

**PROBLEM AND PROSPECTS OF RURAL TOURISM IN NEPAL**  
**(A Case study of Daman, Thaha Municipality Makawanpur, Nepal)**

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## **DECLARATION**

I hereby declare that Master Degree thesis entitled "**PROBLEM AND PROSPECTS OF RURAL TOURISM IN NEPAL: A CASE STUDY OF DAMAN THAHA MUNICIPALITY MAKAWANPUR NEPAL**" Submitted to the Central Department of Sociology: Tribhuvan University is entirely my original work prepared under guidance and supervision of my supervisor. I have due acknowledgment to all ideas information borrowed from different sources in courses of preparing this thesis. The result of this thesis have not presented or submitted any where else for the award of any degree or for any other purpose. I assure that no part of content of this thesis has been published in any form before I shall be solely responsible if any evidence is found against my thesis.

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Date: 10 March, 2021

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## **LETTER OF RECOMMENDATION**

This thesis entitled " PROBLEM AND PROSPECTS OF RURAL TRUSIOM IN NEPAL (A CASE STUDY FO DAMAN THAHA MUNICIPALITY MAKAWANPUR NEPAL)" has been prepared by Arati Rayamajhi under my guidance and supervision. I hereby, forwarded this thesis to the evaluation committee for the final evaluation and approval.

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**LETTER OF APPROVAL**

This thesis entitled " PROBLEM AND PROSPECTS OF RURAL TRUSIOM IN NEPAL( A CASE STUDY OF DAMAN THAHA MUNICIPALITY MAKAWANPUR NEPAL" submitted by Mrs. Arati Rayamajhi for the partial fulfillment of requirement for Master of Arts in Sociology has been approved from this department in prescribed format of the faculty of humanities and social science . This thesis is forwarded for the acceptance.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

In simple words, tourism means to travel for pleasure and even for the business purpose. Tourism can be mentioned as the business of attraction, accommodation, entertainment and operating tours for the tourists. Tourism might be either international or domestic travel within the country itself. Some people accept the perception of tourism just being limited to a holiday, vacation activity whereas tourism is extended to the people travelling to and staying in places other than their home surroundings for leisure, business and other purposes. For more than 40 years, tourism has been considered as an economic panacea for the development countries often dub as the white industry. It is thought to be a vital development agent and an ideal economic alternative to more traditional primary and secondary sectors. International tourism in particular from the developed to the developing countries is seen as generating crucially needed foreign exchange earnings, infusing bushy needed capital in to the economy of the developing countries. Employment and income generation, increase in foreign exchange and tax earnings, reduction of rural-urban migration and balance of trade account are the most often conceived goals of tourism development (Angel, 1993).

Nepal is the one of the most unique ,exotic and remote destination in the tourism map of the world . It is situated on the south slopes of himalayas and covers an area of 147,181 square kilometers. The average North South width is about 193 km at least and its length is about 885 kilometers from east to west. It is located between 26'22' and 30'27' North latitude and between 80'12' east longitude. The location of Nepal is in the northern margin of South Asia and it lies on between two big economic powers of Asia, China in the North and India in the East, and South with the open border.

Nepal is a multi-ethnic, multi-cultural, multi-religious and multi-lingual country. It consists of 125 Caste/Ethnic groups, more than 5 religious groups being over 80% Hindu and 123 languages spoken all over Nepal (National Census, 2011). Unity in

pluralism and diversity, religious peace and harmony are the notable unique features of Nepal. There are many ethnic museums to reflect the magnificent diversity in cultural forms and tradition, and to learn about the structure of Nepalese society. Nepal Tourism Board (NTB) and Nepal National Ethnographic Museum (NNEM) have made joint effort to establish these museums reflecting a permanent exhibition of eleven different ethnic communities (Thakali, Sherpa, Tamang, Gurung, Rai, Limbu, Chepang, Jyapu of Newar group, Magar, Suwar and Tharu) including the other subcommunities as well. In Nepal, Tourism plays a vital and significant role for the economic growth and prosperity. It is not only the source of foreign currency but also creates different jobs for many people that help to lessen the arising unemployment problem in Nepal. Since Tourism is the main source for foreign currency, it helps to boost the economic condition of the developing country collecting large amount of incomes and revenues. Nepal is multi-ethnic, multi-cultural and multi-lingual country. It's unique traditional culture, social-life, natural and historical heritages, arts and architectures are the main attractions for tourists from all over the country. Natural and historical heritages are the chief attractions for tourism in Nepal, the development and promotion of tourism industry in Nepal inspires and encourages Nepalese for their protection, preservation and conservation.

Nepal offers almost all the climatic touch with in a very short geographic distance. The diverse ecological zones with rich bio-diversity and unique socio cultural identity have termed Nepal alone of the most fascinating tourist destination of the world. The mountainous landscapes of Nepal provide significant potential to use nature based tourism as a low caste, eco-friendly alternative to support socio economic growth and fight poverty (Dr. Upadhaya,2006).

Tourism industry, being comparative industry of Nepal, has important role in Nepalese economy. Development of tourism sector has contributed to increase employment and income generations and to improve the balance of payment of the country. It is important not only from the point of view of earning foreign exchange but it also enhances scope for various industrial branchlike hotels and other types of accommodation, restaurants and food services, amusement and other texture activities gift shops and large number of other enterprises such as fruit production and processing etc. where the possibilities of exporting manufactured goods are limited

cannot ignore tourism's role because of its multifaceted effect such as the balance of payment situation, diversification of the economy augmentation of revenues and generation of employment opportunities directly and indirectly. On April 12, 1996, His Majesty's Government declared the year 1998 as Visit Nepal '98 in order to further enhance the image of Nepal as a special destination for the visitors. To accomplish the program objectives, various organizations and agencies both within and outside the tourism industry, have come together hand in hand to formulate a strategy to make Visit Nepal '98, a success. The program strategy has been formed taking into consideration that: more airlines will operate more international flights by 1998 and more airline seat capacity will be available there will be an atmosphere conducive for traveling internationally there will not be major socio-political instability in the region there will be political stability and current tourism policies will continue its direction programs and activities so designed shall have an infrastructure to handle the expected number of visitor arrivals The program demands the undertaking and co-ordination of activities by different organizations in the tourism sector, i.e. government and private, other business sectors of the economy, other sectors of government, municipalities and local governments, NGOs, International organizations, self-help groups and most importantly the involvement of the people of Nepal.

In fact, tourism industry is the primary source of the international diffusion of Nepalmade carpets, including hand-made carpets, in the international markets. In addition, Tourism industry is regarded as one of the most reliable factor and central hub for the growth of related industries such as airlines, travel agencies, hotels, restaurants, trekking and rural area development. The future growth and fate of these industries, indirectly related industries and other auxiliary service sectors are directly dependent on tourists and tourism industry (Shrestha, 2002). Considering the countless numbers of restaurants and hotels, their numbers has been mushroomed, repeatedly competing against the unique ancient temples to influence the Kathmandu Valley's cultural landscape. For the luxurious stay during visit in Nepal, visitor can find fancy luxurious international chain-hotels such as Everest Sheraton, Hotel Radisson, Hyatt Regency, Soaltee Crown Plaza and Soaltee Holiday Inn to for high quality accommodation, as well as mediocre hotels for low-budget travelers. For casino lovers, Nepal offers well equipped American-run Casinos in some of the big

hotels in Kathmandu- for example, Soaltee Holiday Inn and 14 Annapurna Hotel. Because of this remarkable luxurious facilities and services, Kathmandu is known as the Las Vegas of South Asia. Along with this facilities and development, there has been parallel remarkable growth of all types of café and restaurants, serving different local delicacies to the international dishes and sea foods. Every cuisine is represented, although one may observe that the local adaptations have often led to change in both taste and form (Shrestha, 2002). Traditional cultural heritage sightseeing has been the most popular attraction spot of Tourism in Nepal. But from the last many years, Western and South Asian (mostly the Chinese, Japanese and Korean) visitors are increasingly engaged in different recreational or adventurous activities. Included among these activities are mountaineering, trekking, rafting, ecotourism, canyoning, bungee jumping and even prostitution (illegal) (Shrestha, 2002).

Nepal's total road network and density are low and only 43% of the total population in Nepal has access to all-weather roads. More than 60% of the total network is concentrated only in the lowland (Terai) region of the country. As of the record in 2007, the total road network in Nepal consisted of 17,282 km. The road network expanded by 5% PA, over the last decade, with faster growth until 2002. Over the 2003-2005 period and additional 575 km of roads (3.5% of the existing road network) were built, focusing on connecting district headquarters with the national network and improving access between rural areas and market centers for trade. This poor condition of the road network in Nepal hampers the delivery of social services in the 15 remote hill mountainous districts directly affecting in the tourism industry and affects the country's economic development. High transportation costs and the lack of connectivity are major obstacles to Nepal's development following the rural tourism development. Nepal's road network is growing but there is an enormous need for more investment (World Bank, 2015)

Peoples participation is a key factor for the success of Visit Nepal '98. Between now and 1998, it is necessary to create an exciting festive atmosphere in Nepal. In Nepal, there are many significant cultural, religious, national and regional festivals which will be of interest for visitors. In addition, it is proposed to create special events for implementation during 1998.

## Events

The Himalayan Kingdom of Nepal is known as a unique natural and cultural destination in the Tourism map of the world. The outstanding diversities of nature and culture existing here are second to none. The most exhilarating titles with which Nepal has been admired and praised by various renowned travel authors in recognition of her cultural richness, viz., Living cultural Museum, Shangri-la, Roof of the World, Birth place of the Apostle of Peace, Country of Living Goddess, City of Golden Pagodas & Parasols, Himalayan Pilgrimage, Wildest Dream of Kew, Melting pot of Hinduism and Buddhism, A tiny Kingdom of thirty-six ethnic groups and seventy-five spoken languages, Birth place of Sita, Abode of Shiva, Land of non-stop festivals etc. are explicit and self-explanatory. They tell the world about our incomparable & prosperous culture heritage. This Calendar of Events & Activities only provides a glimpse of it. This calendar does not cover all the activities. This will be updated three months prior to the launch of Visit Nepal '98 programs.

Nepal as a nation has resolved to revitalize her tourism industry. Tourism in Nepal is the most important sector of the economy after agriculture, and contributes substantially to uplifting the quality of life of her people. As a socio-economic activity, tourism touches the life of every Nepali citizen in one way or another.

Officially declared by His Majesty's Government, "Visit Nepal '98" is today a policy priority for Nepal, to uplift the quality of products and services offered to our visitors. Through this effort, Nepal endeavors to achieve higher yields from tourism. Nepal not only will invite more visitors, but will strive to improve its infrastructure, address issues of environmental degradation and seek to have more quality visitors. Visitors such as you, who are sensitive to preserving the destination's natural and cultural heritage will pay the right price for right value.

"Visit Nepal '98" is the launching pad we have to achieve this objective. It is not just a year when Nepal will have festivities. We invite you to visit us and have new products on offer. It is our industry's combined resolve to work towards a process to ensure that we deliver quality in our products, excellence in service, fully involve all our citizens in tourism and obtain the most yield from it to benefit our country, our people, our business partners and our visitors.

## **Theme and Slogan of Visit Nepal**

"Visit Nepal '98" is "A sustainable habitat through sustainable tourism" and our marketing slogan is "Visit Nepal '98 - A world of its own". The theme highlights the need to make tourism work better for Nepal and ensures the development of environmentally sound products, improvement of our service standards and distribution of the benefits of tourism to our people in the cities and the remotest regions alike. The marketing slogan tells you that there is a 'world' in Nepal that you need to discover or further explore for yourself. We remind you that our natural resources are unique and that our heritage is living. Our people are friendly and hospitable and our product range is diverse. We invite you to visit us to discover or re-explore the unique 'world' out here.

## **Specific Objectives**

Increase the number of visitor arrivals and lengthen the duration of stay. Nepal by repositioning it as a unique visitor destination. Enhance the image of develop diverse eco-friendly and value based tourism products. Improve and awareness of the benefits of tourism. Create intense development through tourism and Establish measures to ensure regional Provide an impetus to improve and develop infrastructure and effectively deal with environmental issue. A lot of work has already been done in Nepal by the government, the tourism industry and all other related sectors to achieve these objectives. A lot more will be done between now and 1998. The success of our efforts also depend greatly on your invaluable support.

We know you love Nepal, we know you care about this country and our people. Who else but you can be a better Ambassador for Nepal out there in the world arena. We need to work together, to make "Visit Nepal '98" an occasion for massive participation through mutual understanding and involvement. All systems in Nepal are geared to offer the highest priority to "Visit Nepal '98" project. Tourism is instrumental in the economy of Nepal in the process of regional development of an economically backward region which has insufficient resource for development of agriculture and industrial sector. Nepal has immense potential for tourism development as it is full of place that attracts throughout the globe with its natural beauty and cultural heritage like mount Everest, Snow peak mountains a number of

lakes and rivers. For the nature lovers and pleasures seekers, Nepal can provide many attractions, trekking, boating, hunting, mountain flight, paragliding, rafting and the friendly and ethnic people are major attractions of the country .

Although in Nepal tourism industry has not flourish according to the expectation because of lack of the institutional set up and the lack of effective management of tourism. Tourism is being more wide and favorable sector for the economic growth on the one hand but on the other hand different barriers and problems are increasing in this field. Our country has not accomplished sufficiently for developing necessary infrastructure in potential rural areas. Despite having high potential of tourism in Nepal it is yet to be flourished and brought to door step to rural poor. It is well-accepted fact that Nepal has many tourists attractions. They are scattered throughout the country like Daman Makawanpur and also centralize tourism industries. There seems to be a big potential of development of village tourism industry in Nepal as we have the favorable atmosphere to develop this sector. We can run with me small financial effort to the role of the government should be like the watchdog. The Daman is one of the most beautiful tourist attractions in Thaha Municipality, Makwanpur District, central Nepal. Popularly Known as Daman or Palung or Tistung- palung ,Thaha Municipality is a municipality in Makwanpur District of Province No 3 in mid Nepal. In Nepali Thaha (थाहा) means to know. It was one of the biggest communist political movement led by hon. Rupchandra Bista (Ru Da Ne). He started the Thaha Movement. And Thaha Municipality is dedicated to his contributions to this region.

It is one of the most beautiful tourist destination and best place to live in Province No. 3. The climate here is so mild. It's never too hot in summer nor too cold in winter. You still can't sleep without a blanket even in summer. Winter is a little bit cold here causing the water to freeze and some snowfall too, usually in the upper hills of the valley. There is no snowfall in the valley since 2063 B.S. The municipality was established on 18 May 2014 merging the existing Palung, Daman and Bajrabarahi village development committees. On new Constitution of Nepal, there is provision of one state, 7 provinces and 744 local bodies. Thaha municipality is one local body out of 10 in Makwanpur district, formed by merging existing Thaha municipality, Tistung VDC, Chitlang VDC and Aagra VDC. This municipality is divided in to 12 wards to facilitate in administrative and development activities.

Main occupation of people living here is agriculture. They are one of the major exporters of potato and other vegetables (cauliflower, cabbage, brinjal, raddish and different varieties of green chillies including capsicum) to big cities like Kathmandu, Hetauda, Narayangadh, Pokhara, Birgunj and even to India. Vegetable cultivation started only after 2050 B.S. Before that people used to cultivate rice, wheat, millet, barley, etc. But now vegetable cultivation have changed the lifestyle of whole valley. It's very hard to see rice, wheat cultivation anymore. Everyone is just busy making money by selling vegetables.

Shikharkot, Thana Bazaar, Bagekhola, Okhar Bazaar, Phant Bazaar and Khalte Bazaar are the major gathering and market place in Thaha Nagar Palika.

It lies on the Tribhuvan Highway, about 77 kilometers (48mi) at an elevation of 2,322 meters (7,620ft). Daman is one of the hill areas. It is the places from where the beautiful scenarios can be seen from the spot which is very attractive as well as beautiful. The world's highest peak Mt. Everest can be seen from the place. As well as Makalu, Ganesh Himal, Annapurna langtang, Dorjelakpa, Gaurishanker, choyu and many more can be viewed Daman is very fortunate to have the temple 'Rishawshor'. One can also trekking sightseeing, bicycling. Culture and religious events are the possibilities that Daman offers to the visitor. There is view tower fitted with long ranges telescopes to see the 360 degree Himalayas view. Getting to Daman takes 2 and half hour to 3 hour drive by car or bus. Daman Makwanpur, Narayani Zone central region morning 8 Am we will pick you from your hotel and drive to Daman by private vehicle, around 1 pm we reach to Daman. We will have our lunch in your hotels in Daman. After that we will take a walk to travel around the natural beauties and landscapes of this village. After having lunch we drive to Simbhanjyang (2561m) from we will have majestic views of incredible Himalayan peaks and high hills. There are a few tea shops where buses and trucks stop for tea and other food items. The Simkhola runs next to the road that goes over the pass. After enjoying there, we drive back to hotel. Next day Morning enjoy sunrise view on Himalayan then back to return Kathmandu.



## **1.2 Statement of the Problem**

Benefits of tourism are unevenly distributed in tourism sector in Nepal.. There exists a situation of core-periphery dependency in which the center controls a very considerable extent of the distribution of tourism around Nepal. It is accumulated most of income generated organizing much of the travel activity in pre-paid packages and supplying many of needs from the center so that benefits flowing out to rural areas and small towns are limited. A series of general problems are several in context of tourism development in the rural areas of the country. The daman village is also the same in nature facing the problem in tourism. There are poorly developed access of tourism infrastructure and institutions in the rural areas. Lack of basis infrastructure, knowledge and scientific thinking has seriously hindered tourism development. Similarly, weak coordination between the center and local institutions, limited ability of the local, persistent inequalities and fragile biophysical environment are some other major problem. Also the problem of environment pollution and political instability has hindered tourism development. This study is, therefore, an attempt to investigate the problem issues in daman tourism. The income generated by the tourism can be incentives for the establishment of the tourism products and change in the living status. The patron of change in income may have reduce the poverty level in daman. Unless we investigate the level of income , we cannot analysis the situation of tourism in daman. Thus, the emphasis is one the study of problem of daman tourism and finding the level of income generated by the tourism to realize the real situations development of village tourism in Nepal. In this context , this study tries to solve following research questions.

- a) What are the problems of Rural tourism ?
- b) What are the major tourism destination at Thaha Municipality ?

## **1.3 Objectives of the Study**

The objective of the study is basically to look at the currents status and implication of tourism contributing to the rural development in Daman .

Specifically the objectives of the study are:

- a) To improve the Rural Tourism in Thaha Municipality.
- b) To find out the problems and prospects of tourism in study area.

#### **1.4 Significance of the Study**

The village tourism is an important sector, which promises to provide greater contribution of rural economy as well as national economy. Though Nepal being a less developed country depends on agriculture economy in the export trade of Nepal, primary and raw materials productions from agriculture sector plays dominant role. But it is necessary to import machinery, fertilizer, luxurious goods for everyday needs from other country. In such situation Nepal always have to face deficit problem on its trade and a balance of payments. This condition may be improved not only by increasing export as we have very limited exports items but also by earning foreign exchange through village tourism industry which needs to be developed as far as possible. The study "Tourism for Rural Development in Nepal; A case study of Daman in Makawanpur District" is very helpful to find out the other such relevant areas which will play a very much attractive, significant and appreciable role to develop national economy.

Now about 50.8% female and 49.2% males live in Thaha. In this situation the tourism is contributed much to economic and culture growth in the related areas of Nepal. The promotion of Thaha tourism in different regions and areas directly enhance their regional economy through the development of tourism industry. International and national exchanges with international visitors through Thaha tourism are sure to activate regional populations and international sense of their residence and thus contribute to the furtherance of unique and culture and life style embodied in characteristics rooted to those areas or regions. The Thaha tourism emphasized festivals; feast and fun have always been the integral part of Nepalese life style. The village people who have readily taken to becoming tourism entrepreneurs many improvements have been made to the infrastructure, which would otherwise have been impossible. The visiting tourists have been positively overwhelmed about the experience that they gave. Tourism industry comparatively other than water resources and human resource in low investment. If appropriate steps are taken tourism can provide appropriate and sustainable revenue.

The Thaha tourism is part of tourism industry, which also supports a number of other industries and services creating direct, indirect and induced employment opportunities, because of smokeless, currently developed industry. The development of the village tourism is a significantly appropriate for less developed country like Nepal.

### **1.5 Organizations of the Study**

The research report has divided five chapters. The first chapters introduction deals with the topic with some background information. It also present the background, statement of the problems, objectives, significance, limitations and organizations of the study. The second chapter is the review relevant literature. The third chapter includes methodology of the research and the research and the fourth chapter presents data analysis. The third chapter includes methodology of the research and the fourth chapter presents data analysis. Finally, the fifth chapter includes summary, conclusion and recommendations.

## **CHAPTER TWO**

### **REVIEW OF LITERATURE**

#### **2.1 Theoretical and Empirical Review**

Literature review is important for research writing. It gives the researcher a new concept, idea method for developing the concepts and techniques of report presentation systematically. This chapter reviews some of the particular research studies, research article, published and unpublished dissertations. Because of growing importance of tourism many writers or scholars have contributed a lot in the field of tourism. Here an attempt has been made to briefly with some studies and findings.

Etymologically the word tour is derived from the Latin 'tornare and the Greek 'tornos' meaning ' a lathe or circle; the movement around a central point or axis' this meaning changed in modern, English to represent one's turn. The suffix 'ism' is defined as 'an action or process, typical behavior or quality; while the suffix 'its' denotes 'one that performs a given action'. When the word tour and the suffixes ism and it's are combined, they suggest the action of movement around a circle. One can argue that circle represents a starting point, which ultimately returns to its beginning. Therefore, like a circle, a tour represents a journey that is a round-trip, either act of leaving and them returning to the original starting point, and therefore, one who takes such a journey and be called a tourist (Theobald, 1997:6). 'Travel', after all, has etymological connections with travel with work and activity while tourism represents a packaged form of experience in which passivity prevails and contact with the alien and the real is avoided or prevented. The world tourism was for the first time described in the Oxford English Dictionary in 1811. This reveals that the word tourism did not appear in the English language until the early nineteenth century, and the word 'tour was more closely associated with the idea of a voyage or peregrination or a circuit. Then, with the idea of an individual being temporary away from home for pleasure purposes a significant feature of the use of the word 'tourist' came into being.

#### **Review of Book**

Upadhaya (2008), in his book titled "Reading in rural tourism" has focused on Nepalese tourism one of the major facets in rural tourism. The book under review

reminds several issues relating to rural tourism both theoretically and practically. This book includes ideas and writing of twenty scholars who have long, deep, and insightful understanding on tourism in Nepal. It has fulfilled the felt need of reading materials on rural tourism in a single book.

This book contains collections of 23 scholarly articles of which individual authors contribute 21 and 2 by separate authors. The editor has taken the opportunity to include two individual and two joint articles. Being involvement of 20 separate persons in bringing the book in present shape and size sufficient space (9 pages) is given in introducing the contribution before the beginning of the main text. Chapter division is absent in the book. Therefore, each article begins with its heading.

The opening article on "Concept of tourism, meaning, Component and elements of tourism" written by Hari Dutta Pandya introduces tourism in various perspectives. This article has focused on practical examples for Nepal, while discussing components of tourism. Nabin Pokhrel contributed ninth article entitled "Tourism as a socio-economic force" focusing on the contribution of tourism in the economy and its effects in the socio-cultural aspects of Nepal. The 10<sup>th</sup> article entitled "Trend of tourism development: Global, Regional and National" is contributed by Dependra Purush Dhakal. It discusses Nepal's especially on adventure country and he has to optimally harness it with a focus on rural tourism to address the poor and deprived community, and better future of Nepalese tourism "Role of government for tourism development" written by Rudra Prasad Upadhyay is the 14<sup>th</sup> article enclosed in this book. This article has listed number of points that are supportive to explain the development of tourism.

It is the only article supported with field survey based information. Appraising the attractions of the respective sites of rural tourism Upadhyay in this article writes "Nepal has many destinations where community based rural tourism can be promoted. However, these three sites are at the forefront of rural tourism model. The article on "A Brief Introduction of Tourism Organizations" is jointly contributed by the editor Rudra Prasad Upadhyay and Ram Prasad Ghimire. This article has focused on the discussions and analysis of how tourism organized at the national and international level. It briefly discusses all the major tourism organizations international and national and local level with their respective function, duties, role

and responsibilities. Sumit Baral in the final article on "Modern information Technology in Tourism development in Nepal". It links the backward Nepalese economy with the forward economics of the world. On the whole it can be argued that tourism sector could be considered to play the role of leading sector in the economy.

Gurung, D.B. (2003), Tourism has providing varieties of opportunity and employment to the local people. Likewise, it has helped to develop the infrastructure, preserve the local culture, and encourage the environmental awareness in the local area. However, there are not only positive changes but also exist negative changes at the same time. He recommends that the harsh geographical nature and less opportunity of the development infrastructure in the local area it is hard to establish large scale industries. Consequently, both skilled and non-skilled local people may be deprived of job opportunities. In such situation, tourism can be only strong alternative to uplift the socio-economic condition. For this, essential infrastructure related to the tourism should be prepared, natural beauties as well as cultural heritages should be preserved.

Panta, Achyut (2002) writes tourism has been identified as an industry with strong competitive advantage and this also has been listed as the second important thrust area in the perspective vision of the ninth plan. He identifies a special attention to be given in the following areas:

- Development of the infrastructure and the product
- Standardization of the industry
- Developing infrastructure for self-regulation
- Strong monitoring and supervision
- Promotion at the origination markets
- Maintenance and upkeep of product and resources
- Preservation of the ecology and taking preventing measures
- Upgrading the quality of service.

According to Pandit, S.B. (2004), due to the local youths have found employment in the tourism sector they have foreseen a good future for tourism in Sauraha. He focuses to keep safe up the local traditions and culture for tourism development in the local area. It provides income as well as the for the sustainable development of tourism.

Dhital, (2009), has studied the impact of tourism in female employment generation from different perspective to assess the contribution of tourism in Nepalese economy, and female employment generation to recommended measured and strategies to development tourism industry as an important sector for employment 22 generation. He adopted field survey and simple random sampling methodology selected 35 employers from various sectors of tourism field where 276 employers were working. Among hem 14.1 percentage were working in basic level. 38 percent people in middle level and 13.28 percent in high level. Out of the total 110 sample were in between 20-30 years old and rest were above 30 years. He opined that male domination, sex harassment and abuse insecurity, social and family non-co-operation traditional level of thinking etc. are the major problems faced by women employers. Lack of quality education, job oriented training low salary and facilities, traditional social values, caste/religious system, lack of knowledge of foreign language are the problems to generate job opportunity for the women I tourism sector. Findings and recommendations are: proper training, job security, high scale salary, social freedom, gender equality, better education, family support are the basic requirements to generate more female employment opportunities in tourism. He also suggested that some of the legal provision should be changed in favor of female employment generation. Similarly, cottage and smallscale industries related to tourism should also be increased and promoted to generate additional job opportunities for female. Most of the tourist prefer female services than male in shopping sector by 74.0% followed travel and tours by 71.8% and more than 60% in hotel and lodges. Hence, female employment in this sector is inevitable. Out of total, 10.8% female visitors and 9.0% male visitors especially like the female services in every sector of tourism. Education and trainings are the major factors to generate female employment in various sectors of tourism

Chand (2000) focused on his book "Nepal" s tourism uncensored facts." He explains that tourism has contributed to the overall growth of economy therefore any measure that tend to negatively affect the tourism sector will affect the performance of the entire economy of the country. The sector of influence of tourism has expanded tremendously and if better plans; more enduring support from the government and if more investment is ploughed in to this sector it can its area of influence.

Burger(1978) studied that tourism in Nepal is an effective and promoting instrument for earning foreign exchange. To develop tourism in Nepal, it requires high public as well as private investment. So foreign exchange is needed for both development of tourism and other purpose.

Burger suggest that tourism industry is generally believed to be labor intensive rather than capital intensive in developing countries like Nepal. It helps to generate additional income to the people of Nepal. But the assumption has not provided in Nepal.

Nepal Tourism Board (2006) showed that Nepal is one of the richest countries in the world in terms of natural beauty due to its geographical position and latitudinal variation with in this spectacular geography are some of the richest culture of Himalayan heritage and its has also invited tourist to meet the lovely people of rural Nepal share a meal with them, stay at their house and family guests, taste their local drink and see them carry on with life graciously. As well they expected to receive the heartwarming hospitality, to witness some of the most spectacular views of the mountain landscapes or heritage sites along the way.

Kunwar R. (2002) writes a book entitled Anthropology Of tourism. Being a case study of ChitwanSouraha it is very scientific research which signifies to the culture village tourism and research methodology. This is the study of Tharu's culture of Nepal. According to Kunwar, the guest and host relationships makes balance through the culture village tourism. Emphasizing culture and others tourism activities go forward side by side which enriches tourism industries in Nepal. Now culture tourism is an acceptable for both host and guest. This is also model of village tourism of Tharu culture which provides moto ideas to the village tourism of this study area.



Ojha (2009), in his article “challenges of Tourism in Nepal” has discussed Nepal as a unanimous shangrilaa for the rapid growth of global tourism. Rising from an elevation of 56 meters to 8848 meters above the sea level, possesses all the climate zones of the world from the bitter tundra vegetation to the hot tropical forestation, Nepals biodiversity is a reflection of physiographic climatologically and attitudinal variations. Nepal’s combination of world class cultural and natural tourism attractions, including the rich heritage of the Kathmandu valley, culture diverse of Nepal, the beauty of Nepal Himalaya, super wildlife resource and hospitable mountain people ensure a destination well suited for international tourism. He has also stated that Nepal having famous tourist destination, world heritage site, historical monuments and natural beauty is not utilizing properly same of the identified problems of the development of tourism in Nepal are lack of tourist information centers, infrastructure, health services, water and sanitation proper accommodation in some places. Ineffective national plan and policy, fail to control over street vendors, lack of public awareness, lack of trained tourist guides, poor publicity campaign, lack of tourism packages variable price structure and presence of non-Nepalese in tourism business. There are pertinent problems that need to be addressed properly. Government and its authorities only are seeking to show the inclined graph (increasing number), manipulating data’s and interpreting as increment but really falls or other hand. Government and other business persons, now a day are only seeking quantity tourism but the national requirement is quality tourism. If quality tourism sustained it does not concerned with decreased number. Nepal will be grateful only if quality tourists made their destination as Nepal. Therefore government, its authority, concerned departments and concerned stakeholders must think for quality tourism as sustainable tourism. There may various factors which influence tourism socio-economic factors are play vital role to influence tourism. The factor consists

1. Leisure
2. Income
3. Mobility
4. Age
5. Education
6. Sex
7. Travel lost

Tourism has been, and is influenced mostly by economic considerations, such as holidays with pay and increase in real incomes. Income is therefore the second important factor in the evolution of demand after leisure, level of income forms an important factor in influencing tourism as well as participation in recreational pursuits, many surveys have indicated that in almost every pursuit, participation increase with income. This is true with tourism also. The more affluent members of the society are the ones who travel most. Mobility is the third important factor in the evolution of demand. With the advancement of modes of transport, the mobility has greatly increased. There is also the actual mobility, such as the motor car has provided. People are no longer restricted to a particular holiday center, as they tended to be when they mostly traveled by train. The communication system has advanced tremendously. With the building of the new and fast roadway networks, the mobility has certainly increased in manifolds. There are also great advances made in air travel, more particularly, for overseas holiday making. Tourist now can reach for off holiday areas in a matter of hours. Age and sex also affected demand more and more young people are taking holidays now. Younger participant more in travel because of more income. Education can be considered yet another important socio-economic factor, which influences the demand for travel. Broadly speaking the better-educated member of the population have higher propensity to travel. Besides, those with better education travel more often. Cost is another crucial factor, which influences the demand for travel. Cost factor can generate or hinder tourist flows to a particular country. Holidaying abroad is particularly influenced by it. The price level for various tourist services are especially significant. Countries receiving tourists should be able to compete with the cost of holidays in the generating countries. In Europe, a large number of tourist are attracted to Spain and Italy. In southeast Asia, Singapore and Bangkok offer low cost holidays and therefore, are very popular among tourist (Kunwar,2010).

Types of Tourism As we know tourism is one of the chief economic source for different countries. It also has become the catalyst for the development of different infrastructure within the country for the betterment of the people place and community. It is very important to know the types of tourism to venture different sites for promoting market based tourism. Besides these to know about the problems and prospects on the tourism, we need to describe some types of tourism observed in our

country. 1. Eco-tourism Ecotourism is a complex and multidisciplinary phenomenon and has a tremendous role to play in the interpretation of nature and natural resources, as well as in the outstanding of human history and its interaction with the rural environment, and the diffusion of environmental knowledge and awareness. Ecotourism can be described by different terms such as nature Based Tourism, Nature Tourism, Environmental Tourism, Specialist Tourism, Green Tourism, Adventure Tourism, Indigenous Tourism, Responsible Tourism, Sensitized Tourism, Cottage Tourism and Sustainable Tourism (Pradhan and Grandon, 2008). 2. Mountain Tourism Mountain tourism is one of the considerable sectors of Nepalese tourism. Mountaineering and trekking are well through-out as major parts of Nepalese mountain tourism. It is the mountaineering and trekking that increases the length of tourists stay, which ultimately supports rural economy and has pivotal impact upon the entire tourism industry of the country. In fact, tourism started with mountaineering Nepal, the first recorded successful ascent on one of the 14 over eight thousand meters high mountains of the world was made on mount Annapurna1 (8,091m) by French team namely mr.Mourice Herzog and Louis Lachend on 3rdJune 1950. After the successful ascent of Mt. Annapurna, attraction(Gurung,2007) 3. Wildlife Tourism Nepal has varied vegetation with varied and rich fauna. There are number of varieties species of wildlife in the forest of Nepal. It includes the wild buffaloes, snow leopard, blackbucks, wild elephants, antelopes, one horned rhinoceros, figers, bears, deers, blue sheep, stage red panda etc. Nepal is also repository of many species of birds, fishes, reptiles, amphibians and insects, as pheasants, snow pigeon, 28 snow partridges, golden eagle, kalig pheasants, ehak or tragopan, yellow build chough and many others are found here. Seasonal and migrating birds are seen in the slopes and in the river banks of Nepal. Dolphin and crocodile are also found in the river banks. Two national parks i.e. Everest National Park and Chitwan National Park which are cited is world Heritage side by UNESCO are also situated in Nepal (Gurung, 2007). 4. Rural Tourism 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, adventure, sport and health Tourism, hunting and angling, educational travel, arts and heritage tourism, and in some areas, cultural and ethnic tourism. In fact, rural tourism is not totally a new concept. The rural tourism of the 1970s, 80s and 90s is, however differs in several ways. It is revealed that over 70% of all American now participate in rural recreation. 5. Religious/pilgrimage Tourism Any

travel for religious purpose and the business of arranging for the needs and facilities of such visitors is known as pilgrimage/religion tourism. Important religious sites and places of worship of different religions are located in various countries of the world. For example, Mecca and Medina in Saudi Arabia for Muslims, Jerusalem and Vatican for Christians, Lumbini in Nepal for Buddhists, CharDham (four important Pilgrimage sites) India and Pashupatinath in Nepal for Hindus, etc. tourism industry has also developed because of the people's religious beliefs, culture and faith. 6. E-Tourism E-Tourism is the digitization of all the process and value chains in the tourism, hospitality, travel and carting industries that enable organizations to maximize their effectiveness and efficiency. E-tourism takes advantage of extranets for developing transactions with trusted partners, interest for re-organizing internal processes and the internet for interacting with all its stakeholders.

Pradhananga (2002) has described in his book *Village Tourism in Chitawan* that village tourism is a grass root level of tourism designated at its own Nepali village style, mobilized by environmental involvement by groups of village tourists, assigned by Nepali adult authorities positively within its balance of social and environmental function and strengthened the village and village economy. Village tourism is a planned industry and its dimension is very broad. Benefits are shared by all in an equitable distributive pattern, those who live in tourism regions are considered as participants in the tourism activities. For village tourism the villagers are not left as creatures but always graded superior beings of their own circumstances.

Ghimire (2002) in this book *Travel and Tourism* has given more information related to the tourism. Tourism is related to travelling and is naturally a human character. Man needs change and travel provides the change. During primitive period travel was there but tourism was not. Because travel was not undertaken for the purpose of pleasure at the time and motive was not to seek holiday from the routine work. The primary motive of their travel was trade and commerce or pilgrimage or to explore. The basic concept of tourism 'pleasure to leisure' was not there. When people learned to travel for pleasure, the concept of tourism was started. He has opined that differentiation between work and leisure creates tourism. So tourism is related to the movement of people from one place to another for the purpose of leisure. He has opined that

different techniques are used to calculate the economic impact of tourism. Mainly he has explained about multiplier effect and input-output analysis.

Shrestha (1999) has made study in her Ph.D thesis on the topic "tourism in Nepal" problems and prospects have identified the basic problems of tourism in Nepal. The study highlighted tourism industry having great prospects in Nepal. Being labor intensive industry, tourism sector has high potentials for generating employment and it is multi-sector industry. The performance of tourism industry from economic perspective is also far from satisfactory. The tourism earning did not rise in terms of US dollars because of low per capita tourist expenditure. Nepal considered as one of the lowest per capita per day spending outlet come to be known as a cheap tourist destination.

Aryal (2005) made a study on the topic of "Economic Impact to Tourism in Nepal". His focus of study is as to study the trend of tourist arrivals in the country, contribution of tourism sector to the GDP, foreign currency earning through tourism and to review the tourism policy in Nepal. Aryal's study is completely based on the secondary information and uses regression analysis. This provided guidelines for development methodology for the present study.

Pradhan I.K.(1979) concludes in his degree of master of arts thesis that Nepal being to benefit from industries after the political change of 1950. After the first and second World war, developed countries also used tourism industries for the solution of favorable balance of payment. The developing countries used tourism industries to sustain deficit financing and economic development. The topographical condition of Nepal fruitful for tourism industries and it helps to solve the national unemployment problems.

In 1942, two Swiss Professor Walter Hunziker and Kurt Krapf define tourism 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 are not connected with any earning activity". This definition is adopted by the International Association of scientific Experts in Tourism (AIEST), which brings out the following three distinct elements of tourism. 1. Involvement of travel by non-residents. 2. Stay of temporary nature in the area visited. 3. Stay not connected with any activity

involving earnings. 26 Tourism denotes the temporary and short terms movements of people to destination outside the places where they normally live and work and their activities those destination.

Adhikari (2004) in his master thesis village tourism with reference to poverty alleviation be concluded that Nepal is known as important tourism destination in otherworld with its natural wealth and culture, religious and archeological heritages. His emphasis that in the context of the Nepal tourism is not only the major sources of foreign exchange but also it has been creating signification employment opportunities and many other direct and indirect benefits have been generated for the country. In this way tourism has played significant role in Nepalese economy. Despite enormous tourism potential tourism potentialities have not been exploited properly due to limited air access, poor infrastructure and marketing strategy which has limited the number of tourism in the context of Nepal. Being lack of advertisement, lack of sufficient communication and other requirement to attract tourist, Nepal does not get lot of benefit from village tourism.

Nepal Rastra Bank has done study on the heading "Income and Employment Generation from tourism in Nepal" (1989). The studied showed that 20.6 percent of the employments in tourist and related industries were women. Carpet had 66.4percent female employees. This study deals about the composition of tourist, duration of their stay tourist expenditure and the impact of tourism industry on income and employment generation. This study has identified that majority of tourist (61.6) percent visited this country for pleasure followed by trekking 19.1 percent. This study determined that tourism industry has provided jobs for 11,176 persons among them 61.7 percent are basic level manpower, 29.2 percent and 9.1 percent are medium and top level manpower respectively. Among the employees, 10.8 percent were females(Nepal Rastra Bank,1989).

Review of literature revels that very little progress has been achieved in the areas of tourism diversification, be in terms of product place. Tourism promotion and development is largely concentrated on urban area a few of the traditional sites outside the Kathmandu velley.

There is large possibility of rural tourism in Nepal as we see the diversified values, elements and institutions in Nepalese society. The typical culture activities hosting in Daman Thaha municipality present one of the examples for income generations in rural tourism. However, we cannot ignore the problems the Daman suffering while serving the tourism attraction. Studying the level of income generated by the tourism can realize a real situation of the tourism status in f Daman Thaha municipality.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

Research methodology is the most important aspect of research work. Authenticity and reliability of any research depends upon the tools and methods used for data collection. Hence, the primary purpose of this chapter is to discuss and design the framework for the research.

#### **3.1 Research Design**

On one hand, this study attempts to identify and explore the prospects and problem of rural tourism in study area, on the other hand this study has make an attempt to describe things related to rural tourism in the study area. Thus, this study is both exploratory and descriptive.

#### **3.2 Rational for the Selection of Study Area**

The main reason to selecting Daman as a study area is its national as well as international significance for tourism and rural tourism. Apart from natural aspect, unique Newari culture, history, cast system and their way of living, where you can get involve through homestay facility is another asset of the study area.

Despite having lots of attraction, Daman is not exposed in terms of tourism activities. So, I choose Daman as my study area to explore potentiality of tourism in the form of rural tourism hub. Daman is an ideal example for rural tourism because of its perfect rural scenario, diverse ethnicity and natural beauty, and in Nepal there are many of these kinds of village to be explored.

#### **3.3 Sampling Procedure**

The universe of the study is the people of Daman (Thaha Nagarpalika) of Makawanpur district. In there are Thaha Nagarpalika 8,928 households and total population is 41,623. (CBS 2011 Vol. 2) Out of total households, 40 of them have been selected as sample by using simple random sampling techniques. Personal interviews have been taken from selected households and from each household one respondent has been selected for interview on the basis of his/her abilities to provide



information. There are 12 wards in Thaha nagarpalika. The sample has been taken from 4 wards (3, 4, 5 and 6) equally 10 households will be taken from each ward.

### **3.4 Sources of Data collection**

This study aims to explore the prospects and problems of rural tourism in study area, so the primary data has been collected from household of study area, similarly secondary data was also being used for the study which was collected from published and non-published written documents from individuals, experts, and organization related to the tourism sector.

### **3.5 Data Collection Tools and Techniques**

The interview survey or key informant method will be applied to generate the primary data

#### **Primary Data**

The primary data is collected during the field work by interview and key informant with local people who are involved in serving the tourist in diversified field of the tourism service . In order to collect the required and relevant primary data and following

#### **3.5.1 Interview Survey**

To generate accurate data from random household and tourist were selected and set of questionnaire has been provided. In case of the respondents who are not available to fill up the questionnaire, the question was asked to secondary respondent.

#### **3.5.3 Key Informant**

To acquire the more information about rural tourism in Daman (Thaha Municipality), key informant interview has been applied. For this process, one key informant was interviewed, who knows better about the study area. The key informant was from background of hotel association who is closely related with tourism sector and also a

## **Secondary Data**

Secondary data have also used to make this research much relevant and comparative and for understanding the comparative situation of village tourism as well as tourism activities in the study area. Related books and reports to village tourism contributed by different scholars used and studied from different libraries. Following will be main sources of secondary data collection TU central libraries, different websites ,other publications, internet newspaper, national planning commission, other published and unpublished reports.

### **3.6 Process of data Analysis**

#### **Limitations of the Study**

Any kinds of research works have limitations. This study has also some limitations which are as follows:

- a) The research is conduct in daman (Thaha Municipality) of Makwanpur District hence the result of the research cannot be generalized for others.
- b) This research is based on the sample data collected in Daman (Thaha Municipality). Which cant be applicable for another locations.
- c) The conclusion\ result is derived from the reliability of the primary and secondary data collected by different data collection instrument.
- d) The research has been conducted within 20 households, 5 hotels and 15 from visiting tourist in the study area.

Local person of the study area. The systemic analysis has been done by using both quantitative and descriptive techniques. To analysis the quantitative data, simple statistical tools such as percentage, average have been used. Maps, tables, charts, bar diagram, pie-chart were also used for the presentation of the finding. Study is mainly descriptive and the analysis of the result is described logically.

## **CHAPTER FOUR**

### **DATA ANALYSIS AND PRESENTATION**

#### **4.1 General Introduction of the Study Area**

Daman (Thaha Nagarpalika) is one of the village development committee of Makwanpur District, a part of Narayani Zone. Its district headquarters, Hetauda covers an area of 2,426 sq/ Km. It lies in the high level of the northern part of Makwanpur district and southern main path of the 8289fts chandragiri hill. Emperor Ashok who'd visited Nepal in the year B.S. 316 (Nepal Sambat 1153), A.D. 273 – 232 or 2265years before had installed Ashok pillars and also installed one Chaitya at the so-called place Chilanche of Chitlang village.

Also Chitlang is located in ancient Newar settlement. Inscriptions dating back to Lichhavi era have been found in this place. An inscription was found in Toukhel, Ward 6 of Chitlang VDC, established by king Amshubarma (in sambat 37). According to the inscription, Amshubarma had given the land of shepards and established a settlement for shepherds in Toukhel, Nhulgaun, Kunchhal etc. of Chitlang. Some historians believe that these people called Gopalis are the descendants of rulers of Gopal era. The main ethnic populations are Newar, Tamang, Khas, Magar, Chhetri, Braman, and Gurung etc. lives in this area.

It lies at the north-west of Kathmandu city, 12 km from Hanumandhoka. Similarly, from south it lies 7 miles from ChisapaniGadi towards the entry point to the capital. And from East it lies 10km from Dashinkali temple towards the east. From west, it lies 2km from TistungPanpu, where the temple Bajrabahari temple is situated.

In ancient time, Chitlang was called Chitapur and was divided into five „Purs“ namely Chitrapur, Shudhapur, kolapur, Hastinapur and Champapur.

The characteristic of the villages are Geographical diversity, flora and fauna. The little-known Chandra Giri (Mahabharat Hills) lies on the south west of Kathmandu Valley. The package offers an excellent breathtaking adventurous holidaying experience. The destination offers a great view ranging from the Mt. Everest, Mt.

Annapurna to Mt. Kanchenjunga. In addition, overlooking valley view of the Kantipur, Lalitpur, Bhaktapur can also be relished from here.

The village itself will be an exciting destination for the visitors, with culturally, naturally, traditionally, and geographically. Travelling on foot is the only way to observe Nepal, firstly the mountains and perhaps more importantly the people and their way of life. Chitlang is ideal for Natural Lovers, religious Tours, historical places, sightseeing, trekkers, film shooting, and study of fishery, bird watching and researchers. The villages are reachable within 4-5 hrs by walking distance about 2-3 hrs village road drive to Chitlang.

#### 4.2 Profile of Respondents

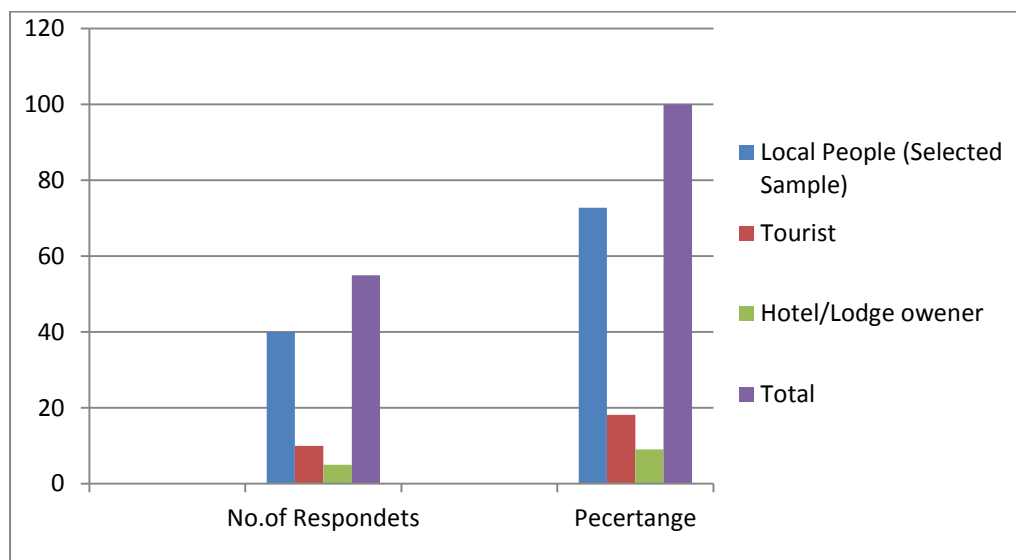
Population of the study is an important to sketch out its real result. It is not possible to survey to all households in the study period as a result, population sampling is taken. the profile of the sampling population has been listed below the table.

**Table 4.1: Profile of the respondents**

<b>Respondent</b>	<b>No of respondents</b>	<b>Percentage</b>
Local people( Selected sample)	40	72.73
Tourist	10	18.18
Hotel/lodge	5	9.09
Total	55	100

Table 4.1 shows the main respondent from which primary data were collected. The main respondents were local people, tourist and hotel/lodge operator. The sample size for local respondents was 72.73%, tourists were 18.18% and 9.09% of the total respondents were hotel/lodge owner. Figure below give the brief profile about the respondents.

**Figure 4.1: Profile of the Respondent**



### 4.3 Views Findings of Respondents Based on the Sample Size

The collected raw data and information was first categorized in the basis of major activities of the villagers related with tourism. The perception, vision, knowledge is called qualitative data that were analyzed descriptively. To treat the quantitative data, the simple tables bar charts for presentation has been used.

#### 4.3.1 Education Status of the Respondents

**Table 4.2: Education Level of Sample Population**

Education Level	Number	Percentage
Illiterate	17	42.5
Literate	12	30
SLC	8	20
Higher	3	7.5
Total	40	100

Following table shows the educational level of sample population taken. From interview taken to 40 samples, the response is shown in table below. Table 4.2 shows that majority of the populations are literate. Very few percentage of the population has higher education. So, it is required to aware the people by education to develop

Daman ( Thaha Municipality) as village tourism destination. Education and tourism industry are interconnected components because education itself is means of communication and basic components required for tourism development. Therefore, the local people should be educated to improve the tourism industry in the country.

#### 4.3.2 Occupational Status of the Respondents

**Table 4.3: Occupational status of the respondents**

<b>Occupation</b>	<b>Number</b>	<b>Percentage</b>
Student	5	12.5
Labor	5	12.5
Agriculture	20	50
Business	6	15
Job	4	10
Tourism related Business	0	0
Total	40	100

Table 4. 3 shows that majority of the people (50%) of the study area are engaged in agriculture, very less number of people are engaged in job (10%) whereas labor, business and students are 12.5%, 15% and 12.5% respectively. The researcher found none of the people involved in the tourism business. However, few of the people run the small-scale shop.

#### 4.3.3 Annual Income Level of the Respondents

**Table 4.4: Annual Income Level**

<b>Income Level</b>	<b>Number</b>	<b>Percentage</b>
Less then 20000	3	7.5
20000-40000	4	10
40000-60000	25	62.5
Above60000	8	20
Total	40	100

Table 4.4 shows that majority of the people have been earning 40000-60000 which occupy the 65.2% out of the total population. This figure indicates that majority of people are of middle class family. The people those who falls on the middle-class family have also shows the disguised unemployment situation of the study area. So, tourism can be effective means of additional employment and increasing income level of people.

#### 4.3.4 Annual Expenditure of the Local People

**Table 4.5: Annual Expenditure**

<b>Income Level</b>	<b>Number</b>	<b>Percentage</b>
Less then 20000	3	7.5
20000-40000	4	10
40000-60000	25	62.5
Above60000	8	20
Total	40	100

Table 4. 5 shows that 62.5% out of total respondents spend more than Rs.60000 Table 4.3 shows that only 20% people of the study area are able to earn above Rs.60000 that means their economic condition is falling day by day. To fulfill the gap, they need to find a reliable source of income and that reliable source can be rural tourism.

#### 4.3.5 Food Sufficiency

Food sufficiency in study area is presented in below table.

**Table 4.6: Food sufficiency**

<b>Food sufficiency</b>	<b>Number</b>	<b>Percentages</b>
12 months	12	30
6-11 months	18	45
1-6 months	10	25
Total	40	100

Table 4.6 shows that 30% of the households all of total respondents are able to produce enough grain from their land for 12 months whereas 45% household produce grains for 6-11 months and that of 25% household have food sufficient for less than 6 months of the year. For the rest of the year they have to buy food stuff from outside.

#### 4.3.6 Prospect of in the Study Area

**Table 4.7: Prospect of in the Study Area**

S.N	Views	Respondents	Percentages
1	Highly sound	20	50
2	Moderately sound	10	25
3	Not so good	5	12.5
4	Unknown	5	12.5
	Total	740	100

Table 4.7 shows that the prospect of tourism in the study area. Out of total respondents 50% respondents reported that prospect of tourism in Daman village is highly sound. 25% respondents mentioned that there is moderately sound prospect while 12.5% of respondents said there is not so good prospect of rural tourism in the study area similarly 12.5% of them do not have any idea about prospects of tourism in that very village.

#### 4.3.7 Problem of Tourism Development in the Study Area

**Table 4.8: Problem of Tourism in the Study Area**

S.N	Views	Respondents	Percentages
1	Infrastructure	20	50
2	Lack of policy	10	25
3	Don't Know	10	25
	Total	40	100

Table 4.8 shows that out of total respondents 50% of them think that Poor Infrastructure is the main problem of tourism development in that particular village



similarly 25% of them blame the policy makers whereas 25% of the respondents had no idea about the problem of tourism development in that very village.

#### 4.3.8 Role of Rural Tourism in Poverty Alleviation

**Table 4.9: Role of Tourism in Poverty Alleviation**

S.N	Views	Respondents	Percentages
1	Positive role	20	50
2	No role	6	15
3	Unknown	14	35
	Total	40	100

Table 4.3.8 shows the role of tourism that helps to the poverty alleviation. 50% respondents reported that tourism can play positive role, 15% reported that there is no role of tourist to reduce the poverty whereas 35% respondents do not have any idea about the role of tourism in poverty alleviation.

#### 4.3.9 Knowledge of People about Village Tourism

**Table 4.10: Knowledge of People about Village Tourism**

S.N	Views	Respondents	Percentages
1	Known	35	87.5
2	Unknown	5	12.5
	Total	40	100

Table 4.10 shows that out of total respondents 87.5% people do have some knowledge about village tourism and rest of the 12.5 respondents do not have any idea about village tourism.

#### 4.3.10 Willingness of People in Tourism Industry

**Table 4.11: Willingness of Respondents in Tourism Industry**

Views	Respondents	Percentages
Interested	10	25
Not interested	30	75
Total	40	100

Table 4.11 shows the interest of people in tourism industry. The table indicates that out of hundred, 25% respondents reported that they are interested in tourism based industry. And rests of them are not interested in tourism industry.

From the analysis of data in aggregation few of the respondents have passed SLC and higher level of education. So, it is required to be initiated educational based programs by the government and non-government agencies because without education people cannot be involved in tourism industry. Majority of the respondent have been adopting agriculture and remaining other respondents adopt nonagricultural activities like business service and student. There is high possibility of agro-tourism and agro-based industries. The study shows that 35% respondents are totally unknown about role of tourism in poverty alleviation. 75% respondents are not interested in tourism industry and 12.5% respondents are totally unknown with tourism. Awareness programs should be organized for the tourism development in the study area. Tourism industry can be effective means of raising employment and level of income of local people.

#### 4.4 Views Finding of Tourists Found During Field Visit

To find out the tourism prospects and problems its very much necessary to find out the views of tourists found on study area. So, we collected some of the data from tourists who were in study area at the time of field visit. Here are some of the data which think will help to get closer on our study objective.

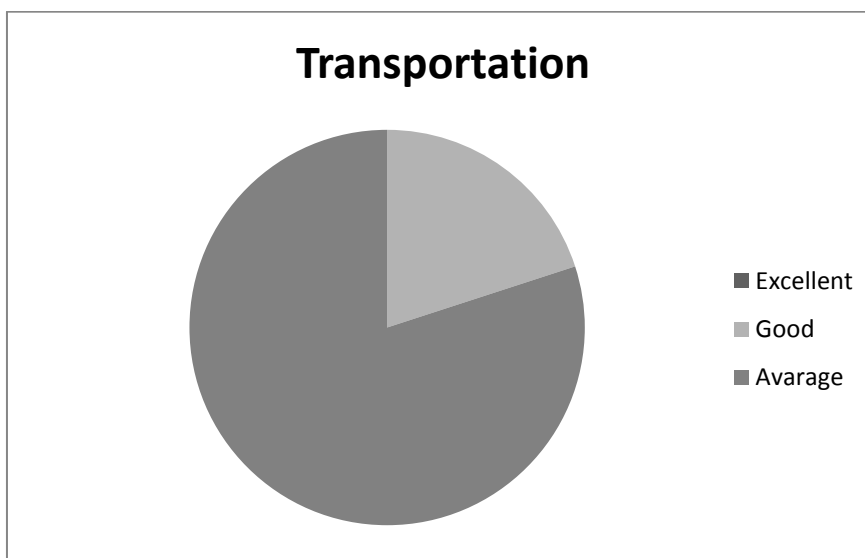
#### 4.4.1 Purpose of Visit

Tourist has many purposes for visit of any place. The main purpose of visit tourist is dependent on their psychology, economic status and education level. The main purpose of visit by respondent tourist is given below.

**Table 4.12: Purpose of Visit**

S.N	Purpose of Visit	No of Respondents	Percentages
1	Entertainment	7	70
2	Research	2	20
3	Official Work	1	10
Total		10	100

From above table, we can say that the main purpose of tourist visit in this region is entertainment, where 70% respondents believe that they are here for entertainment, 20% of them are here for research and 10% of visitor found to have official work as their purpose of visit. Below figure will give a clearer view on the purpose of visit.



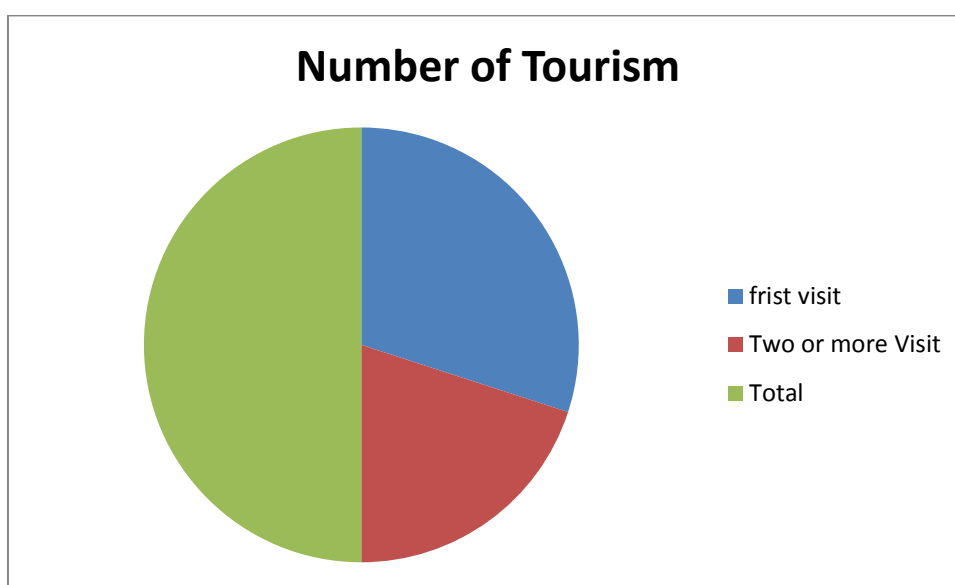
#### 4.4.2 Frequency of Visit

Naturally Nepal „once is not enough“ this slogan also proves that rural tourism is important for repeated visit in Nepal. The following table represents the frequency of visit according to their purpose.

**Table 4.13: Frequency of Visit**

No. of Visit	Number of Tourism	Percentages
Frist Visit	6	60
Two or more Visit	4	40
Total	10	100

Table 4.13 shows that 60% of tourists visited this place for the first time and 40% of tourists visited two or more time for their further purposes. The frequency of visit has been presented in figure below.



#### **4.4.3 Satisfaction from Different Services**

The satisfaction of the tourist is important for the promotion of tourism. There are various tourism related service by which tourist had got satisfaction. The following table presents service level available in the study area.

**Table 4.14: Satisfaction from Different Services**

<b>Services</b>	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Bad</b>	<b>Vary bad</b>
Transportation	0	1	4	4	1
Security	0	2	3	4	1
Accommodation	0	0	1	6	3
Conservation of Assets	0	0	5	3	2
Local market /shops	0	0	4	3	3
Communication	0	2	4	3	1
Total Points	0	5	21	23	11

Table 4.14 shows all the satisfaction level of tourists regarding different service of the study area. Overall satisfaction level of tourist from different service is not good. Most of the tourist seems to be disappointed by accommodation service and market facilities available here. None of the tourism related service found to be excellent. Where security and communication related service seems to be good.

#### **4.5 Problems of Tourism Development in Daman (Thaha Municipality)**

Daman (Thaha Municipality) is a very beautiful suitable tourism destination for rural tourism. But there are many problems which affect the tourism development. Unless solved these problems, rural tourism cannot be promoted as we expect. The major problems associated with tourism in the study area are as follows.

##### **1. Transportation**

Transportation is the back bone of the tourism industries. It enables people to visit destination. Modern means of transportation is not available to all tourism destinations around Daman. Kathmandu-Hetauda Highway is providing transportation facilities for the northern and southern part of the area but the condition of road and transportation services lacking to provide adequate facility. So, proper transportation services in and out of the village is not up to the mark and to manage this problem many link roads can be constructed.

## **2. Accommodation**

Accommodation is another most effective factor in tourism industry. Accommodation facilities are insufficient and not available in all tourism destinations around Daman village. Some available lodge and hotel are only in Hetauda and some other part of the very district but the main tourism destination lacks such facilities. The main attraction of the village is home-stay but many of them are not up to the mark.

## **3. Communication**

Communication is also one of the major factors in rural tourism development. Rural tourism is developed in the rural areas generally in remote village and this village is no exception. The telephone services are not available in most of the part of this village and internet service is way lower than average.

## **4. Health Service Center**

In and around the village there are only primary health care services but they are not well-equipped in terms of emergency and even for the general health services

It is causing a great deal of inconveniences to the locals as well as tourist. Therefore, insufficient facilities of health services should be considered as a problem for the promotion of rural tourism.

## **5. Electricity**

Electricity is also major component of tourism development. Now says there seems to be sufficient facility of electricity in whole Nepal in the problem is distribution line all over the village. Electricity facility is not available in all over the village till now. This problem has been constraint in the way of other facilities like telephone, internet and purification of tourism products.

## **6. Skilled Human Resources**

The regions apparent advantage of having abundant cheap labor is illusory since it generally lacks social support and environment for labor and skill for tourism

development. The shortage of skilled personal imposes serious constraint at least in the short to medium term.

### **7. Promotion and Marketing**

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

### **8. Lack of proper Co-ordination**

Proper coordination with agencies, trekking agencies, rafting agencies, resorts of Hetauda, Kathmandu and Palung would defiantly increase the tourist flow of this area. Likewise, the inefficient administrative procedure of government in implementing tourism policy is also the serious problem.

### **9. Trained Guides**

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

### **10. Recreational Facilities**

There should be sufficient bus parks, swimming pool, cultural programs and other additional facilities which are not available in and around the village.

### **11. Information Centre and the Advertisement**

Information center should be established in tourist areas. But there is no sufficient information center in and around the village. Tourist map and information of tourist product of this village is not available for tourist.

## **12. Banking Facilities**

Tourist needs banking facilities at tourist areas. Therefore, bank must be established near tourist destinations. Money exchange facility should be available for tourists. But these facilities are not well managed in around the village.

## **13. Political Disturbance**

Political disturbance created by political turmoil, due to Nepal Bandha, Political strike, etc. have also adversely affected the tourism sector. These conditions create state of uncertainty in the country leading to reluctance on the part of foreign tourist to visit Nepal. In this case Daman village is no exception and this village has also faced same challenge in attracting tourists.

## **14. Inadequate Inter-Sectored Linkages**

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

## **15. Lack of Awareness among the People**

The major population of the district is uneducated and lacks the awareness about tourism and its role in overall development of their own village.

## **4.6 Prospects of Tourism in Daman**

Potentiality of Rural Tourism development in any area is influenced by different physical, cultural, religious and natural components. Those components are as follows:

1. Accessibility and location
2. Scenery
3. Biodiversity
4. Climate
5. Culture
6. Settlement features



The fundamental attraction in Daman Thaha Municipality facility, scenic beauty around the village and rich cultural assets of local people.

There are lots of natural, historical, cultural, boating at indrasarobar, chandragiri hill, cyclalng, ond day tracking ,hill climbing and religious places in and around the village, which have great potentiality to attract tourist ,teachers, student, newly married couple, nature lovers, researchers in this area in the form of village tourism. Some of major potential rural tourism destination in and around the Daman (Thaha Municipality) are as follows:

1. Chitlang Homestay
2. Daman
3. Indrasarobar
4. Chandragiri
5. MakwanpurGadhi
6. Markhu Lake
7. Palung
8. Bajrabahari temple

## **CHAPTER V**

### **SUMMARY AND CONCLUSION**

#### **5.1 Summary**

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

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

#### **5.2 Findings**

From the available data information and researcher's observation along with the interpretations and discussions in the proceeding sections, now it is obvious that

Daman (Thaha Municipality) of Makwanpur district has a very high prospect and promising future for rural tourism development. This study attempts to link the village tourism with the rest of the rural economy. Creation of tourism infrastructure is expected to result in an increased flow of tourist, which would create demand for various local product for the consumption of tourist arriving in the district. This is expected to create various types of production opportunities for income and employment generation.

There is high potentiality to run agro-based industries. If the government draws their attention for the establishment such types of industries would be handy for the income of people. The analysis of income pattern of the sampled population indicates that majority of people are of middle class family and situation of disguised an employment in the study area.

Thus, tourism can be effective means of additional employment and increasing income level. 62.5 percent sampled population of the study area earn Rs. 40,000-60,000 per year whereas 20 percent sampled population earn above 60,000. Similarly, 62.5 percent sampled populations spends above Rs. 60,000 per year. It shows that there is no combination between expenditure and income.

The study shows that 75 percent of sampled population is not interested in tourism industry. In short, it can be concluded that there are numbers of problems, challenges and constraints in front of village tourism development in Nepalese village. Low level of infrastructure development, lack of awareness, entrepreneurship and investment and lack of marketing to the previous tourism products are existing as challenges for tourism development in the study area. Nevertheless, all these problems and challenges can be overcome with concrete efforts of public private partnership. If tourism destinations of Makwanpur district are linked with famous tourism destination „Sauraha (Chitwan)“, tourism development of tourism will be success. There are various types of tourism models which could build up in this district like commodity based tourism, Home Stay Tourism, Farm tourism, Cultural Tourism; Religious Tourism etc. there are great potentialities of trekking, Rock-climbing, Rafting and other Adventure tourism in this district.

Education awareness campaign should be started for proper attention on female education.

- Language is another barrier for the development of rural tourism in Nepal. Youth English learning, tour guide and vocational training should be encouraged for rural tourism promotion.
- Many villages in Nepal are suffering either from daily basis power cuts of no electricity facility at all. In this case, rigorous and collective initiations should be made for electricity availability in the villages by the villagers, village development committees (VDC), NGOs, INGOs and even the donors.
- Villages could be united and develop the infrastructure of the villages. At least they could set up public toilets and public drinking water taps to maintain health and hygiene.
- Most importantly, youth migration to the cities and abroad should be discouraged because youths are the main manpower for the rural tourism development. In no way can the middle aged and elderly people initiate the rural tourism in their villages without the young working force. Youths must involve with the entrepreneurship development programs in the support of NGOs, INGOs and donors. Youth should be oriented thoroughly about the implications of their migrations towards the village and they should orient how they can make meaningful and traditional culture, norms and values for the benefit of their village development. They should not stay idle but should make themselves busy with different career oriented trainings for the promotion of rural tourism.
- Transportation problems must be taken well care of because it is important that the tourists reach the destination comfortably at first. Safety of the travelers is very important, the frequent plane crashes were not doing any good to the tourism, and the plane crashes must be stopped

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**APPENDIX I**  
**QUESTIONNAIRES FOR TOURIST**

Nationality.....

Place of origin.....

Age.....

Sex.....

Occupation.....

Name.....

1. How do you know about Daman as a tourist destination?

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

2. Is it your first visit to Daman?

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

3. If you are frequent visitor which is the best season to visit?

- a. Spring ( )
- b. Summer ( )
- c. Autumn ( )
- d. Winter ( )

4. What is the purpose of your visit?

- a. Pleasure ( )
- b. Research ( )
- c. Official Works ( )
- d. Other.....

5. What mode of transportation you used to reach Daman?

- a. Local Bus ( )



- b. Car ( )
- c. Travel Coach ( )
- d. Motorbike ( )
- e. Other.....

6. Are you Satisfied with the service level available in Daman?

.....

.....

.....

7. What did you find the perception of tourist about the local people?

- a. Positive
- b. Negative
- c. Not Any

8. Will you refer to visit Daman to others?

- a. Yes
- b. No

9. How do you evaluate the infrastructure facilities of this area? Rate it by following points.

Excellent = 1

Good = 2

Average = 3

Bad = 4

Very Bad = 5

- a. Transportation (Road Condition) ( )
- b. Communication ( )

- c. Electricity ( )
- d. Water Supply ( )
- e. Conservation of Assets ( )
- f. Security Management ( )
- g. Lodging/fooding ( )
- h. Sanitation ( )
- i. Health Services ( )
- j. Local Market/Shop ( )

**APPENDIX II**  
**QUESTIONNAIRES FOR LOCAL PEOPLE**

Name.....

Sex.....

Age.....

Occupation.....

Education.....

1. Are you familiar with „Tourism“?

a. Yes ( )

b. No ( )

2. What is your main source of income?

a. Agriculture ( )

b. Business ( )

c. Services ( )

d. Tourism related business ( )

e. Other.....

3. Are you satisfied with your occupation?

a. Yes ( )

b. No ( )

4. Are you involve in tourism related business?

a. Yes ( )

b. No ( )

5. Dose your family benefited from tourists visiting this area?

- a. Yes ( )
- b. No ( )
- c. Don't Know ( )

6. In your opinion what things attract tourists in Daman?

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

7. Do you feel any economic or cultural change due to tourism?

- a. Yes ( )
- b. No ( )
- c. Don't Know ( )

If, how and what they are?

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

8. In your opinion what are the prospects of Rural Tourism in Daman?

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.....

9. In your opinion what is lacking to develop Daman as a well known tourism destination?

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10. What are your suggestions to increase the volume of tourists in Daman?

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

**APPENDIX III**  
**QUESTIONNAIRES FOR HOTEL/LODGE/HOME-STAY**  
**OPERATOR**

Name of Hotel/Lodge/Home-Stay.....

Name of Operator.....

Establishment Year.....

Situated In.....

1. How many staffs are there in your Hotel/Lodge/Home-Stay?

.....  
.....

2. How many rooms and beds are available in your Hotel/Lodge/Home-Stay?

.....  
.....

3. How many tourists visit/stay in your Hotel/Lodge/Home-Stay annually?

.....  
.....

4. Which is the peak season of visiting tourists?

.....  
.....

5. In average, how long tourists stay in your Hotel/Lodge/Home-Stay?

a. 1-2 day ( )

b. 3-4 day ( )

c. 5-7 day ( )

d. More than a Week ( )

6. How much you charge for a room?

a. Double bed room.....

b. Single bed room.....

7. What do you feel about the numbers of tourists in this area?

a. Sufficient ( )

b. Insufficient ( )

c. Don't Know ( )

8. How much a tourist normally spends per day on a average except room charge?

.....  
.....

9. In your opinion what are the major problems of tourism in Daman?

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

10. Would you like to give some suggestion for the development of tourism in Daman?

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