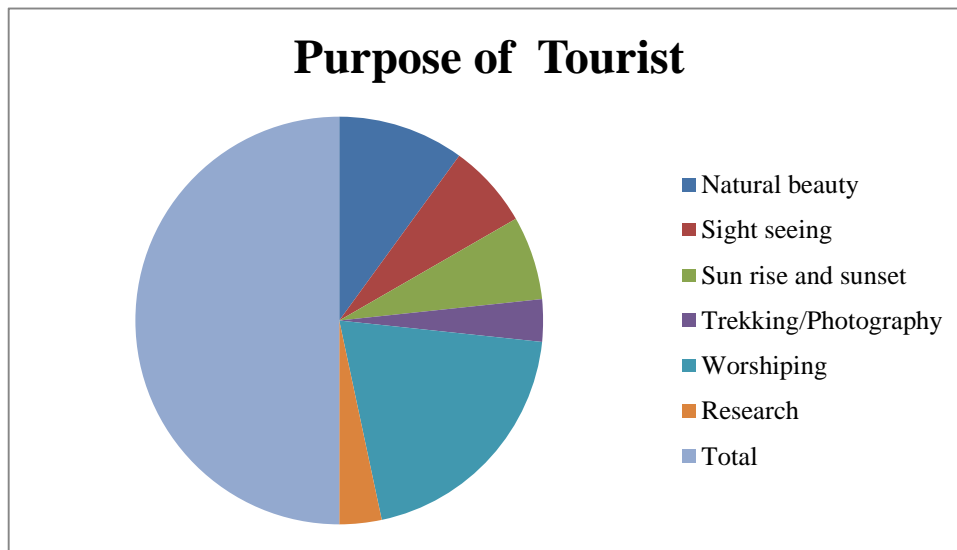
Purposes	No. of Tourist	Percent
Natural beauty	3	25
Sight seeing	2	16.67
Sun rise and sunset	1	8.33
Trekking/Photography	1	8.33
Worshiping	4	33.33
Research	1	8.34
Total	12	100

Source: *Field survey, 2015*

Table 4.15 Shows 33.33 percent of the sampled tourists are visiting there for Worshiping. It is followed by 25 percent of tasting natural beauty. 16.67percent tourist visit the place for

sightseeing and 8.33 percent tourist are visit the sunrise and sunset. 8.33 percent tourist visits the place for trekking and photography and 8.34 percent tourist are visit the place for research. It shows the taste variety of the tourists. Indeed, local tourists are visiting there for worshipping only. It has been visualized on the following pie diagrams.

Figure 4.3: Purposes of Tourists Visiting in Maipokhari.



4.21 Duration of Tourist Stay in Maipokhari

Based on the data agglomerated from of field survey shows that the days of tourists staying in Maipokhari have been presented in the following table;

Table 4.17: Duration of Tourists Stay in Maipokhari.

Days	No. of Tourist	Percent
1-2	5	41.66
3-5	4	33.33
6-8	2	16.66
8 above	1	8.33
Total	12	100

Source: *Field Survey, 2017*

Table 4.17 reveals 41.66 percent of the tourists stayed there for 1 to 2 days once a visit. 3 to 5 days staying of tourist in Maipokhari is 33.33 percent. Similarly 6 to 8 days and above 8

days staying of tourists is 16.66 percent and 8.33 percent respectively. It clears that the length of stay in Maipokhari is low in comparison to national level of 11.75 days. It is because of the lack of services, facilities and monsoon.

4.22 Satisfaction of the Tourists

Tourism is the industry in which satisfaction plays a cookbook role to expand. In the absence of tourist satisfaction, they cannot visit again that place. In Case of Maipokhari the tourist satisfaction was measured in the following ways.

Table 4.18: Satisfaction of the Tourists.

Responses	No. of Tourist	Percent
Yes	9	75.0
No	3	25.0
Total	12	100

Source: *Field Survey, 2017*

Table 4.18 shows 75.0 percent of the tourist responded the available services, facilities and beauty of it, satisfy their purposes, whereas 25.0 percent voted against it. They said that the lack of facilities, infrastructure and chilly monsoon are the barriers of their satisfaction in optimum level.

4.23 Suggestions of Tourist for Tourism Development

The table 4.19 depicts the suggestions of tourists;

Table 4.19: Suggestions of Tourists for Tourism Development in Maipokhari.

Suggestions	No. of Tourists	Percent
Well Tourist information center	5	41.66
Accommodation	4	33.33
Trekking route	2	16.66
Nature guide	1	8.34
Total	12	100

Source: *Field Survey, 2017*

Table 4.19 reveals 41.66 percent of the tourist informed that tourism information center 33.33 percent of tourist informed that accommodation facility is need for the promotion of

tourism in Maipokhari. Similarly 16.66 percent responded said search the trekking route and development of trekking route are an essential part of the tourist attraction. The next 8.34 percent said nature guide who can interpret about flora and fauna of local forests.

4.24 Employees in Hotels/Lodge

The local hotels have provided job to the people in local area. The numbers of employees getting jobs in Hotels have been tabulated bellow.

Table 4.20: Number of Employees in Hotels Lodges.

Numbers	No. of Hotels/ Lodges	Percentage
1-2	3	60
3-5	2	40
6-9	0	0
10- 15	0	0
Total	5	100

Source: *Field Survey, 2017*

Table 4.20 shows 60 percent sample hotel absorbed 1-2 persons as employees. And 40 percent of the hotels/lodges have provided jobs to only 3-5 persons. It clears that there is no high level of hotels as in urban area. And, it is because well facility hotels in Indian site.

4.25 Cocking Fuel in Hotels

The types of cooking fuels in local hotels have presented under the table:

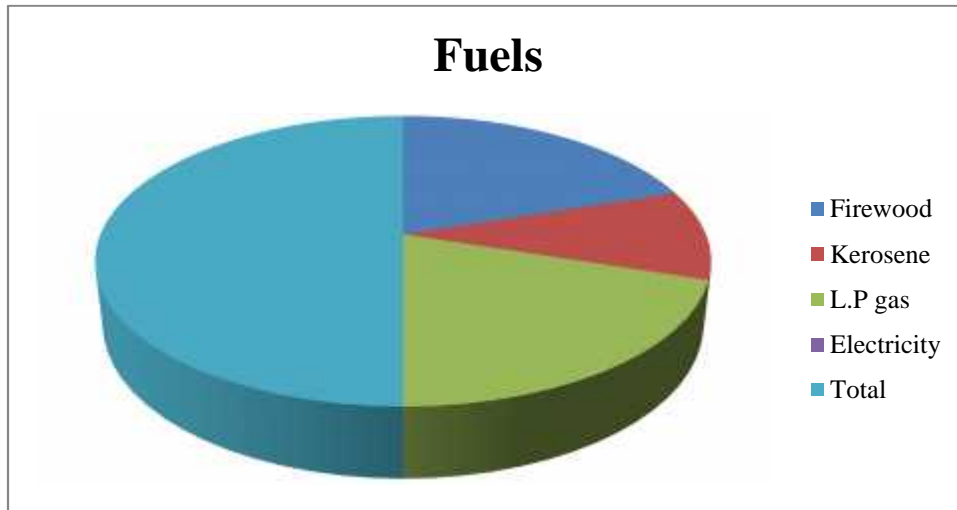
Table 4.21: Types of cooking fuels in hotels.

Fuels	No. of Hotels	Percentage
Firewood	2	40
Kerosene	1	20
L.P gas	2	40
Electricity	0	0
Total	5	100

Source: *Field survey, 2017*

Table 4.21 has revealed that 40/40 percent local hotels have used firewood and LP Gas as cooking fuels. Similarly, 20 percent of the hotels used kerosene and firewood also. It shows that there is low level of modern clean energy. This has been shows under the figure also.

Figure 4.4: Types of cooking fuel used in hotels.



Source: *Field Survey, 2017*

On the basis of primary sources of information, the researcher has analyzed the data in which objectives of the study are through to be fulfilled. In respect to the knowledge about tourism sector in Maipokhari, local people need a variety of awareness program. According to respondents of the study, the future of Maipokhari in tourism industry is the best, however lacking of non-ill policy of local on well as national government and low level of infrastructure Maipokhari is found in shadow still now even through it has unique natural beauty mixing with rich biodiversity and high hills.

CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary

Tourism industry, being a comparative advantage industry of Nepal, has important role in Nepal's economy. Development of tourism sector has contributed to increase employment, income generation and to improve the balance of payment of the country with its natural beauty and cultural heritage, like Mount Everest (crown of the world), snow Peak Mountains, birth place of lord Buddha (apostle of peace) a number of lakes and rivers etc. Nepal has become the attractive destination for tourists from all over the world.

The researcher aims is to assess the present Situation to identify and explore problem and prospects of tourism in Maipokhari. the study attempts to access to physical and religious cultural tourism resources of Ilam district. The data of the research are based on both primary and secondary sources. Ilam is the district headquarters. Similarly, Ilam bazaar, Maipokhari, Aantudda, Gajurmaukhi, Sandakpur, Siddithumka, Chhintapu, Kanyam and Fikkal bazaar are the main trade centre.

Most parts or the district lies in hilly belt unique diversified cultural system is existed in theism district. Agronomy is the base of economy Ilam is potential destination of tourism natural scenery peaceful environment. The ethic simplicity, rich in diverse cultures religions and pilgrimage historical place, tea garden is main tourism industry of Ilam. Hence, Ilam provides wide spectrum of tourist interest ranging from sighting adventure research cultural trips and pilgrimage and reveal other.

Present situation of tourism in Ilam district not satisfactory. There is no paid attention by administration for tourism and no priority for tourism in district development plan. Tourist are not formally recorded, local people are not aware about tourism professional person are not available negligence by NTB and government, tourism plan is to formulated in Ilam district.

The main attraction in tourism of Ilam is scenic attraction, pleasant climate and socio cultural heritage. Antudada, Sidithumka, Maipokhari, Gajurmukhai, Pathivara Kanyam tea

garden, Ilam tea garden, Sandakpur are main tourism sight in Ilam district Sakelanach and udhauri and ubhauri of kirat culture Lhosarar of Gurung, Sherpa and Tamang communities. Likewise, Gaijatra, Ropaijatra and Lakhe nach of Newar community are the main attraction for tourist. It is the beautiful place with full requirement promoting tourism. Ilam is one of the richest district of Nepal in terms of its biodiversity, natural landscape and professionalism in agricultural especially in rich cash crops. Ilam is most famous district of Nepal for tea production. It is widely famous for six cash crops all initiating from the same vowel sound a in Nepali is also known as the district of six 'A' ie potatoes, cardamom ginger red round chilly milk and boomgrass are the major cash crops .

Tourism is important not only from the point of view earning foreign exchange but it also enhances scope for various industrial branches, like hotels motel sand other types of accommodation, restaurants and other food services, amusement, and other leisure activities, gifts shapes and large number of other enterprises such as fruit production and processing etc.

Tourism in some of potential areas can be the leading sector to activate the community level economy. It is a high level production sector in which low investment produces massive gains. Tourism in Nepal found a good soil to grow and it laid its strong root during the last twenty five years. It is the second most important source of foreign exchange for Nepal after agriculture and it will remain central to the economic sustainability and protection of biodiversity. It is found that traveling and tourism is the largest industry in the world in terms of employment.

In case of Maipokhari, tourism plays a major role to generate local income creating various opportunities of employment and agricultural diversification. It is found that local as well as national government should revisit the programs, planning's and activities used in this sectors. It is because of their higher level of facilities to the visitors.

Development of tourism infrastructure in Maipokhari is a recent phenomena now there are not better and enough infrastructure facilities available where only non star hotel and loges and most of the respondent opined that basic infrastructure are not developed. So, the tourism could not be healthy promoted in the area there are the main problem to developed the tourism in Maipokhari.

About prospect or tourism in Maipokhari 38.59 percent of respondent reported that prospects of tourism in Maipokhari is highly sound and 49.12 of respondent mention that there is moderately sound where as 7.01 percent respondent reported that prospects or tourism in not good and 5.2percent respondent are unknown in the about it .

Ilam is one of the major destinations of the Province 1 accounted as the ‘Queen of Hills’. It has a great potentiality of tourism development mixing with local cultures, natural scenes, sun rise and sun set etc.

5.2 Conclusion

The study of tourism in Ilam district related the absence of government policy and long term planning there was no long term planning excise for tourism development in Ilam therefore policy and long term tourism planning at the micro level should be given due emphasis .

Majority of the people have low education therefore there need to be initiated educational based programs by government and non government agencies. There is no connection between education and tourism because the more number of educated peoples helps the development activities like a tourism because it plays a significant role in promotion and publicity with in the short time majority of the peoples are involved in agricultural sector and remaining other population adopts non agricultural activities like business services and student that why there is high potentiality to run agro based industries and eco-tourism. .

in order to access tourism products it is necessary to upgrade and maintain roads, trails bridges and others essential in infrastructure these improvement not only tourist but also ease the live holders or local bodies and NGOs generating in some infrastructures in Maipokhari. It can concluded that there are number of problem and challenges and constraints in forints of villages tourism development in Maipokhari low level of infrastructure , lack of awareness , entrepreneurship and investment of capital and lack of marketing .lack of electricity.

The Major findings of this study

After the completion of this research study, the following things are achieved:

1. The majority of the local population is engaged in animal husbandry and agriculture i. e higher in the percent of the total respondents. It clears that the study area is an agricultural zone.

2. The educational status of the local people is improving due to the availability of school facility at local level.
3. Gap of services on the way to in Maipokhari is one of the major problems for tourism development. In it, there is not any tourist based hotels on the mid path. It also impacts on the lack of earnings of wayside people.
4. Majority inhabitants of the local area are settled ethnic groups (Mongolian). Among the total population of the study area 65.4 percent are in this groups.
5. According to the local respondents, the main prospects of Maipokhari are Pilgrimage. It is 27.5 percent of the total respondents viewed on it.
6. It was found that, there is not sufficient tourism infrastructure i.e transportation, drinking water, electricity, health centers, schools, parks, view point etc. for this local government's collaboration with NGOS /INGOS are striving now.
7. There is no wide publicity to this area from local, district and national level. It is because of the negligence of the local governments and geographical structures.
8. In respect to Hotels, there are few hotels based on tourist's aspects. It is because of the geographical and lack of year round road network.
9. Another finding of this study area is not linked with Nepal due to the rugged topography to reach district headquarter. It is also due to the no bridge in some rivers.
10. Maipokhari is also renowned for herbal products, various types of plant, rich biodiversity, and local indigenous knowledge. However in the lack of well planning and policy these characters are not in worth.
11. Maipokhari is also a religions place for Buddhists and Hindus. As a result, it can be taken as religious tourism also.
12. Trekking is one of the major aspects of ecotourism. Maipokhari also provides this flavor by the trekking route through Ilam municipality to Maipokhari study area.
13. The benefits of the tourism in this study area have been greatly acquired by the Local people. But in case of low level of transportation networks, there is not satisfied level of benefits to the local.
14. The level of awareness in local people is very low. They are not informed about the tourism activities of this area. On the question of researcher on 'Do you know about tourism?' a respondent replied that he had listened first time this term.

6.3 Recommendation

On the basis of findings following recommendations can be drawn for the future development of tourism sector in the study area.

1. Basic tourism infrastructures, road, accommodations, drinking water, etc are very essential for tourism development. So it should be established as soon as possible.
2. Majority of the inhabitants of local people settled by ethnic groups. Their culture should be conserved and promoted tourism in this area.
3. It is found that Trekking Route is very in miserable condition due to the low level of restructuring daily. So, for the trekkers, this trekking route should be developed well with clean manner.
4. In modern world information technology governs the society. So, publicity of that place as a famous eastern destination should be initiated at national and local level.
5. Maipokhari is one of the destinations of eco tourists, so Government should be declared this area as conservation area. It is because also to increase the level of biodiversity at local level.
6. Many organizations find that cable car is very feasible project to reach the maipokhari due to fragile geography to make the motor able road access.
7. Involvement of the local people and private sectors is very low. It is because of low level of the local people and negligence of the government to private sectors. To curb these problems, awareness campaign to local people and its stakeholders and encouraged to private sectors to invest. There is maintained an immediate task.
8. It is found that the activities of tourism becomes seasonal there so, all sectors should be developed this area as the destination of “land of all seasons.”
9. Length of stay of the tourists is moderate so stakeholders should be encouraged to the tourists for long time stay. For this a package program and other related programs should be conducted at local level.
10. Rural tourism should be taken as the amulet to eradicate the overall prevailing problems in the rural areas. For this, the district level attempt should be on the generation of high investment in this area. After all, Maipokhari has to be taken as the centre for rural tourism.

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ANNEX I

Questionnaires for the Tourists

The objective of this survey is to collect tangible information about tourism in Maipokhari area. Please let me know your spontaneous response to the questions. Please give your unbiased and frank opinion.

Name:

Nationality: Age : Sex:

Place of Origin: Occupation:

1. How do you know about Maipokhari ?

.....
.....

2. What is your main purpose to Visit Maipokhari ?

- (i) Picnic
- (ii) Natural beauty
- (iii) Research
- (iv) Other

3. Is it your first visit to Maipokhari ?

- (i) Yes
- (ii) No

4. Which route do you use to come here?

- (i) Taxi
- (ii) Private vehicle
- (iii) Motercycle
- (iv) Other

5. How many days will you stay in?

.....

6. Where do you reside during your staying here?

- (i) Hotel
- (ii) Relatives
- (iii) HomeStay
- (iv) Others

7. Are you satisfied with the services of it?

(i) Yes

(ii) No

8. Are the existing facilities available in the region?

(i) Yes

(ii) No

9. What attracted you the most about this area ?.

(i) Hospitality

(ii) Community and ethnicity

(iii) Languages

(iv) Others

10. Will you visit again?

(i) Yes

(ii) No

11. Any suggestions?

.....

7. What do you use for cooking ?

(i) Electricity

(ii) LP Gas

(iii) Firewood

(iv) Kerosene

8. What are the problems faced during the preparation of food ?

(i) Lack of electricity

(ii) No year round business

(iii) Insufficient firewood

(iv) others

9. Is there any changes in your economic aspects?

(i) Yes

(ii) No

10. How do you analyze the future prospects of tourism in Maipokhari?

(i) Very good

(ii) Excellent

(iii) Good

(iv) No possibility

11. Please provide any suggestion to enrich tourism in Maipokhari ?

.....

.....

Thank You

ANNEX III

Questionnaires for Local people

The objective of this survey is to collect tangible information about tourism in Maipokhari area. Please let me know your spontaneous response to the questions. Please give your unbiased and frank opinion.

1. Personal information:

Name:

Gender: Age: Occupation:

Education: Religion: Marital Status:

2. What is your main source of income?

(i) Agriculture animal husbandry

(ii) Tourism business

(III) Trade And commerc

(IV) Others

3. Are you familiar with tourism ?

(I) Yes

(ii) NO

4. If yes , how many family members of you are involving in tourism based business ?

(I) One

(II) Two

(iii) Three

(IV) Four and above

5. Do your family benefit from it ?

(i) Yes

(ii) No

6. What are the attractions of tourists of this area?

(i) Natural beauty

(ii) Culture and ethnicity

(iii) Religious value

(iv) others

7. What are the things that you have benefited from the tourists ?

.....

8. Do you find any changes in economy?

(i) Yes

(ii) No

9. What are the negative habits seen in local people after tourists arrivals?

(i) Criminal activity

(ii) Negative impacts of culture

(iii) Misbehave

(v) others

10. What is your opinion in promotion of tourism in Maipokhari ?

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11. What is your opinion about the satisfaction of tourist visiting in this area ?

.....

12. What do you feel, are the activities of local government sufficient for tourism development in Ilam district ?

.....
.....
.....
.....

13. What are the main barriers of tourism development in Maipokhari?

- I. Transportation
- II. Facilities and services
- (ii)Lack of publicity
- (iv) Others

14. How can you cope with these problems?

.....

15. What are your suggestions regarding to increase the volume of tourism in Maipokhari for making is as the main destination of Ilam District ?

(i)-----

(ii)-----.

Thank You