

**Prospects and Challenges for the Development of  
Village Tourism**

**Study of Madan Pokhara Village, Palpa**

**A Thesis**

**Submitted To**

**Central Department of Rural Development**

**Faculty of Humanities and Social Science**

**Tribhuvan University**

**Kirtipur, Kathmandu**

**In the Partial Fulfillment of Requirement for the Degree Master of Arts  
in Rural Development**

**Submitted By**

**Deepak Prasad Bashyal**

**Roll No-2482**

**T. U .Regd. 6-1-49-246-99**

**Central Department of Rural Development**

**Tribhuvan University**

**Kirtipur, Kathmandu**

**February, 2010**

## RECOMMENDATION LETTER

This thesis entitled “**Prospects and Challenges for the Development of Village Tourism Study of Madan Pokhara Village, Palpa**” has been completed by Mr. Deepak Prasad Bashyal under my full guidance and supervision for the partial fulfillment of the requirement for the Master of Arts in Rural Development. I hereby recommend this work for its evaluation and approval.

.....

Ass. Prof. Dr. Chandra Lal Shrestha

Thesis Supervisor

Central Department of Rural Development

Kirtipur, Kathmandu

## **APPROVAL LETTER**

This is to certify that the thesis entitled "**Prospects and Challenges for the Development of Village Tourism Study of Madan Pokhara Village, Palpa**" submitted by Mr. Deepak Prasad Bashyal has been examined . It has been declared successful for the fulfillment of the academic requirements toward the completion of Masters of Arts in Rural Development.

.....

**Prof. Dr. Pradeep Kumar Khadka**

Head of the Department

Central Department of Rural Development

Kirtipur, Kathmandu, Nepal.

.....

**Assoc. Prof. Dr. Uma Kant Silwal**

External Examiner

Central Department of Rural Development

Kirtipur, Kathmandu, Nepal.

.....

**Dr. Chandra Lal Shrestha**

Associate Professor

Central Department of Rural Development

Kirtipur, Kathmandu, Nepal.

## **Abstract**

*Today Tourism has emerged as the biggest and simple most important industry in the world. Even Nepal tourism plays a determining role in its economy. It has become a pillar for economic development in recent years. In this scenario, there is no doubt that expansion of tourism to villagers will contribute more to the economic development for the country like Nepal.*

*Nepal has many attractions in the form of snow-capped peaks, excellent trekking and rafting opportunities, interesting wildlife, significant religious sites and culturally important sites. These have well- placed Nepal for tourism development. Village tourism is coming- up as a new concept for promotion and development of tourism in Nepal and it can give as an appropriate momentum to the tourism sector. This concept is more relevant in the context of a country like Nepal which is made up of villages and diverse ethnic groups with typical and unique culture and traditional life styles. Apart from these, this village tourism is possible without building up any concrete infrastructures. So it is a meaningful position that can give a boost to the Nepalese tourism.*

*Similarly, Palpa is the district with great village tourism potentiality and Madan Pokhara VDC is one of the new emerging destinations of Palpa and Nepal in the form of “Village Tourism”.*

*The concept of the village tourism development has been discussed in part one, followed by objectives of the study, methodology and tools used and assumption and limitation. It discusses about prospect and problem of tourism development in Madan Pokhara VDC. Whereas part two discuss about presentation and analysis of data, and part three concludes with recommendation and conclusion of thesis titled “**Prospects and Challenges for the Development of Village Tourism in Palpa, a case study of Madan Pokhara Village**”*

*The specific objectives of my studies are to analyze the present status of infrastructures, physical features, potentiality of village tourism in Madan*

*Pokhara VDC as well as to analyze the benefit and opportunities receiving by local peoples.*

*In this study I was adopted the accidental and stratified sampling method. Palpa district has wide potentiality in tourism sector, especially in agro-tourism but cannot explore yet. Local people cannot get benefit from tourism sector in Madan Pokhara VDC. Finally, I recommended that the prospect of tourism in Madan Pokhara VDC has wide but to promote it, it has many challenges. These challenges are managed by government, private sectors, I/NGOS, as well as local people.*

## ABBREVIATIONS/ACRONYMS

GDP	- Gross Domestic Product
IUOTO	- International Union of Official Travel
MOF	- Ministry of Finance
MOTCA	- Ministry of Tourism and Civil Aviation
NAC	- Nepal Airlines Corporation
NTB	- Nepal Tourism Board
NTY	- Nepal Tourism Year
PATA	- Pacific Asia Travel Association
UNESCO	- United Nations Education Science and Cultural Organization
UNO	- United Nation Organization
VDC	- Village Development Committee
VNY	- Visit Nepal Year
WATA	- World Association of Travel Agent
WHO	- World Health Organization
WTO	- World Tourism Organization
DDC	-District Development Committee
INGOs	- International non- Government Organizations
NGOs	- Non- Government Organizations
IUOTO	- International Union of Official Organizations
SATC	- South Asian Travel Commission
PATA	- The Pacific Area Travel Association
ASTA	- American Society of Travel Agents

NTMP	- Nepal Tourism Master Plan
CBS	- Central Bureau of Statistics
NIDC	- Nepal Industrial Development Corporation
NPC	- National Planning Commission
BC.	- Before Christ
PVT/LTD	- Private Limited
CDO	- Chief District Officer
GETUP	- Group for Tourism and Environment Upgrading Palpa
PRSP	-Poverty Reduction Strategy Paper

## ACKNOWLEDGEMENT

This study was undertaken for the partial fulfillment of Master's Degree of Rural Development, in the Central Department of Rural Development, Tribhuvan University Kiritipur. I would like to express my sincere gratitude to my supervisor Associate Professor Dr, Chandralala Sherstha, Central Department of Rural Development for invaluable guidance, inspiration, inspection and supervision.

I would like to thanks the entire teaching faculty and staffs of Central Department of Rural Development, Tribhuvan University, Kiritipur for their help during the preparation this thesis.

I would like to thanks all the library staffs of Central library TU kiritipur, Nepal Tourism Board library, Kathmandu who helps to provide me many kinds of materials related to my study.

My sincere gratitude goes to all villagers of Madan Pokhara VDC, Community FM Radio staffs, and GETUP Palpa. Especially I would like to thanks Mr, Gunakhar Aryal, station manager of community FM Radio Madan Pokhara, who provide me lots of information about Madan Pokhara VDC and the whole palpa District.

I also express my special thanks to my entire colleague, specially, Prabesh Giri, Arun V2, Durga Bhatta, Parth Raj Subedi, Tritha Raj Bhatta, Puskar Adhikari, Madhav Neupane, Robin Sapkota and Mahindra Sapkota.

Finally, I would like to thanks my family, my brothers, and especially my MUM, and all who have directly or indirectly assisted to make me this Endeavour and success.

DEEPAK PRASAD BASHYAL

DATE:



## TABLE OF CONTENT

	<b>Page No.</b>
<b>CHAPTER ONE: INTRODUCTION</b>	<b>1-7</b>
1.1 Background of the Study	1
1.2 Statement of the Problem	3
1.3 Objectives of the Study	4
1.4 Importance of the Study	5
1.5 Limitation of the Study	6
1.6 Chapter Plan	7
<b>CHAPTER TWO: LITERATURE REVIEW</b>	<b>8-</b>
2.1 Basic Concept of Tourism	8
2.2 Tourism in Nepal	9
2.3 Characteristics of Tourism	11
2.4 Components of Tourism	11
2.5 Types of Tourism	12
2.6 Concept of Village Tourism	12
2.6.1 Conceptual Framework of Village Tourism	14
2.6.2 Village Tourism in Nepal	16
2.7 History of Tourism in Nepal	19
2.7.1 Tourism Before 1950	19
2.7.2 Tourism after 1950	20
2.7.3 Tourism After 1990	21
2.8 Review of National Plans and Policies	23
2.9 Visit Nepal 1998	29
2.10 General Review of Literature	30
2.11 Prospects, Impacts and Challenges of Village Tourism	35
<b>CHAPTER THREE: RESEARCH METHODOLOGY</b>	<b>43-45</b>
3.1 Research Design	43
3.2 Sampling Procedure	43
3.3 Nature and Sources of Data	43

3.4	Methods of data collection	44
3.4.1	Use of library and Literature review	44
3.4.2	Questionnaire Survey Meth	44
3.4.3	Observation Method	44
3.4.4	Key informant interview	45
3.5	Methods of Data Analysis and Presentation	45
3.6	Study Area Description	45
 <b>CHAPTER FOUR: INTRODUCTION OF THE STUDY AREA</b>		<b>46-56</b>
4.1	Short Introduction of the Palpa District	46
4.2	Historical Background of Palpa	50
4.3	Prospects of Village Tourism in Palpa District	50
4.4	Madan Pokhara as a village Tourism Destination	51
4.5	Other Major Village Tourism Sites in Palpa	53
4.6	Problems of Village Tourism in Palpa District	55
 <b>CHAPTER FIVE: PRESENTATION AND ANALYSIS OF DATA</b>		<b>57-68</b>
5.1	Result and Analysis of Survey of Local People	57
5.1.1	Local People General Profile	57
5.1.2	Local People familiarizations with the term Tourism	60
5.1.3	Opinion of local people on the Potentiality of tourism development in their area (village)	61
5.1.4	Major attractions of Madan Pokhara from Tourism's point of view	62
5.1.5	Unique cultural features of Madan Pokhara village	63
5.1.6	Unique factors of Madan Pokhara village	63
5.1.7	Infrastructural State/ Condition of Madan Pokhara village	63
5.1.8	Improvement in infrastructural condition for the development.	64
5.1.9	Condition of the lodging and fooding in the study area.	65
5.1.10	Major role for the development of tourism in the study area.	66
5.1.11	Local people opinion on the Tourism Development	67
5.1.12	Local peoples expectation on the benefits from tourism Development	67

<b>CHAPTER SIX: CONCLUSION AND RECOMMENDATION</b>	<b>69-71</b>
6.1 Conclusion	69
6.2 Recommendation	69
<b>REFERENCES</b>	<b>69</b>
<b>ANNEX I</b>	

## LIST OF TABLES

<u>Table</u>	<u>Title</u>	<u>Page No.</u>
Table No. 1:	Historical Moments of Palpa Districts	47
Table No. 2:	Lakes of Palpa District	48
Table No. 3:	Caves of Palpa District	48
Table No. 4:	Road Scattered Over the Palpa District	49
Table No. 5:	Age Group	57
Table No. 6:	Gender	58
Table No. 7:	Occupation	59
Table No. 8:	Familiarizations with the Term Tourism	60
Table No. 9:	Potentiality of Tourism	61
Table No. 10:	Major Attractions	62
Table No. 11:	Infrastructural State	63
Table No.12:	Infrastructural Condition	64
Table No. 13:	Lodging and Fooding	65
Table No. 14:	Major role for the Development of Tourism	66
Table No. 15:	Local People Opinion on the Tourism Development	67
Table No.: 16:	Local Peoples Expectation	67

## LIST OF GRAPHS

<u>Graph</u>	<u>Title</u>	<u>Page No.</u>
Graph No. 1:	Age Group	58
Graph No. 2:	Gender	58
Graph No. 3:	Occupation	59
Graph No. 4:	Familiarizations with the Term Tourism	60
Graph No. 5:	Potentiality of Tourism	61
Graph No. 6:	Major Attractions	62
Graph No. 7:	Infrastructural State	63
Graph No. 8:	Infrastructural Condition	64
Graph No. 9:	Lodging and Fooding	65
Graph No. 10:	Major role for the Development of Tourism	66
Graph No. 11:	Local People Opinion on the Tourism Development	67
Graph No. 12:	Local Peoples Expectation	68

## LIST OF FIGURES

<u>Figures</u>	<u>Title</u>	<u>Page no.</u>
Figures 1:	Conceptual Framework of Village Tourism	15
Figures 2:	Factors of Tourism Development	16
Figures 3:	Origin and Expansion of Village Tourism	17
Figures 4:	Social Impact Adopted from John Lee	39
Figures 5:	Cultural Impact Adopted from John Lee	40

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

It is well known fact that travelling has been a human phenomenon since the beginning of human civilization. It is a sensitive factor of the human nature in the context of moving to survive, explore and to know that unknown. Yet tourism is often taken to be a new phenomenon associated with our present civilization. The ancients undertake travels for personal or collective interest or out of curiosity and regions sentiments. But the modern science and technology advancement, higher incomes and saving longer, leisure times, demographic expansion, cheaply facilitated and diversified tourists services, spread of education etc. have made the term "Tourism" more households as well as the most dynamic and important for not only developing countries. Nepal, a country of natural paradise, is unique due to its peculiar topography, diverse climate and cultural heritage. Nepal has many tourists' destinations and range of comparative advantages. The most spectacular mountains in the world, people of different races, religious, cultures, and costumes, a wide variety of flora and fauna and a varied climate are the large and growing tourist's world. To develop sustainable tourism and to achieve the opium socio-economic benefits, the activities like eco -tourism, community based tourism or village tourism should be highly promoted.

Nepal one of the most unique exotic and remote destinations in the tourism map of the world s unquestionably a country deemed with countless natural wonders and exhilarating tourism products. The treasury of its product potentiality is endless. It's not only the highest peak Mt. Everest and the deepest gorge of kali-Gandaki but there are other innumerable natural cultural and never-to-be found elsewhere features in this land. Once visited, one is tempted to visit Nepal again. This is a country old historic monuments and heritage site. It wouldn't be an exaggeration to say tourism potentiality of Nepal, if utilized properly and with a little seriousness on the part of the plans and policy makers; it would prove itself like the Hen that used to lay Golden eggs in fairy tales.

Nepal is a hotplate for such type of tourism that can offer the visitors an opportunity to experience the closeness of nature and traditional culture with unique life style of the local people. Besides all of that, it can be important source of foreign exchange earnings industry creation employment opportunities and generating economics opportunities and generating economics growth of the country. Nepal's economy is generating us \$148 million annually and attracting just 375398 foreign visitors in the year 2005 (MOCTCA 2004/2005). Tourism provides direct and indirect employment for over 3 lakhs people in Nepal. In this scenario, there is no doubt that expansion of Tourism to village will contribute more to the economic development for the country like Nepal.

Village tourism as a phenomenon is concerned with river, sun environment, rural society and household. It represents conservation, lifestyle, experience, adventure and above all the nature adventure oriented benefits to the local people. The objective of village includes helping tourist to plan a trip, choose a tour and minimize ecological impact. Village tourism is a planned and balanced industry. Its dimension is very broad. Benefits are shared by all in an equitable distribution pattern. These who are live in tourism region are considered as participation in the village tourism activities. Village tourism in which the villagers are not left as superior beings of their own circumstances. Village tourism must address innovative transfers of technology, economic development and the socio- cultural environment. So, there is no doubt to say village tourism is the best tourism in all type of tourism.

Nepal has an experience in sustainable tourism particularly eco- tourism. So, it desires to develop village tourism as a vehicle for supplementing in poverty alleviation of the country.

Village tourism, being the key strategy for economic growth leads village economy by generating income, employment and industry. No doubt village tourism, in fact, is a powerful weapon to poverty alleviation as well as unemployment problem. If appropriate and relevant policies are adopted with adequate resources, village tourism could be a miracle to enhance the economic condition of the poor and local people of the village.

Palpa is located in western region of the country at Lumbini zone has a historical importance. The natural setting of this district is very beautiful. It is also a place of god gifted natural assets, mountain and Himalayan scene, river basin, favorable climate and others attraction which will be of great interest for the tourist Madan Pokhara, Tanhu, Argali, Deule Archale, Chilangdi etc. are the village which has a wide prospect for the development of village tourism in Palpa district.

Madan Pokhara VDC has a wide prospect for the development of tourism, but there is no macro or micro level study related to the tourism. Madan Pokhara



VDC has all the necessary infrastructures to develop as a tourist destination. It is a well accepted fact that Nepal has many tourist attraction like Madan Pokhara , Sirubari, Ghandruk, Ghalegaun, etc. we need not to do anything for boosting these areas with tourism except managing the resources and introducing innovative transfer of technology. Most of the studies on tourism in Nepal are conducted in macro level, thus the recommendations are generalized in nature. But we also need some specific type of recommendations in order to upgrade the tourism in our country, which is possible through a macro level study of the problem. Hence, this research is based on micro level with a case study of Madan Pokhara, which will be an attempt to investigate the issues relating to the village tourism promotion at macro level. Thus, this study is proposed the improvement and problem identified regarding village tourism and its socio- economic impact on local people.

## **1.2 Statement of the Problem**

Benefits of tourism are disproportionately distributed to the centre (Kathmandu) from incoming tourists. Much of the tourists' dollar remains in Kathmandu and little finds its way into other parts of the country. There exists a situation of core-periphery dependency in which the centre controls to a very considerable extent of the distributions of tourism around Nepal, accumulating most of the income generated, organizing much of the travel activities in pre-paid packages, and supplying many of the needs from the centre so that benefits flowing out to rural areas and small towns are limited (SNV, 2003).

A series of general problems are vivid in the context of tourism development in the rural areas of the country. There are poorly developed access and local institutions in the rural areas. Lack of means, knowledge and opportunities and poorly developed backward and forward linkages have seriously hindered tourism development in the remote rural areas of the country. Similarly, weak coordination between the centre and local institutions, limited ability of the local, persistent inequalities and fragile biophysical environment are some other major problems in this field

In Nepal there are many places and sections, which are distinct and carry huge potentials for tourism development. Among them palpa is such a unique place where there are many natural, cultural and other attractions which can attract domestic as well as foreign tourists. As most other districts, palpa is a multi-

ethnic district. It is rich in cultural, religious sites which could be attraction centers for the religious tourists. The increasing interest of foreign tourists in diverse rural life styles and diverse culture and pristine nature have made it imperative to do something for the development of tourism in palpa district.

Madan pokhara VDC has a wide prospect for the development of tourism, but there is no macro or micro level study related to the tourism. Madan Pokhara VDC has all the necessary infrastructures to develop as a tourist destination. It is a well accepted fact that Nepal has many tourist attraction like Madan Pokhara , Sirubari, Gandruk, Ghalegaun, etc. we need not to do anything for boosting these areas with tourism except managing the resources and introducing innovative transfer of technology. Most of the studies on tourism in Nepal are conducted in macro level, thus the recommendations are generalized in nature. But we also need some specific type of recommendations in order to upgrade the tourism in our country, which is possible through a macro level study of the problem. Hence, this research is based on micro level with a case study of madan pokhara, which will be an attempt to investigate the issues relating to the village tourism promotion at macro level. Thus, this study is proposed the improvement and problem identified regarding village tourism and its socio-economic impact on local people.

In this context the research problem, can be drawn as follows:

- ) Prospects and challenges of village tourism in Madan Pokhara VDC.
- ) Are people of Madan Pokhara aware of tourism?
- ) Are people aware of the importance of tourism?
- ) Are people feeling their responsibility to develop tourism in their villages?
- ) Are local people aware of the impact and benefit of tourism?
- ) Role of the rural tourism for poverty reduction

### **1.3 Objectives of the Study**

The general objective of this study is to analyze the prospect and challenges for the development of village tourism in Palpa and to suggest various measures for development in tourism. Following are the specific objectives.

### Specific Objectives

- ) To analyze the present status of tourism infrastructure for village tourism in palpa district.
- ) To highlight the physical features of Palpa district as well as villages itself.
- ) To analyze the benefits and opportunities receiving by local people from village tourism in palpa district.
- ) To explore potentiality of village tourism in Madan Pokhara VDC
- ) Suggestive development measures.

#### **1.4 Importance of the Study**

Nepal is recognized as an ideal tourist destination for culture and nature lovers. Diversity in terms of geography, ethnic communities and cultural heritages is the defining characteristic of Nepali society. Tourism development in Nepal is largely dependent upon expanding linkages between nature conservation and tourism. While Nepal's rich natural heritage attracts a large number of nature loving tourists, the country also suits the taste of other types of visitors like the culture lovers, sports persons and adventure seekers as well. Its hospitable people and their rich and colorful socio-cultural heritage are the major attractions for the people from the western parts of the World.

Tourism is one of the most potential economic sectors of Nepal. It creates employment opportunities, generates foreign exchange and could attract foreign direct investment. Realizing this fact government of Nepal has accorded utmost

Emphasis on the promotion and expansion of tourism industry since early 1960s, Promotion of community based village tourism has given continuity in the recent three years interim plan (2007/2020) etc.

Village tourism is the most essential element for our national development. It is regarded as a means of creating employment opportunities it is also aimed at diversifying and improving local economies without exerting any adverse environment and ecological impact. Village tourism may also ultimately bolster national economy by making the visitors stay longer in the country. Furthermore, sustained tourism may not only check the prevailing problems of migration of

rural people in urban areas but also help integrated community development by involving people in the wise use of natural resources and environmental management.

Majority of Nepali people dwell on the rural areas and villages and the villagers have been generally visitor friendly. Receiving guests and looking after them well has been an age old tradition and a way of life. Guests, in a rural setting in particular, have been considered god sent (Athiti Devo Bhava) even when they arrive uninvited

This study will be concerned with the importance of tourist in Nepal with reference to growth trend and foreign currency earning. The importance of this study includes the review of major problems in the growth of tourism and tourism policies of Nepal. The study, through serving aforementioned objectives, aims at giving suitable policy recommendation that might be useful to the planners and policy makers, students, researchers, and these with purely academic interest in Nepalese tourism industry.

Besides all this, the following points also highlights on the rationale of this study:

- ) The study has highlighted on the socio-economic and cultural reality of the local people.
- ) It has raised the level of awareness among the people in and around the study area to preserve nature, culture and environment.
- ) It has also explored the major problems and prospects to promote village tourism in Madan Pokhara VDC.
- ) It has paved the way for the development of village tourism in Madan Pokhara VDC.
- ) It will have significant contribution in tourism diversification of the country in terms of both place and product once its success stories are replicated by other districts that would contribute in attaining the overarching goal of poverty alleviation.

## **1.5 Limitations of the Study**

Like other type study, this study also will not be free from limitations. For performing any type of research is no doubt a very challenging preposition. It is obvious that student will have certain limitations in completion of the study. Some of the most common limitations which the students anticipate to encounter during the undertaking of this study can be specified as follows.

- ) Lack of sufficient literatures on the topic and secondary sources of information.
- ) The study is being undertaken within a modest budget.
- ) The study is proposed to be completed within a limited time.
- ) Authenticity of information and substantial representative of sample population

## **1.6 Chapter Plan**

The thesis has been broadly divided into six chapters. The first chapter has introduced the topic with some background information. It has also presented the problem, objectives, and significance of the study. The second chapter has reviewed relevant literature. The third chapter has built theoretical frameworks for analysis. The fourth chapter has settled on problems and prospects of village tourism in Palpa district under the introduction of the study area. The fifth chapter has presented relevant data and information that include findings of field survey. The last chapter has concluded the study and putted forward recommendations to promote Madan Pokhara VDC as an important tourist destination for both domestic as well as international tourists that would contribute in achieving overarching goal of poverty alleviation.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Basic Concept of Tourism

The word “Tourism” so popular now a day, is derived from the French word “Tourisme” which was originated in 19<sup>th</sup> century, which literally means to travel and travel related jobs. According to Webmaster’s new international dictionary tourism is defined as “Travelling for recreation”. Travel may be regarded tourists if it meets with the three essential conditions such as:

- ) Temporary
- ) Voluntary
- ) Not have remunerated employment as its aim.

The Australian Economist Hermann von Schullard gave the first definition of tourism in 1910. He defined as “the sum total of operation mainly of economic nature, which directly related to the entry, stay and movement of foreigners inside and outside a certain country, city or region” another definition of tourism was given by Edmond Picard, Professor of economics at the University of Brussels as follows “The function of tourism is to import currency from foreign resources into the country. Its impact is what tourist expenditures can do the different sectors of the economy and in particular the hotel keepers”.

In 1942, two Swiss Professors, Walter Hunziker and Kurt Kraft had defined tourism as: “Tourism is the sum of phenomenon and relationship arising from the travel and stay of non-resident, in so far as they don’t lead to permanent resident and are not connected with any earning activities.” The above definition clearly defines the few points, which is mention as follows:

- ) Tourism arises from a movement of people to and their stay in various destinations.
- ) There are two elements in all tourism, the journeys to the destination and the stay including activities at the destination.

- ) The journey and the stay place outside the normal place or residence and work, so that tourism gives rise to activities. Which are distinct from those of the resident and working population of the places, through which tourist travel and which they stay?
- ) The movement to destination is of a temporary, short term character, with intention to return within a few days, few weeks or months.
- ) Destination are visited for purpose other than taking up permanent residence or employment

International Union of Official travel Organizations (IUOTO) proposed the definition of tourist in 1963 and approved in 1968 by the World Tourism Organization. The definition defines tourist as “temporary visitors staying at least twenty-four hour in the country visited and purpose of whose journey can be classified under one of the following headings:

- ) Leisure (recreation, holiday, health, study, religion, and sport)
- ) Business (family, mission, meeting)

In a wide and comprehension term a tourist is a person who travels to learn, to appreciate nature, to relax and to enjoy a change outside his country.

## **2.2 Tourism in Nepal**

Tourism is a phenomenon established in this country ever since the beginning of human civilization. But no record is available to explain how it went on during the course of part century’s expert a few inscriptions that tell us about the historic visits of some monks from the friendly countries of north and south. Never the less, when we talk about the modern tourism, we refer to the early fifties of the last century when Nepal was officially made open for the foreign visitors. This was one of the achievements of the political change that had taken place to end autocratic regime of the Ranas. Nepal established diplomatic relations with my countries and was no more “forbidden land”. Tourists were permitted to enter into Nepal easily. In 1953, Tenzing Norgay Sherpa and Edmund Hillary climbed Mt. Everest, the highest peak in the world hero. Nepal

became the member of UNO in the same year. All in all, Nepal was put on the world map.

In 1956 Nepal established a tourist development Board under the department of Industry to develop tourism in duty throughout the country. In the same year coronation of late His majesty the King Mahendra was held. This auspicious coronation ceremony was observed as National festivals. Many Heads of states and diplomats from different countries of the world visited Nepal during the occasion, and major efforts were made to impress the distinguished visitor's. The first group tours consisted of Americans and two Brazilians organized under the pioneer body of Sir Thomas cook and sons arrived at Kathmandu in the autumn of 1956.

Nepal further succeeded to get the membership of the different international tourism development institution such as International union of official Travel Organization (IUOTO), South Asia Travel Commission (SATC), The Pacific Area Travel Association (PATA), and the American Society of Travel agents (ASTA). At first the national flag carrier Royal Nepal Airlines Corporation were built in the late 1960s.

Systematic tourism in Nepal started from 1966 with the established of a few hotels. The industry was further strengthened and established after the formation of tourism master plan in 1972, which gave emphasis to tourism market development sightseeing, trekking, eco-tourism and recreational and adventure tourism.

Nepal adopted the planned policies in tourism with the initiation of five year economic plans since 1956. Due to political instability before 1951, no special policies and plans on tourism could be formulated. The experience of international world taught Nepal to perform the development activities through planning consequently five year plan started Nepal in 1956. Even though tourism industry in Nepal become fully run up since the Nepal Tourism Master Plan (NTMP) formulated in 1972 at national level, Nepal Tourism Master Plan projected programs came up two phases as the first, phase 1972-1975 for four year and the second phase 1976-1980 for the five years.



### 2.3 Characteristics of Tourism

- ) Tourism involves a complex set of interrelations between people, places and products.
- ) The interrelationship involves through the transportation of people to various destinations outside their normal place of residence and their stay at those destinations.
- ) The duration of visit must generally be of a short nature.
- ) Tourism is essentially a pleasure activity in that doesn't involve earnings travel.
- ) Tourism products are not is not homogenous. Tour package to a destination may vary in quality, depending upon the circumstances. For instances a delayed domestic flight could affect the image of the product.
- ) Tourism industry is a hidden industry because it is much spread out which means it covers more industries then the eye see.
- ) The tourism product is highly perishable. A hotel room or an airline seat not used today is a total loss.
- ) Tourism product cannot be used for future use.
- ) Its raw materials are in exhaustible.
- ) The tourism products don't diminish with constant use.

### 2.4 Components of Tourism

Tourism doesn't exist in isolation. It contains of certain components, three of which may be considered as basic. These three basic components of tourism are:

- ) Transportation (Accessibility)
- ) Attraction (locale)
- ) Accommodation

## 2.5 Types of Tourism

In broad sense, tourism divided into two parts, foreign and domestic tourism. However on the basis of purpose, nature of the place intended to visit, duration of stay, tourism can be divided as follows:

- ) Village tourism
- ) Cultural tourism /religious tourism
- ) Historical tourism
- ) Agro tourism
- ) Adventure tourism
- ) Health tourism
- ) Sports tourism
- ) Conference tourism
- ) Business tourism
- ) Study tourism
- ) Space tourism

## 2.6 Concept of Village Tourism

This is micro model tourism where as rural tourism based on macro level. Village tourism refers to tourists staying in or village, often traditional villages in remote area, and learning about the villager's life style. The villages may also serve as base from which tourists explore nearby areas. (McIntyre, 1993, WTO)

Urry (2002) uses the term landscape (including village's cape) the village tourism involves provision of local style accommodation, locally produced food items on tourist menus and the organization of tourist participation in village activities. The villagers build own inns and operate expenditures. Successful village tourism doesn't require large capital investments but does need to be

Carefully planned and programmed; the villages must be trained to manage and operate facilities and services, and small loans may need to be made to the villagers with technical advices avoided for the initial development.

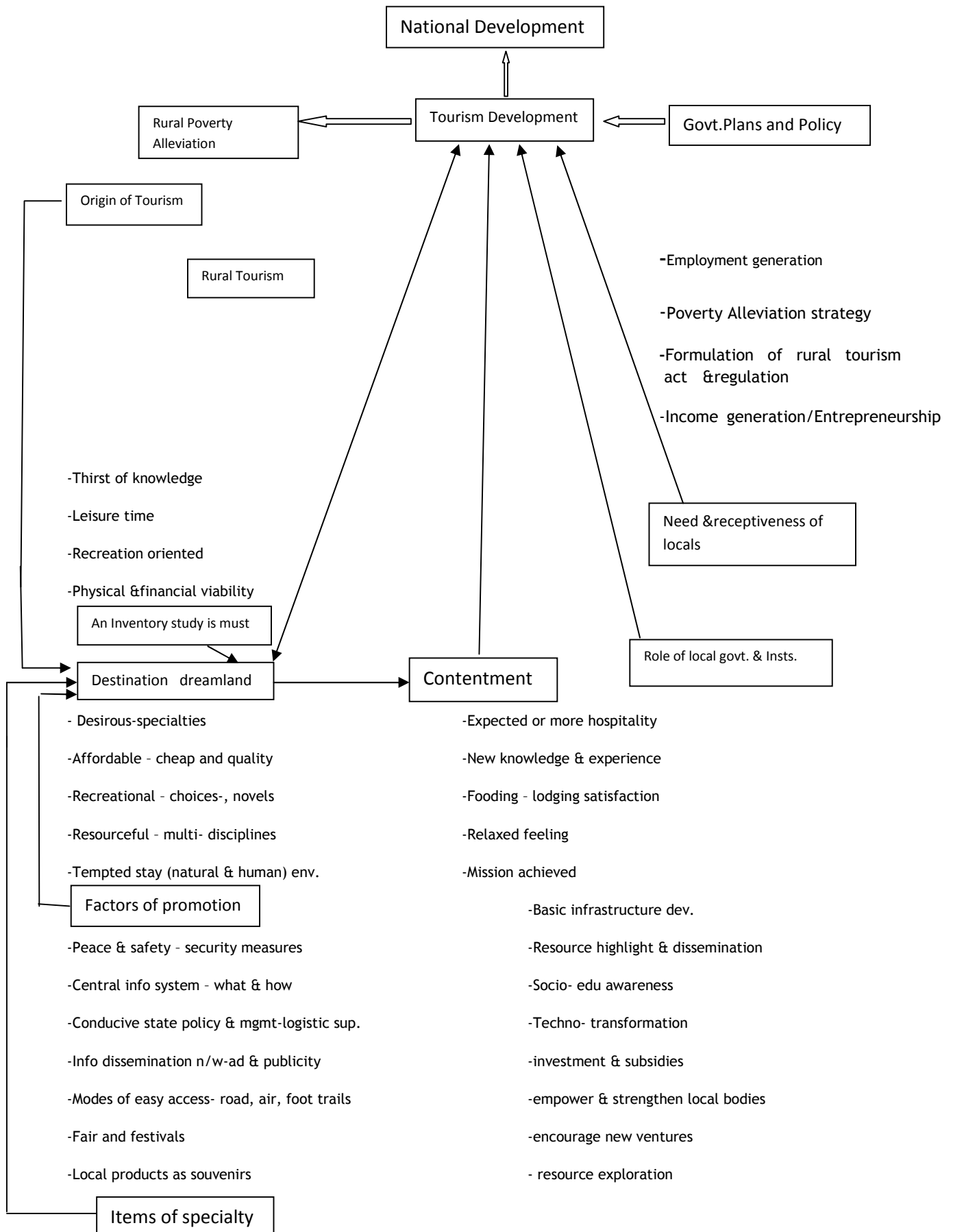
Village tourism development has to be sustainable and must meet the needs of the visitors and host communities while protecting and enhancing opportunities for the future. It must be fully integrated with the community in which you are located. The entity must integrate comprehensive phenomenon of society. It requires total integration which involves consideration of health and safety aspects, conservation of natural resources, renewable, energy supplies and other environmental manifestation. In addition, total integration involves maintaining the lifestyle and dignity of indigenous inhabitants by protecting the social fabric of the local community, assuring local economic opportunities and guarding against exploitation by the outside world.

The concept of village tourism can be attributed towards the desires of urban affluent whose life is mechanized and mostly fagged from artificial amenities whether we have that situation and phenomenon or not? Village tourism mostly attracts middle level income peoples. Such environment must have tended towards the relaxation or change. In Europe, the village tourism is in prosperous form. For example in Austria, many villages' communities run small scale cottages. Inns, and guest's rooms and the tourists provided bed and breakfast (Paudel: 1999).

Village tourism can be based on special areas, locality, settlement and village with its typical peculiarity because rarely possesses varieties or mosaic of specialties. To cite few examples- stout fish popularity of Ranipouwa Trishuli and fish items of Malekhu on the highway, hot spring water bath at Singa Babiyachaur of Myagdi and Kermi -Humla or Limi for Shambala trek and Bhot culture - Humla , Ranighat Durbar -Palpa, Madanpokhara VDC -Palpa, and etc. (Nepal Trust 2004 and Sharma, 2005)

## 2.6.1 Conceptual Framework of Village Tourism

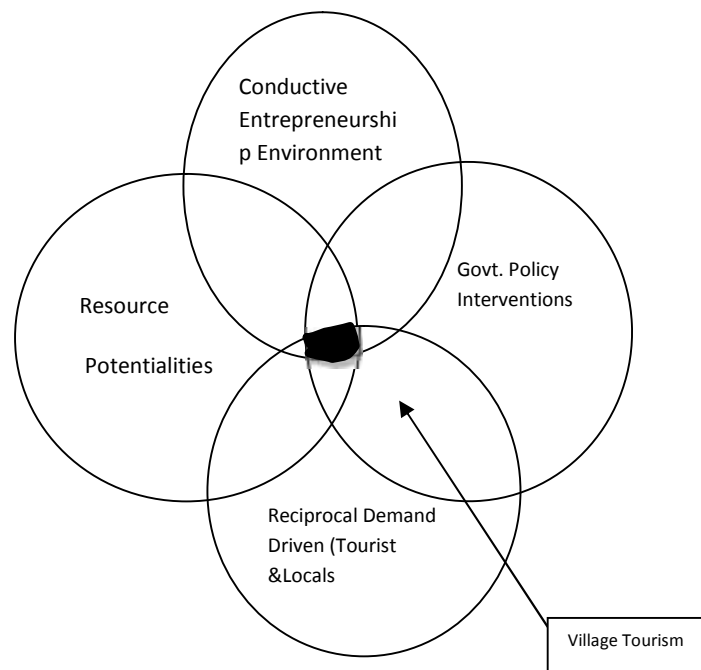
### Conceptual Framework of Village Tourism



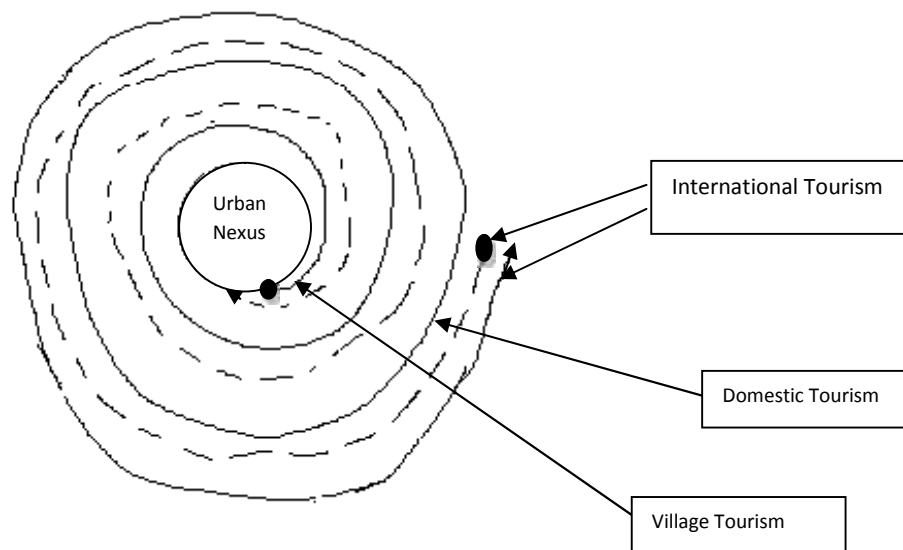
## Items of specialty

- Sight -scene
- Historical
- coordination & cooperation between PPP programs
- preservation & conservation of heritages
- Science & technology
- Religio-cultural
- Adventure
- Eco -tourism
- Biodiversity
- Hot spring
- Boating, Rafting
- Education - field
- Botanical (herbs)

## Factors of Tourism Development



## Origin & Expansion of Village Tourism



Source: Prem Sharma, Ph.D

### 2.6.2 Village Tourism in Nepal

Village tourism is an emerging concept in Nepalese tourism industry. It is one of the best ways to know the locals and their culture close by visitors, domestic and international, can get opportunities to experiences a stay in an unspoiled village with natural setting and living as a family member in homely environment.

In Nepal, the term village tourism come- up in recent years as another not clearly defined concept. Nepal introduced a program of village tourism aiming at promoting country's tourism industry in 2052 B.S for the first time. Though promotion of tourism in the sense attracted more or less from the beginning of 1960, but concrete steps to promote and intensify tourism development activities in a more scientific and ordinate way were made when a high level "Nepal Tourism Development Committee" was formed in 1970 on the financial and technical assistance of the government of the federal Republic of Germany. The world of the committee culminated in the publication of the "Nepal Tourism Master plan" in 1972 when has been the basis for all future activities in the field of tourism development in future.

In 2<sup>nd</sup> may 1956 the coronation of king Mahendra was regarded as the great landmark in development of tourism and its incident attracted many tourist into Nepal, though Nepal has already expanded the diplomatic relation with worlds famous organizations such as UNESCO, FAO, WHO etc After getting the membership of the UNO in 1995, gradually Nepal becomes known to the outside world. The first group tours consisted of twelve American and two Brazilians organized under the pioneer boy of Sir Thomas Cook and his Son arrived at Kathmandu in the tourism industry and finally it is alternative resources of income.

Village tourism is a relatively new concept as well as must be an integral part of the whole tourism scenario and also to be looked upon as supplementing the whole effort, which is of interest not to those in the tourism industry but also the developed professions policy makers and local communities as a potentially uncreative mechanism for conserving the natural areas and use to revenue for local conservation and economic development activities.

Eleven model tourist villages were proposes to be spread out among the various geographical divisions of the country. Only a few tourists' villages have come up including Sirubari of Sanjaya district, Ghale Gaun at Lamjung district, which has been practicing as community based village tourism like Sirubari as taken thirteen households as sampled since t 20 Baisakha 2058 and also Khasur and Bhanjung village at lamjung district. Likewise, thulo Persel and kartik Deurali Gaun in Kavre, Ghandruk and Siklesh in Kaski, Parbat, Mustang, Manang, Dang, Pyuthan, Illam, Taplejung, and etc.

Nevertheless Nepal tourism Board has adopted a policy of expanding village tourism all over the Kingdom, and plane to develop village as an industry for poverty reduction. Likewise, Nepal village Resort Private Limited has been devoting to improve rural base tourism since 1997. Which at first taken as sample to introduce village tourism at Solukhumbu, dhankuta, Lamjung and Therathum. The next private NGO SNV/NEPAL has been involves developing sustainable tourism in the rural areas, like Illam and Teplejung.

Though nearly Forty years after just from ninth plan his Majesty government of Nepal keeps on the rural base tourism in the rural areas by making special policy and strategy at the national level, The concept of village tourism has been developed and priorities are given to promote the village tourism, so that village people will get direct benefits from tourism. In order to enhance these sectors the following policies and strategies have been formulated.

- ) Tourism activities will be promoted in the village that can benefit to the village people directly as well as indirectly. Resources rich village for tourist attraction will be developed in to tourist centers. One village in each of the 14 zones will be developed as a model village during this plan period.
- ) Private sectors and local agencies will be involved and encouraged in the sector so that more revenue can be generated.
- ) Investment of the public and private sector will be gradually increased to create basic infrastructure solely on the basis of pre- planning and zoning of few feasible tourist spots.
- ) Temple monasteries, buildings, national sites of historical, religious and cultural significance will be preserved, well developed and utilized as tourist spot. They will be registered as national heritage, participation of general and local people for this conservation.
- ) The tourist's areas of cultural, natural, historical and religious heritage will be preserved by local VDC and municipalities.
- ) Non -government organization that work for up life mint of ethnic groups by utilizing their cultural heritage will be encouraged to design and implement various projects that can generate income for the ethnic groups by utilizing their ethnic cultural heritage.
- ) His Majesty the government ministry of tourism and Civil Aviation had declared Sirubari Village Syanja as a first model tourist village in 1998.



## **2.7 History of Tourism in Nepal**

### **2.7.1 Tourism Before 1950**

When we come across the development history of tourism in Nepal, we can say that Tourism Prior to 1950 is the first. There was not institutional and formal development for the tourism before 1950s. But there were different practices of tourism even before 1950s. The ancient history of Nepal is the history of Kathmandu valley and the ancient history of tourism is also related to the Kathmandu valley. It is believed that Kathmandu valley took birth when a visitor named Manjushree came here from China, cut the edge of the hill in Chovar with a sword and emptied the water of the lake. After this in 249 BC, ruler Ashok of India visited Nepal as a pilgrim and creates a Monastery entitled 'Charumati Bihar, and also four Buddhist stupas in the four corners of Patan. During the Lichhavi period, most of the foreigners visited Nepal as pilgrims. At this period, the great emperor of Tibet named Shrangchong Gampo visited Nepal and married the daughter of King Anshuvarma, princess Bhrikuti. The Chinese visitor Huan Tsang described in his travel accounts the Kailaskut Bhawan and Mangriha of Lichhavi dynasty. Similarly, around 6<sup>th</sup> century, in the Kirati Regime, some foreigners visited Nepal as pilgrims. In Malla Regime there was a significant development in art and culture, and then rulers of Nepal were more or less interested in greeting travelers who entered into the kingdom of Nepal as pilgrims. Krishna Mandir of Patan, Nyatpol Darwar i.e. a place of 55 windows, Pashupati Temple, Swayambhu and Stupas of Buddhist were built or renovated during this period. After the unification, the rulers of Nepal had not made any attempt to develop tourism in Nepal on the contrary the policy of the government was not let tourist enter into Nepal, except in some special cases. In the Rana's regime for 104 years the policy of the government was not favorable for tourism development. Only during the great festival of Shivaratri, permission was given to Indians to enter into Nepal as pilgrims. Till 1950 only 100 foreigners visited Nepal. The restrictions on tourists to enter into Nepal during the Rana regime of 104 years adversely affected tourism in Nepal. As a result there was a lack of foreign exchange earnings, from tourism for the development of infrastructure in the country. In that time, the religious tourism was highly

flourished in Nepal because different monks and other religious personalities had visited to Nepal. On the other hand, the other persons from different dynasties used to visit to Nepal either for the political purposes or the religious purposes. After the unification of Nepal, Prithivi Narayan Shah had visited to Banarash and different other parts of India for the religious as well as political purposes. King Ashok had visited to Lumbini and had created a religious pillar which is still there.

### **2.7.2 Tourism after 1950**

The second stage of Tourism started after 1950. The Tourism of 1950 is called Diplomatic Tourism where diplomats spread the word about Nepal. A great political change took place in Nepal in 1951. The Rana government was overthrown from power and democracy was brought into the country. Thereafter a rage of development in the country, internal as well as external communication and transportation tasks began to start. After that only Nepal opened its access for foreigners. Swiss geologist Tony Hagen and Edmund Hillary from New Zealand who was also one of the first to climb the peak of Mt. Everest, were among the most significant tourism promoters of Nepal. Edmund Hillary also introduced and promoted mountaineering in Nepal. After the initial years of tourism, the country was rich in culture and blessed with nature's bounty emerged as one of the most popular adventure destinations in the world with its offer of mountaineering and trekking. In actual sense the promotion of tourism started more or less only in the beginning of 1960s. The then government made attempt for the development of tourism with relatively more liberal tourism policy than there before. A new era of Nepalese tourism started in November 1957 when a 'Nepal Tourism Development Board' was established under the chairmanship of the minister of trade and industry.

We called the tourism of 1960 is Hippie Tourism, in this stage a lots of hippies were here as tourist to go into hiding towards toil as Army force.

In 1970, Nepal Tourism Development committee was constituted under the chairmanship of late prince Himalayan Bir Bikram Shah. In 1972, the committee published 'Nepal Tourism Master Plan' with technical assistance from the

government of Federal Republic of Germany. The master plan had been prepared for further development in the field of tourism started to be considered the country, tourism started to be considered as an industry and for its development efforts have been made to distributed posters, booklets to international organization and to provide sufficient hotel facilities and transportation facilities to tourists. As a result, there was 41 fold increases in tourists visiting Nepal, 6179 tourists in 1962 and 2,548,885 in 1990. In 1965, John Copman, who was running 'Tree Top' in Africa, came to Nepal and was begin impressed with dense forest and wild animals started 'Tiger Top', first jungle Resort. Similarly, James Robert, Ex-British Army-man who was in British India came in contact with Nepalese Gorkha soldiers and with their links came to Nepal and introduced trekking tourism by opening company named 'Mountain Travel' in 1965, which still runs today. The 1970 decade is also called as Trekking and wildlife Tourism decade. Similarly 1980 is Cultural Tourism decade.

### **2.7.3 Tourism After 1990**

Accordingly after 1990 is third stage which is Ecotourism and now Endemic Tourism of the 21<sup>st</sup> century. By the late 1990s tourism evolved as one of the main industries of Nepal contributing 18 percent of the foreign currency earning and 4 percent of the GDP. Analysis of the event related to the development of tourism in Nepal suggested that in the decade for nineties there have been much more conscious effort to globalizing the economy of Nepal. However, here we are taking up only some important events that reflect upon globalization of tourism related activities in Nepal. These are:

- ) Formation of Tourism Council(1992)
- ) National Civil Aviation Policy (1993)
- ) Tourism Policy (1995)
- ) Visit Nepal Year (1998)
- ) Formation of Nepal tourism Board (NTB) in 1999
- ) Destination Nepal 2002-2003.
- ) Tourism year 2011 (proposed)

From then onwards however, there has been a steady decline in terms of tourist arrival as well as income generation owing to several national and international

misfortunes. Tourist arrival in Nepal was on a steady rise in the late 1990s, with almost half a million tourists visiting the country wholly during the Visit Nepal'98 period, it suddenly plunged to low numbers in the after years with the hijack of the Indian Airlines in December 1999, followed by the street riots caused by the alleged statement of Indian actor Hrithik Roshan. Since then tourist arrival has not picked up the expected numbers. The main cause behind the lagging tourist numbers in the country has been the civil strife in the country started by the Maoists and the political turmoil that has followed. Although there have been regional and global incidents as well, Nepal's own armed conflict and political uncertainty have been the biggest obstacles to this fledging industry. As the political strikes and harsh security measures obstruct tourists from movement, cancellations of bookings are but the natural outcome. The main causes of the Maoist insurgency and the decade-long armed conflict are: asset inequality, unemployment, unequal access to public services and over taxation, economic mismanagement, lack of democratic right and suppression. Instead of trying to find peaceful measures to end the violent conflict, the government adopted coercive methods initially to cope with it. The other massive loss Nepal's tourism industry is facing today is the negative publicity being carried out by national and foreign media as a war prone zone. Political instability, frequently organized mass rallies, and strikes have significantly contributed to negative publicity in the international market. This has also led to issuance of negative travel advisories by many embassies of the primary and secondary market countries. Finally, with the royal takeover of political power in October 2002 the country plunged into an emergency and further political turmoil. The brunt of all these have been borne by all sectors in the country, and tourism is no exception. But after the peace accord we are in revival stage and belief of 30% increment in tourism.

Peace has been elusive in Nepal, ever since the start of the armed conflict, even though all governments formed after 1996 stated peace as the primary agenda. In the past two attempts at peace and cease fire were total fiascos. With the success of the April 2006 Peoples Movement carried out jointly by the seven major political parties in coordination with the Maoists, a third attempt at peace between the democratic government and the Maoists was initiated. With the

declaration of constituent assembly in recent days, a ray of hope seems to have been seen among all Nepalese. However, the endless civil strife and upraise of ethnic conflict, difference in power sharing, issues concerning decommissioning of arms and management of the militia, process of and representation in the constituent assembly, restructuring of the state etc. are some of the contentious issues and challenges that have to be met with before sustainable peace can be attained in the country.

Poverty is greater and more pervasive in rural areas, while compared to urban areas, and it is varied across regions. The Mid and Far Western Region as well as the Mountain Belt, is much poorer than the Eastern Region. In 2002 the situation is hardly different. Overcoming human and economic poverty is the biggest challenge for Nepal of which rural poverty ranks at the top.

Tourism links unique natural resources with an exciting living cultural heritage and friendly and hospitable people. It provides significant potential to use nature-based tourism as a low-cost, eco-friendly alternative to support socio-economic growth and fight poverty. (SNV, 2003)

It is safe to assume that the centre (Kathmandu) benefits disproportionately from incoming tourism. Much of the tourist dollar remains in Kathmandu and little finds its way into other parts of the country. There exists a situation of core-periphery dependency in which the centre controls to a very considerable extent the distribution of tourism around Nepal, accumulating most of the income generated, organizing much of the travel activity in prepaid packages, and supplying many of the needs from the centre so that benefits flowing out to rural areas and towns are limited. (SNV, 2003)

## **2.8 Review of National Plans and Policies**

### **First five year plan (1956-1961)**

During this plan, a tourist's development board was established in 1957 and tourist information center was established in 1959 and the rest of the world better knew Nepal since 1957 onwards. Many fundamental infrastructures for the tourism development were started with dawn of first plan. Tourist information centers were established. Survey of hotel was conducted, some training was

provided to tourist's guides. Among other worthwhile steps taken from the development of tourism was the setting up of Kathmandu Airport. Since this was the first five year plan of government it couldn't achieve much more accordingly with the plan. But this was an important initiation for the national development as well as tourism development in Nepal.

### **The second three year plan (1962-1965)**

Due to the increasing improvement in tourism sector the second plan emphasized the tourism development plans. It continued to develop the Tribhuvan International Airport at Kathmandu; the main entrance of foreign tourists. It was aimed to spend Rs. 12lakhs for the development tourism by providing accommodating and transportation in this plan. The hotel industry was given the most priority and promotional activities were conducted abroad. Tourists resort was constructed in Pokhara, Kakani, Lumbini and Nagarkot for the purpose of tourism development during it. The total outlay during this plan on tourism approximately Rs. 8.03lakhs, the number of hotel beds reached 270 at the end of this plan. The company act 1964 was the main achievement of this plan to regulate and develop tourism sector.

### **The third five year plan (1965-1970)**

During the plan, the expenditure of Rs. 50lakhs were allocated in the tourism sector and special attention was paid towards the proper transportation and accommodation. In the 1968-69 the tourist's arrivals in India was estimated to be 2, 00,000 and it was estimated that ten percent of the total arrivals in India came to Nepal. By estimating this, the plan aims to receive 20,000 tourists per annum. But statistics revealed that 24209 tourists arrived in Nepal in 1968 and 34901 in 1969.

This plan aimed to complete the Kathmandu Airport runway, establishment of one hotel each at Pokhara and Biratnagar. Plantation of trees, established of library and museum and other programs were made for the development of Lumbini. Again, the maintenance and reconstruction of temples in Kathmandu valley was also given a priority during this plan to enhance tourism industry in Nepal.

### **The fourth five year plan (1970-1975)**

The fourth plan estimated cost of Rs. 5 million for the tourism development and also aimed to make tourism master plan. The plan envisaged increasing the number of tourist by 40 percent annually. Hotels of different standards were planned to be established in Kathmandu valley so that a total of 2600 hotel beds would be available. Emphasis was given to advertisement by establishing a photo laboratory and this plan aimed to establish a tourism information center in Pokhara and in Birgung and produce 150 guides during the plan period. Reading the impact of tourism on the national economy a master plan was prepared in this plan having all necessary ingredients to be implemented on a phase wise basis. The private sector was also encouraged by providing loans for hotel industry through Nepal Industrial Development Corporation (NIDC). Foreign experts were also invited to prepare the master plan for tourism development in effective way.

The tourism master plan pointed out the potentiality of sightseeing tourism, trekking tourism, 'Nepal style' tourism; recreational tourism as well as pilgrimage tourism in the country. This master plan also aimed to increase foreign exchange earnings, to make favorable balance of foreign exchange, to create an impulse towards the development of the national and regional economy.

### **The fifth five year plan (1975-1980)**

The plan aimed to spend Rs. 200lakhs in tourism in the area of number of airfields and length of road of number construction. This plan aimed to distribute 35, 00,000 booklets and 100 prints of two films designed for the advertisement purpose. Move over, 135 advertisements be estimated to be given to various international magazines. This plan period hoped to produce, 500 manpower in different fields including guide, front officer, housekeepers, etc.,.

The fifth plan objectives of tourism including increasing foreign exchange earnings, increasing employment opportunities, achieving regional development by establishing tourist's center and improving balance of payment situation.

### **The sixth five year plan (1980-1985)**

This plan also draws heavily on the master plan was to increase foreign currency reserve to improve the balance of payment situation by increasing numbers of tourists and duration of stay emphasis was also give to encourage the establishment of import substitution industries in the tourism sector and to enhance employment generation through growth and expansion of tourism.

### **The seventh five year plan (1985-1990)**

Seventh plan also emphasis retaining maximum foreign currency earnings from tourism to improve the balance of payment situation, creating more employment opportunities and diversifying tourism activities to potential areas with basic infrastructure facilities, During this plan period 12, 32,184 tourists visited Nepal and the total foreign exchange earning was Rs. 11079.1 million. The attempts were made to get maximum benefit from mountain tourism, trekking, rafting and mountaineering etc. the plan levied different types of taxes, fees, charges and conducted regulations lunching the effective tourism promotion, establishment of tourist centers, provide more tourism training to provide more securities to the tourists. The tourism oriented national heritages were preserved and improved and the development of cultural was realized. And also, for tourism promotion each development region was proposed at least one location to be developed and recognized as a resort area.

### **The eighth five year plan (1992-1997)**

This five year plan also adopted tourism as an important industry for generating foreign exchange and employment opportunities. During this plan period highly emphasized on to promote cultural, historical and environmental assets via, tourism promotion and developing linkage between and other sector of the economy when His Majesty's Government of Nepal had formulated "Tourism Policy 1995".The tourism sector in Nepal having following objectives stated as points given below.

- ) To maintain high image of the nation in international community by providing standard services and necessary security to the tourists.



- ) To increase employment foreign currency earnings and national income and to improve regional imbalance having expanded the tourism industry up to the rural areas.
- ) To develop the tourism industry as a main economic sector of the nation by establishing it's inter - relation with other sectors of economy.
- ) To develop and expand tourism industry by promoting natural, cultural and human environment of the economy.

### **The ninth five year plan (1997-2002)**

The plan highly emphasized to assist poverty alleviation program by making tourism sector a part of the all round economic development of the country (NPC, 1998). From this plan emphasized on the promotion of the village, professional and festival tourism apart from the existing ones, since beginning of the ninth plan just to promote rural tourism of the rural areas by private sector as well as government sector had encouraged. In order to develop tourism industry and achieve the targets, the 9<sup>th</sup> plan has aimed to achieve the objectives like as to establish the backward and forward linkage of the tourism sector with the national economy so as to develop it as an important sector the overall economic development. The second objectives were to establish Nepal as a premium destination in the world tourism market through effective publicity and promotion. The third one was to enhance employment opportunity, income generation and foreign exchange earnings from the tourism sector and spread these benefits down to the village levels.

From the 9<sup>th</sup> plan, the special policies and strategies had formulated for tourism development, like village tourism. In recent years Nepal has also taken step forward to promote tourism in the rural as it being of accorded high priority.

His Majesty's the government has declared on the title of campaign of destination Nepal has been operated as two years programs since 2058/59 to fiscal year 2060/61 and international year of mountain 2002, international year of eco- tourism 2002 and visit south Asia 2003 have also been planned to operate harmoniously as the important program:

**Objectives:**

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

**Goal:**

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

**The tenth five year plan (2002-2007)**

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

- ) To develop tourism sector qualities and sustainable.
- ) To conserve preserve and maintain the historical cultural, religious resources and increase its practical use.
- ) To improve standardize and make air transport services easily accessible and affordable.

**Three years Interim Plan (2007-2010)**

The interim plan has accorded high priority to tourism development so as to make this sector a building block of the economy. It has emphasized on tourism diversification that would contribute for balanced regional development in the country. The plan has focused on rural tourism in order to raise the standard of living of rural people. It has introduced the concept of integrated tourism infrastructure development which is carried by the respective sect-oral ministries. The plan has a policy to encourage the youth and the people from

backward communities, women and the rural poor to participate in tourism related awareness and employment oriented trainings and skill development and capacity development programs.

The government of Nepal had brought out, for the first time in its history, a separate set of Tourism Policy in 1995. Its cross-sectoral linkages were found crucial to support other sectors of the economy too. With distinct aims of expanding broad based tourism in the country, it has emphasized on the income generating activities at central as well as rural level to support in narrowing down the regional imbalances through tourism. The major objectives of the Policy are to accommodate natural, cultural and human environment for the sake of tourism at the internal front as well as reinventing the prestigious image of the country as an attractive tourist destination internationally. It has also dwelt upon the linkages between tourism and agro-based and cottage industries. The local communities are motivated to take part in tourism and the village tourism has been especially encouraged.

A commendable part with the Tourism Policy is that the respective roles of the government and the private sector have been clearly delineated. The government is bestowed with the role to act as a catalyst; leader, coordinator and facilitator while the commercial and business activities are set-aside for the private investors. Development of the required infrastructures and facilities in the rural areas, enhancement of the quality of services, promotion of pilgrimage, and development of adventure tourism are also some of the major activities mentioned in the policy document but failing concrete actions to support those initiatives. More critical review is done in the following segments.

## **2.9 Visit Nepal 1998**

On April 12, 1996, His Majesty Government declared the year 1998 as visit Nepal '98 as in order to further enhance the image of Nepal as a special destination for the visitors. In 1998, more tourists visited Nepal than the previous years. In VNY'98 altogether 463,684(9.9%) tourists visited Nepal in comparison to 1997. In the year 1997, 421,857 tourists visited Nepal and ratio of Percent change

between 1997 and 1998 was 2% respectively. In 1998, 491,504, tourists arrival in Nepal.

In VNY'98 it was 10.8 days which increased up to 10.3 days compared to 1997. In 1997 average length of stay was 10.5 days. In 1999 it was estimated that the average length of stay increased by 12.8 days.

## **2.10 General Review of Literature**

Tourism industry is the largest smokeless, and it is also the rapidly growing industry in the world. Therefore, the field of tourism is being wider not only in the developed countries but also in under developed countries like Nepal. To make study more reliable some of the important available reports, manuals, articles, workshops, proceedings and stories on tourism and different types of research study in tourism development programs by different institutions undertaken nationally and globally have been reviewed. Although many documents were available writing specific to "prospect and challenges for the Development of village tourism in Palpa, a case study of Madan Pokahara" is lacking. Following literature has been found useful for the purpose of this study (research)..

*Kayastha (1985)*, made a study on tourism in "South Asia Region". In this study he has analyzed different aspect of tourism like tourist flow, expenditure, duration of the stay and impact of tourism. The study pointed out the natural as well as manmade beauty and wildlife is the major attraction for the tourist visiting Nepal. In his view, tourism is an important sector for income and employment generation. This study has concluded that land and air transportation services have been a major factor contributing the growth of intra-regional tourism in South Asia. Number of south Asian tourist visiting Nepal has been increasing. Most of them visit to Nepal for pleasure followed by official work and business point of view.

*Burger (1978)* studied "The Economic Impact of Tourism in Nepal". In this study he attempted to analyze input and output of Nepalese tourism. Based on both primary and secondary information the study mention the majority of the tourist

comes for pleasure and sightseeing purpose and only one out of six tourists who visited India also visit Nepal. The study conclude that although is tourism is a recent phenomenon in Nepal, it has grown at an astonishing rate and tourism can notably help for the economic development of the country if it properly planned and monitored.

*S.N. Tiwari (1981)* has studied on “Prospect and Problem of Tourism in Nepal”. This study deals with the prospect of tourism development it economic values and development trend. The study indicates that tourism the fastest growing industry that any other industries in Nepal.

*I. K Pradhan (1979)* conducted a study on “Tourism resort and its Economy Impact”. The study deals with the need for improving tourist resort in Nepal. The study states that expenditure of tourist depends on the extent of facilities provided to them in resort and their surroundings.

*Khadaka (1993)*: on this doctoral thesis “Tourism and economic Development” observe the problem such as lack of surplus generation. There have been studied on the economic impact of tourism in the developing countries. These studies shows that some developing countries have been able to use tourism as a means of surplus generation for the future development, but many developing countries have not been successful to do so. In fact Tourism for many developing countries turned out to be an enclave industry and become a means of surplus drain. Objectives as stated were to be concerned with the impact of tourism and development in Nepal. In this dissertation he has setting the two specifics objectives.

According to him, in present Nepalese policies direct air links to the European countries seem to be a timely approach. Furthermore it seems that Nepal can benefit from the increasing tourism in china. If Kathmandu develops as the gateway to china and established direct air links with the main Chinese tourism destination.

*Yanja Raj Satyal (2000)*, Tourism is contributing much to the economic and cultural growth in different regions o Nepal. International visitors whose journal is destined for different regions due to trekking are increasing in number. The

promotion of international tourism indifferent regions directly enhances their regional economy through the development of tourism industry. He also mentioned the socio- cultural impacts of tourism as it was said that tourism indeed helped some mountain communities to persist, but as it does traditional life inevitably changes. Trekking and mountaineering life not only provide jobs in the agricultural off season, but by so doing they alter the life of farmer and herders and offset the fragile balance intrinsic to mountain.

*Dr. R.R Kunwar (1997)* says that country not only earns foreign exchanges and provides jobs and employment but also provides lots of basic needs comfort and modern amenities to locals and corrects regional disparities by developing various infrastructures for tourism.

*Dr. Surendra Bhakta Pradhang (1992)*, who is recognized as “Father of village tourism and discoverer of scientific tourism has defined village tourism as village tourism as “Village tourism is a grassroots level of tourism designed its own Nepali village style mobilized by Nepali people themselves, their skills and resources displayed as village life style and environment, involved by groups of village tourist assigned by Nepali adult authorities positively within its balance of social and environmental function and strengthened the village and village economy “And he further defined that village tourism is a planned industry. Its dimension is very broad benefits are shared by all in inequitable distribution pattern. Those who live in tourism region are considered as participants in tourism activities village tourism in which the villagers are not left as creatures but always graded as superior beings of their own circumstances”.

*Nandita Jain*, the concept of village based tourism need to be focused on the few things as given below: transit trekking route scenery comfortable,

- ) Reason for stay: any special function or specialty
- ) New product: which the tourists don't get it anywhere and extra demands of tourists.

The objective of village tourism despite often ambiguous is to attract tourists to natural areas and use the revenues for local conservation and economic development activities (Tourism Development Management Committee).

- ) The tourist village family, who pays respect and love to tourists, is a peculiarity of village tourism.
- ) Village tourism leads to dynamism in the tourism industry. It concerns all villages of Nepal. Most importantly, tourism in Nepal has been one of the most important supporting features of the Nepalese economy.
- ) Tourism affects the village society and socio-economic pattern of the people. Tourist influence food habits, family structure, religion, language and psychology of the local people.
- ) Tourism development is not an isolated task. It is interdisciplinary work concerning different sectoral activities.
- ) Tourism is a goose that lays golden eggs. Basically, village tourism plans focused on the target group of tourists intending to participate in programs that provide local benefits.

*Raman Grandon (2003)*, "Sirubari Village" the first model tourism village was initiated by Nepal Village Resort PVT.LTD in 1997. It was the first step towards introducing community based village tourism, Nepal village is trying to give tourists a rare chance of experiencing and learning the indigenous cultural and tradition by staying there as one of the members of the community. People here have more employment opportunities now and there is less danger of losing the culture. It is also in the interest of the resort to make the local people and community a direct beneficiary of economic gains out of tourism. That is why the concept of community based village tourism which entails that every community should get benefit from tourism which can in turn be used for the development of the place.

*Dr .S.B Pradhanga (2002)*, has to say that urban base alone is not enough for sustainable development of tourism. According to his opinion that village has its own place in the scheme of things. After all the villagers are the centers where

the people through their day to day life exhibit their language, culture, religion and other facts this is the place where the real Nepal can be found and observed.

Though the lack of balanced tourism sees that there is a mere 4 percent contribution from village tourism to Gross Product (GDP) but if the whole strategy is revised than village tourism can be able to contribute 40 percent to GDP.

*Likewise, Sharma (2006)* in his article “Village Tourism for the Sustainability of Rural Development” in Nepalese Journal of Development and Rural Studies (Vol 3.1, Jan-Jun 2006) has extracted the quotes of the Tenth Plan (PRSP, 2002) the tourism sector can be an important instrument of poverty reduction by increasing employment opportunities directly and indirectly in urban as well as rural areas, particularly in the hills and mountain areas along trekking trails and tourism sites. He has asserted that it can be aids-led tourism development where problem of sustainability and indigenous efforts will be overshadowed.

*Dhungana (2008)* has written in the form of a record; unfold Nepal’s glorious history, culture and traditions as well as the present carnage of violence and political instability engendered by the unleashing of the hitherto dormant social and political forces. Despite the rather grim scenario of the present, the author offers a ray of hope for the future through his own patriotic affection for the genuine philosophical heritage of the motherland, the natural beauty of the landscape abundant in diverse flora and fauna, and the sense of inner peace and harmony that is to be gained by living a truly religious, non-violent, philanthropic and contemplative life dedicated to the well being of all.

According to Nepal Tourism Statistics 2007, 5, 26,705 tourists visited Nepal during 2007 with an increase of 37.2 percent over the previous year. The largest number of tourist, visited Nepal for recreational purposes 2, 17,815 (41.4 percent), similarly, adventure tourists posted the highest average length of stay in the country. The average length of stay was recorded as 11.96 days. It can be fairly said that promotion of village tourism would significantly increase the average length of stay of tourists in the country.



In the global changeable trend, we need to handle according to the changing human psychology or we should modify the policies and strategies that will extend tourist stay in the country and since tourism is an active industry we should change with international trends. In this regard a noted tourism industrialist of Nepal, Karna Shakya puts forward, "Tourism is not a trade; neither just an industry. It's a science of understanding human psychology and we need to change with the changing trends and psychology if we want to keep up with the international community."

## **2.10 Prospects, Impacts and Challenges of Village Tourism**

Nepal has no acuteness of resources and opportunities for tourism development, be it for international or domestic/village tourism. Tourism today has become not only for a comprehensive phenomenon but also back bone of the economy for the countries like ours and many more (Pudasaini: 2004). As Nepal is overwhelmingly rural dominant country, rural tourism promotion and development can be important measure to escape and fight with poverty the national challenges.

The tenth plan (PRSP) also envisages the tourism sector can be important instruments of poverty reduction by increasing employment opportunities directly and indirectly in urban as well as rural areas particularly in the hills and mountains areas along with trekking trails and tourism sites. It can be contribute the national income through the expansion of tourism activities and generation of employment opportunities (NPC, 2003).

Nepal is considered as one of the LDCs in the world ranking and faces wide range of difficulties and challenges towards its development. Majority o rural area is backward poverty stricken and posses' high rate illiteracy. Poor infrastructure development in terms as of communication links and roads, basic health services and geographical remoteness, thus one of the key to development of rural areas is through positive, effective, and efficient management. Promotion marketing and sponsoring village tourism in Nepal, the prospects for village tourism and development in Nepal hold good due to its destination attraction potentials. However its capacity in terms of tourism service and supply is limited by poor

infrastructure. Poor management, poor entrepreneurship skills, instable political environment and difficult geo-physical location which cannot suffice the tourists demand. Accommodation complements other components of tourism service oriented business generate the greatest economic impacts in terms of employment income tax and revenue and they are the source of multiplier effects and linkages through indirect support of other sectors. Many other places like Madan Pokhara VDC contain great natural as well as cultural attraction but tourism is almost absent or very poor development due to lack of proper access.

For country like Nepal, which one of the LDCs with GDP- growth rate of 0.9% from tourism sector in fiscal year 2006/07(GoN, n.d:10) and recovering from the past ten years of insurgency conflict, it is apparent that GoN faces a Herculean challenges and tasks in planning, programming, financing, supporting, executing, sponsoring, monitoring, evaluating all its national objectives simultaneously.

In such situation a public private partnership program could help it. A collective effort is required. The convergence of need and capacity of both the locals and the tourists is expected where a win-win situation for both is likely. While promoting tourism, the entrepreneurs have to learn some ideas and experience from outside too. The challenges of village tourism of Nepal are many more however in a nutshell the following can be enumerated:

- ) More than one third of the population is under the poverty line. Most village tourism potential areas are beyond the accessibility of domestic tourists.
- ) The affluent rarely has leisure time and the leisure one has no money, i.e. the level of economic condition is adverse.
- ) Political instability, poor governance, conflict, insecurity, unrest and apathetic culture are the main impediments of the development.
- ) The specialty and identity of village tourism destinations is mostly unexplored or half- explored, inaccessible and underdeveloped.
- ) The government has insufficient plan, policies and programs regarding the promotion of village tourism.

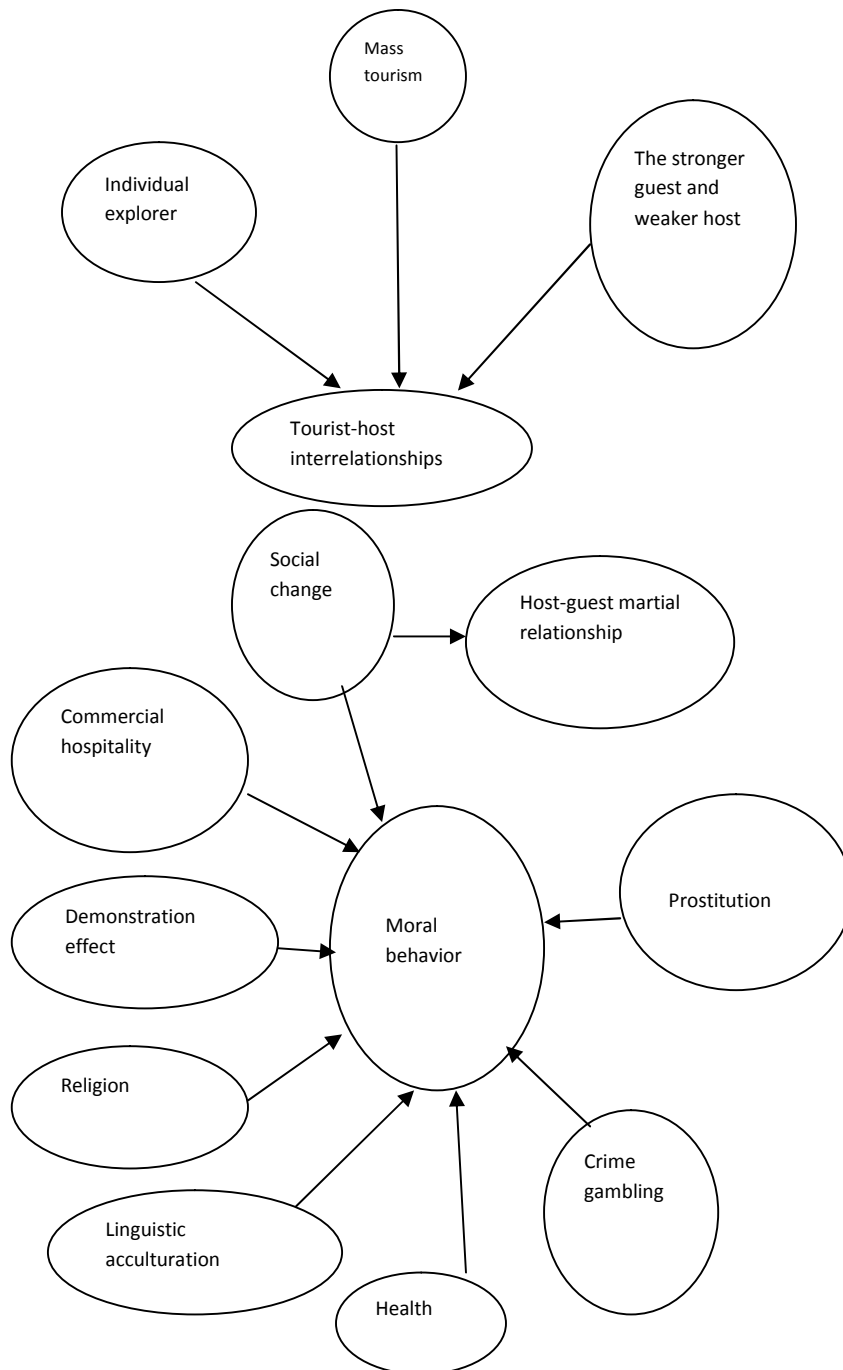
- ) There is a lack of preservation, conservation, and promotion policies or incentives.
- ) Since the lack of research studies, central information network system has not been established except the office of Nepal Tourism Board.
- ) Urban centre oriented development plan and priorities of the government tend urban migration, consequently most ethnic cultures, feast and festival, ceremonies and celebrities such as Dohori, Deuda, Dhime, Dhannach, Troanla, Sorathi, Twnonte, Lotchar, etc, are urbanized as well as faked.
- ) The awareness level of the locals is very low who cannot identify themselves and use resources around them.
- ) Conservative social structure, traditional concept and legacy, parochial culture, social taboos and slow impact of advance cultures are some of the challenges to this regard.
- ) There is a lack of information dissemination and communication i.e. ads and publicity; and etc.

## **Socio-cultural Impacts of Tourism**

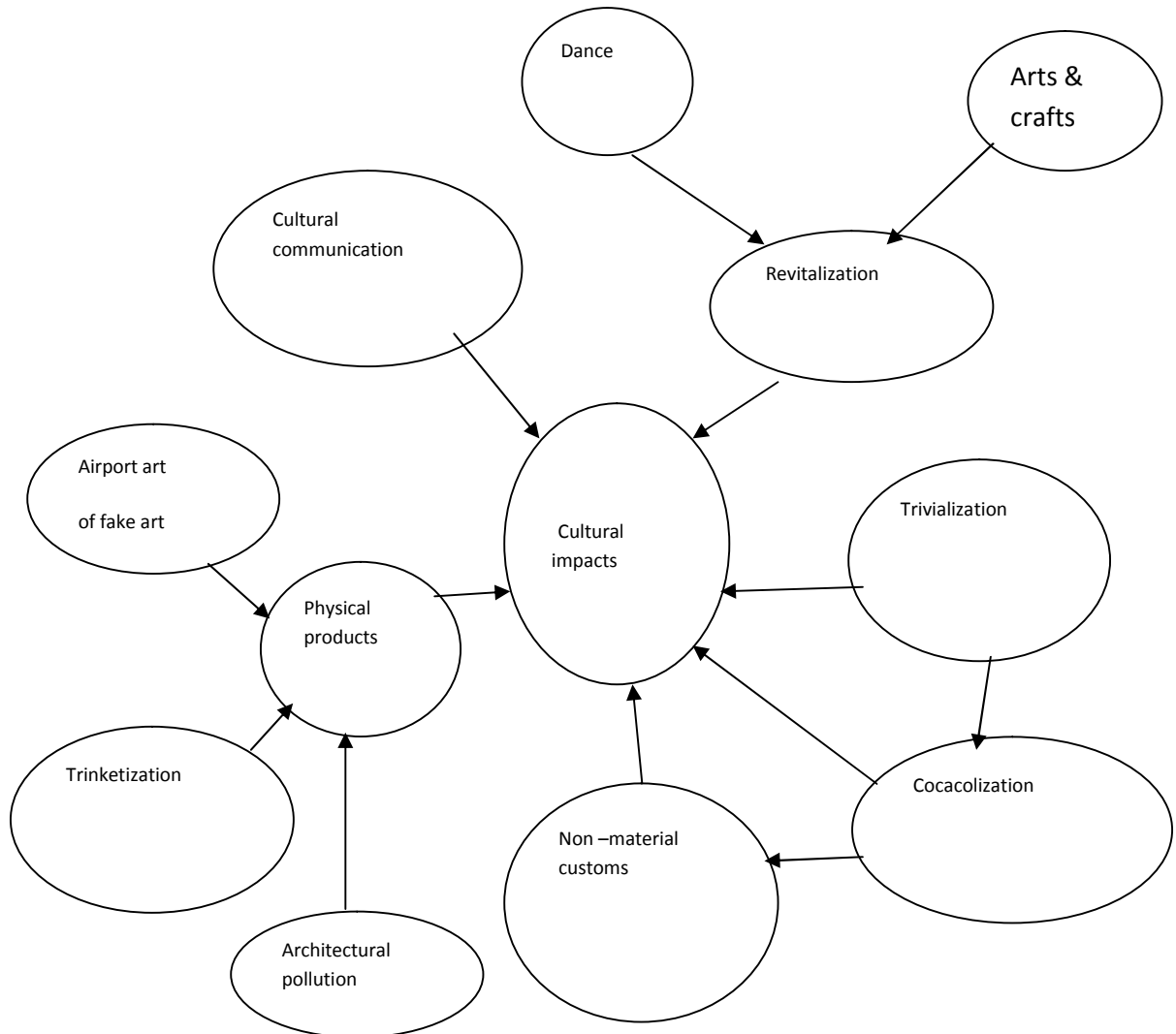
Tourism is genuinely powerful and unique force for change in the community. Many scholars have assumed: (I) may bring about rapid and dramatic changes in loci of authority; land uses patterns, value system, and portion of economy. (II) That it is legitimate and necessary area of cultural change research; and (III) that the tourism study of tourism may provide another laboratory situation for the testing of accumulation theory. Certainly the tourists today are more ubiquitous than the missionary. The technical assistance agent, or the trader, all of whom they considered as agents of diffusion and acculturation (Nunez, 1963)

The socio-cultural impacts described here are the effects on host communities of direct and indirect relations with tourists and of interactions with the tourists. For a variety of reasons, the host community is weaker than guests. The socio-cultural impacts of tourism are the ways in which contributes to change in value system, individual behavior, family relationships, threaten to indigenous identity, ceremonies and festivals, but tourism generates positive impacts as it can serve as supportive for peace, foster pride in cultural tradition and help avoid urban relocation by creating local jobs.

## Social impact adopted from John Lee



## Cultural impact of Adopted from John Lee



Source: Sushil Raj Kunwar

### Key factors for the village tourism

- ) Infrastructure development such as transportation and communication, guest room, tea shops, local liquor, food and so on.
- ) Community participation
- ) Resources potentialities
- ) Tourists products development

- ) Positive attitudes of local government policy intervention
- ) Conducive entrepreneurship environment to encourage local investment, for this government should have incentive package to the entrepreneur and business people.

In Nepalese context, when a tourist takes a course of trekking or mountaineering and visit a village on the way, it is called village tourism. But it cannot be labeled as village tourism. It is tourism, of course, but not the village tourism.

Above all, the socio-economic status of the locals will be minimized. Hence, the need of our time is to locate and promote the village tourism. This in turn will increase national income and employment.

#### **Some of the areas being promoted as Village Tourism**

- ) Ghale Gaun Village Tour
- ) Sirubari Vilage Tour
- ) Lumbini village Tour
- ) Tamang heritage Trail (Rashuwa)
- ) Chepang village Tour (chitwan)
- ) Siklesh Village Tour
- ) Bhujung Village Tour
- ) Pasang Village Tour
- ) Siurung Village Tour
- ) Gorkha Village Tour
- ) Dhading Village Tour
- ) Balnthali Village Tour
- ) Ganga jamuna Village Tour (Nuwakot)

- ) Sailung Village Tour
- ) Shivapuri village Tour
- ) Roshi bazaar Vilage Tour

**Source: NTB**

Thus, village/community tourism is a meso tourism concept evolved lately in the tourism world. Nepal can be a model destination of it for she possesses multi-faced potentialities. Natural gifts, manmade heritages ethno- cultural richness, innocent social setting and hospitability and many more unexplored treasures are dreams for connoisseurs of tourism. Village tourism cannot prosper sans the convergence of needs of the affluent and the needy based on the premise of demand driven mechanism because it is a need base concept. Nepal can harness the boon of tourist potentiality rampant at the rural areas where government has pro-poor programs. Realizing the fact some donors and international agencies has taken initiative to promote the tourism development of Nepal as well as in the south Asian region. The mission cannot be achieved without a synergic effort of public private partnership. There are few challenges to be addressed as preconditions for the sustainability of rural development of the country.



## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3. Research Methodology**

Nobody can argue about the fact that besides being boring, time consuming and requiring sufficient funds the study demands certain skills and correct approaches on the part of the students. For the detailed and exhaustive study on above subject, it is essential that we student instead of depending on a couple of methodologies utilize a many approaches as to be possible with this concept, I would like to apply the following techniques for the collection, translation, interpretation study and analysis of data.

##### **3.1 Research Design**

A descriptive cum exploratory research design was applied to analyze the present situation of the study area about the issues of the prospects and challenges for development of village tourism in palpa, a case study of Madan Pokhara VDC.

##### **3.2 Sampling procedure**

The study was adopted accidental and stratified sampling technique. The people involved in tourism industry, tourism policy making or implementation or the people engaged in teaching tourism in higher education with special focus on village tourism was interviewed through checklist method. The respondents were chosen from Madan Pokhara VDC of different ward. The questionnaire was distributed to the willing 40 people who were at the market area of Madan Pokhara VDC for a public gathering.

##### **3.3 Nature and Sources of Data**

There is no doubt that this study was based on primary as well as secondary information. The primary information was collected through field survey using different data collection methods such as observation, questionnaire survey and interview. Similarly, the secondary data was collected from tourism related

organizations, libraries; publication literature published and unpublished papers and articles.

### **3.4 Methods of Data Collection**

There are several data collection methods in this study. However, as per the nature of the proposed research, primary as well as secondary data was collected by the use of library, interview method, questionnaire survey method and observation method.

#### **3.4.1 Use of Library and Literature Review**

Generally, thesis work is done with the help of various references. The gathering of the subject matter related to the topic is likely to be an important first and ongoing stage. For the purpose of the study use of library has been an important method to collect information on the subject matter. Hence, the thesis writer studied literatures to collect the secondary information required for the study.

#### **3.4.2 Questionnaire Survey Method**

Questionnaire survey is the most commonly used method in every kind of research especially in the tourism industry. They are used to gain primary information from people or respondents who answer questions about themselves, their knowledge of a particular subject and their opinion. The questions in the questionnaires are structured so that each respondent answers in exactly the same way. This enables the researcher to compare the quantities. This method is more applicable to visitors, entrepreneurs and concerned agencies.

#### **3.4.3 Observation Method**

Observation is often a neglected method but the result can be recorded both quantitatively and qualitatively. In tourism, much can be learned about human behaviors by observing them, even at a distance. The researcher himself observed the study area personally to understand the problem and issues of the local people and the benefits received from tourism.

#### **3.4.4 Key Informant Interview**

Key informant interview was conducted with informant checklist. Key informant were Both qualitative as well as quantitative data that are essential to support the research program was collected .In order to collect data ,local people, tourism entrepreneurs, elites group ,development partners and social workers will take interviews.

#### **3.5 Methods of Data Analysis and Presentation**

Collected information was in appropriate table and charts. They were categorized and tabulated according to the objectives of the study. The data summarized used for qualitative as well as quantitative analysis. For the purpose of data analysis simple statistical tools such as frequency, average, presented by using models such a tabular formats, bar graphs, pie charts etc.

#### **3.6 Study Area Description**

Madan Pokahara VDC is one of the model VDCs of Nepal. This village is bounded by Telga, Masyam, Koldada, Keseni, Chirtungdhara and Tansen municipalities. About 20% land of this VDC is located in Madi valley. It is known that this part of Madi valley is evergreen area. This shows the laborious character of society. This VDC is situated 10 kilometer far from district headquarter, being a north- facing village, it is rich water resources and productivity is higher than neighboring VDCs. The total population of village is about 8000(VDC record). In this village Brahmin, Chettri, Magar, Newar, Gurung, Thakuri are among the dominant. The BK Tailor, Kumal are native and backward group. The religion of most of the villages is Hindu and festivals and religious activities are celebrated according to caste.

## CHAPTER FOUR

### INTRODUCTION OF THE STUDY AREA

#### 4.1 Short Introduction of the Palpa District

The word “Palpa” was derived from the Mongolian tribal race Magar’s language “Walwa” which means money, skill, arts, and architect. Palpa was once the kingdom of Sen dynasty, which was very strong in western part of country. Bahadur shah took control of Palpa and unified in to the part of Nepal. With the introduction of panchyat system, Palpa became a district among the 75 districts of the country. Now Palpa is divided into 65 V.D.Cs and one municipality. The Palpa district, 1373 sq., km in size is bounded by Nawalparasi in east, Arghakanchi in west, Gulmi, Syangja and Tanahun in North, Rupendhei and Nawalparasi in south. This district is located between 83<sup>0</sup> 15’ to 84<sup>0</sup>22’ east longitude and 27<sup>0</sup> 34’ to 27<sup>0</sup> 57’ north latitude. This district lies between 200 and 2000 meters above the sea level. The average temperature of palpa district is 23<sup>0</sup>c minimum temperature was not less than 3.7<sup>0</sup>c and the maximum temperature was not more than 35<sup>0</sup>c.

In hilly district Palpa, Madi, Rampur, Argali, Hungi, Kanchal, Darpuk, Sardewa, Purbakhola, Anghakhola are the attractive fertile valley. This district is rich in water resources; Gandaki, Tinau, Arghu, Redi, Angaha, Sardewa, Barangdi, Dobhan are the main rivers of this district. The main river of Nepal “Gandaki” is the border between Palpa and syangha district. The main valley of the district Rampur crosses the Gandaki River from north/west to east /south and Tinau crosses Madi valley from north/east to west/south. The food requirement of this district is rice, wheat, maize, millet, mustard, vegetables, coffee, lemon, ginger, etc. the population of Palpa is **268558(2001)** and the district headquarter is located at 4500 feet above the sea level. Tansen is visited from the national capital Kathandu simply by covering a total distance of 296km west via Butwal and 324 km west via Pokhara. Palpa has diverse culture and religion. Magars are the main inhabitants of this district followed by Brahmin, Chhetri, Newars, Bhojpuri, Tharu, Gurung, Maithali, Tamang, Limbhu and

Abadhi. Hinduism is the widely accepted religion followed by Buddhism, Islam and Christianity.

Palpa is the potential district for tourism development. The natural setting of this district is very beautiful. Palpa has diverse tourism products to sell to the tourists. However; the entire product has not yet been explored. Comparing this district with the neighboring tourist destination of Pokhara, geographically it holds ample opportunity to attract domestic as well as foreign tourists including Indians. The only difference is that, the former is well developed and has extended facilities, whereas in Palpa, the facilities are in family stage and many products still need to be explored. So to attract the potential market in a sustained way, many efforts have to be made on developing products and services suitable to both domestic and international markets.

**Table No. 1: Historical Monuments of Palpa Districts**

S.N	MONUMENTS	PALACE
1	RANA UJJESHWORI BHAGWATI TEMPLE	BHAGWATI TOLE, TANSEN
2	AMARNARAYAN TEMPLE	NARAYANSTHAN, TANSEN
3	TANSEN DURBAR	TANSEN
4	RANIGHAT DURBAR	BAUGHAGUMBA
5	RISIKESH TEMPLE	ARGALI
6	ARGALI DURBAR	ARGALI
7	RADHAKRISHNA TEMPLE	SIDDSHORE, ARCHALE
8	ARTISTIC TEMPLE OF KELADIGHGHAT	KELADIGHAT, RAMPUR
9	TANSEN MULDHOKA	TANSEN, PALPA
10	BHAIRABSTHAN MANDIR	BHAIRABSTHAN
11	RAMBHAPANI	TANHU

Source: Getup, PALPA

Table: - 1 shows the historical construction of Palpa district. This shows the richness of this district in art and architecture. Khadga Shamsheer made Ranighat Durbar for his beloved wife Tej Kumari in 1893 A.D. This is situated in the

riverbank and constructed over their rock. Juddha Shamser in Argali Durbar, Tansen Muldhoka situated in Sitalpati, is the largest Baggi Dhoka of Nepal. Bhairabsthan Mandir, 9km far from district headquarter has the largest Trishul (Trident) of the asia and other construction has their own unique identity.

**Table No. 2: Lakes of Palpa District**

S.N	LAKES	V.D.C/MUNICIPALITY
1	SATYAWATI TAL	KOLDADA
2	PRABAS TAL	TANSEN MUNICIPALITY
3	SITKUNDA TAL	DARCHA

SOURCE: GETUP, PALPA

TABLE NO: 2 show the lakes of Palpa district. The Satyawati Tal is defined as the principlal lake of Nepal. This lake is famous in Lumbini zone and a fair is organized at the night of kartik purnima where people demand their desire with loud voice believing that god provide what they want. The prabhash Tal is situated in the side of Siddhartha, Rajmarg and 7km from district headquarter.

**Table No. 3: Caves of Palpa District**

S.N	CAVES	V.D.C
1	SIDDHAPANI GUPHA	BHAUGHAGUMBA
2	HATTILEKH GUPHA	SILUWA
3	JURE GUPHA	SHALKOT
4	SIDDHA GUPHA	RAMDI, DARLAMDADA
5	BALSIDDHA GUPHA	HEKLANG
6	GUPHA'S OF RIDI	ARGALI
7	SIDDSHORE	SIDDESHORE

SOURCES: GETUP PALPA

TABLE: 3 show the caves of Palpa district. This shows the natural attraction for the tourism center development of this district.

**Table No. 4: Road Scattered Over the Palpa District**

S.N	NAMES OF ROAD	LENGTH(IN KM)
1	SIDDHARTHA RAJMARG	60
2	ARYA BHANJYANG- RAMPUR	50
3	TANSEN-RIDI-TAMGHAS	29
4	HARTHOK- CHARARA	26
5	BASTARI-JHADEWA-GOTHADI	25
6	DUMRE-MASYAM-BATASE-PALUNG MAINADI	20
7	SURUREDHUNGA-JUTHAPAUWA	12
8	AMLABAS- BHUWAN POKHARA	9
9	CHILANGDI-NARAYANNAMTALESH- RAMDI	8
10	HUMIN-DEVINAGAR	5
11	JARDI-BHUSLDADHA	4
12	KHASEULI- DEURALI	3
13	NAYAPATI-MADANPOKHARA	2.5
14	ASERDI-RAMPUR	2.6
15	TANSEN-DAILATUNG	15
16	TANSEN-DARPUK	17
17	BASNTARI-JHADEWA	24
18	KALIGANDAKI CORIDOR(RIDID- RAMDI)	UNDER CONSTRUCTION
19	TANSEN- RANIGHAT	UNDER CONSTRUCTION

SOURCES: GETUP PALPA

TABLE: 4 show the transportation facility in Plapa district. About the entire V.D.Cs of Palpa district are linked by the village road. This district is lucky in the sense the major road of Nepal. Siddhartha Rajmarg crosses this district. Other major roads are Aryabhanjyang- Rampur and Tansen- Ridi- Tamghas.

Nepali largest project “Kali-Gandaki” of 144 Mega watts is operated in the boarder of Palpa and Syangja district. The Aandikhola Project of about 4 Mega Watts is operated in the boarder of Palpa and Syangja district. The Tinau project of 1 Mega watt is running about 2km far from Butwal in Palpa district. For higher level education Tribhuban Multipal Campus has provided a remarkable number of bureaucrats, teachers and intellectuals for the country. The United Mission hospital was established in 2015 B.S which is famous not only in Nepal but also in Uttar Pradesh and Bihar of India. And “Lumbini Medical College and Research Centre” established in 2063-05-25 B.S which helps the not only the local people but also international medical student also.

#### **4.2 Historical Background of Palpa**

Magar are one of the ethnic groups of Nepal with their own language, culture and history, and are assumed to be the first settlers in this area. Around 600 years ago Nepal was divided in several small kingdoms hill states. In this region they were known as “Bhara Magarat” Meeting the twelve regions of Magar. Today still the percentage of magar population in the district is very high.

During the invasions of Muslims into India numerous kings and clans escaped from there of the northern hill areas. In late 15<sup>th</sup> century they entered the Himalayan region. Some of them conquered the local kings and established their own states. The former Sen dyanasty of Palpa, founded by Rudra Sen, has its roots in those days. Under the region of his son, Mukunda Sen (1518-1553), the kingdom of Palpa reached its largest expansion and Tansen became its capital. The kingdom of Palpa spread as far as the Koshi River in the east, Gorakpur in the south and today’s gulmi and Kaski River in the west and north. Even Kathmandu valley though unsuccessfully, wasw attacked by Mukunda Sen. After ruling for thirty years he resigned and spent the rest of his life as a saint.

In 1806 after a lot of political unrest, the kingdom of Palpa, which up to then had been independent, was annexed into the kingdom of Nepal and was then administered by a governor, appointed from Kathmandu. Political changes in Nepal brought up changes in administration too. Today the head of Palpa district is the Chief District Officer (CDO) and Tansen is one of the 58 municipalities in Nepal.

#### **4.3 Prospects of Village Tourism in Palpa District**

Village tourism is defined as “Home Stay” where visitors live with individual host families in groups. This offers the visitors and opportunity to experiences the traditional culture and life style of the local people first hand. The concept of village tourism is sustainable tourism that is directly operated by, and for the benefits of the local community. Guests are accommodates largely in existing structures which typically are the guest bedroom kept by the householders for visiting family and friends. The advantages of this are twofold. Firstly, the



appearance of the village is kept unchanged and secondly capital investment minimum, living in close proximity to the family gives the guests a feeling of being part of the community for the time that they are there. Most meals are taken with family or at least, in the family home. This avoids the need for restaurants to be built especially for tourists. The foods offered is also traditional and hygienically prepared the local manage activities inside and outside the village and it is during these activities that the group combines. Activities include short treks to other villages, mountain panorama views, sightseeing visit (river, agricultural areas) and visit to community sites.

Palpa district is a tourism potential area but it is being one way traffic main focused on the headquarters area (Tansen) and its surrounding tourism activities are based on sightseeing, adventures, and business in Tansen area. It has not really touched upon others areas where several VDCs and villages are waiting for villages based tourism plan. Palpa district villages yet have not been declared by Nepal government as the model tourist village. But the different villages of the district have potentiality to attract tourist with its extreme different appearance.

There are many magnificent villages such as Madan Pokhara, Tanhu, Argali, Chilangdi, Deula Archele etc. these can all be promoted from the tourist view point of village tourism economics.

#### **4.4 Madan Pokhara as a village Tourism Destination**

Madan Pokhara VDC is one of the Model VDCs of Nepal. This village is bounded by Telga, Masyam, Koldada, Keseni, Chirtungdhara, and Tansen municipalities. About 20% land of this VDC is located in Madi valley. It is known that this part of Madi valley is evergreen area. This shows the laborious character of the society. This VDC is situated 10 kilometers far from district headquarter, being a north-facing village, it is rich in water resources and productivity is higher than neighboring VDCs. The total population of village is about 8333(VDC record 2065/066), in this population male: 4048 and female: 4285. In this village total household is about 1344(VDC record 2065/066). In this village total differentially able person is 73, male: 33 and female: 40 (VDC record 2065/066). In this village Brahmin, Chettri, Magar, Newar, Gururng, Thakuri, are among the dominant. The BK Tailor, Kumal, is native and backward group. The religion of most the village.s is Hindu and festivals and religious activities are celebrated according to caste.

Madan Pokhara as a village tourism destination there is lots of potentialities; we can promote in many ways. We can promote to Madan Pokhara village in different perspectives like; for the Natural beauty, Agricultural, Cultural, Historical, Religious, and etc. The Main attractions of this village are Agro-farming, Community Radio, Community Forestry, Coffee, Bee- Farming, Fish-

Farming, Dairy-Farming, Minerals especially in ward num. 4, Magari cultural especially in ward num. 1, Krishnaasthmi Rath Yatra in Ward num. 6, Andheri Falls in ward num. 9-1, Newari culture in ward num. 1, and etc.

**Attraction:**

The bowl shaped VDC encompasses the valley, mountain, forest and farmlands. The beauty of natural valley holds unique attraction in this mountain district. Similarity, this model village for community also holds Kalanki Devi temple in ward number-2, Devasthan and Mandabya Temple in ward number -6, and Shivalaya in ward number- 1, as the cultural attraction. Agricultural activities of the community are the major attraction of this VDC. Organic coffee, ginger, and other crops are cultivated in this VDC. The new attraction of this VDC is “Community Radio Madan Pokhara”, which is based on community.

**Accessibility:**

Madan Pokhara is linked with Siddhartha Rajmarg at Banstari from where the road stretchiness further north to Damkada. The road is graveled and covers a total distance of only 4km. however, within the village there is good road network linking almost all wards of the VDC.

**Accommodation:**

Home stay at Madan Pokhara village will be unique experiences. All accommodation; lodging and fooding are to be offered at the individual houses. Each host family can provide clean bed, toilet and a family dining room for the visitors. One can enjoy the evening with the host family living with them, eating traditional foods and sleeping at their usual clean bed, the choice for food is confined by local available product like plain rice (Dal, Bhat), Dhindo, KOdo, Faper, local organic Coffee etc. visitors can observe local indoor rituals with host family and go on village walk to see the lifestyle, tradition customs of the people. The client can observe the river craftsmanship of the local Kami people and can buy a few weapons too. Villagers also provide some tea house shops for refreshment in the mini- market Damkada.

**Amenities:**

This village has telephone facilities, different three telephone lines distributed in this village for the purpose of public communication facility than other VDCs of Palpa district. There is one post office (Atririkta Hulak) in this village community based FM Radio center serves villagers with local and national News and entertainment program.

#### 4.5 Other Major Village Tourism Sites in Palpa

##### **Tanhu:**

Tanhu is the attractive village having natural surroundings of Mountains, forests and farmlands. One can view the panoramic beauty of the Dhaulagiri, Annapurna, and Machapuchre Mountains from this VDC. Hatti-lake, Rimbha- Lake and Kaaude –lake are other natural attraction within and around this VDC. Among the culture attraction, Rambha Devi and Jalpa Devi temples hold the overriding position. Usually on full moon days and other festivals a large crowd gathers here to worship. Tanhu VDC has mixed culture. Ropai Jatra, GAI Gatra, Rath Jatra and Krishna Asthami are the main festivals that are observed with great rejoice and pleasure. Tahun Village is 32-km southeast from the district headquarters Tansen and is linked by motor able road, which diverts east from Arybhanjang in the Siddhatha Highway. The total distance to this village from Aryabhanjyang is about 21 km.

##### **Argali:**

Argali village is 38km north from the district headquarter Tansen. Like in other villages, mountain, forest and farmlands also surround this village. However, unlike other villages it is situated closer to the famous rivers Kaligandaki and Ridi. Kamal Pokhari, Gupha, Kaligandaki River, forests and farmlands are the major natural attractions of the VDC. Rishikesh temple, Gyatri temple and Devasthan are the major cultural attractions in this VDC. The most important characteristic and aspect of Argali VDC is the Rishikesh temple. It is regarded as the Banaras of Nepal. That is why Juddha Shamsheer Rana spent his later part of this life in this VDC. The remains of his palace still exist. This village lies at the confluence of a mountain stream called Ridi Kholaa and the river Kali Gandaki. The village is situated in a deep narrow valley. This VDC has also mixed culture, Magars as an ethnic tribe also exists in this VDC. However, Newars are the main inhabitants of Ridi and nearby areas. Fagun Purnima, Gaijatar and Maghe Sankranti are the main festivals that are observed with great rejoice and pleasure. Especially on Maghe sankranti thousands of devotees from India and other parts of Nepal come to Argali (Ridi) to do Rishikesh. On every eleventh day of the lunar months and so on the occasion of the solar and lunar eclipses, pilgrims come here to have a dip into the sacred river. Argali village is linked with the district headquarters Tansen. A feeder road from Bartung, which extends up to Tamghas of Gulmi District, is the only linking road to Siddhartha Rajmarg. The total distance to this village from the district headquarters is about 38km the road linking Argali VDC is not in a good condition. If this road is developed as well weather road, Indian tourists might be the potential visitors to Argali.

**Bhairabsthan:**

Bhairabsthan is only 10km northward from the district headquarters. Bhairabsthan is situated on the top of the hill. Like other places, one can view the panoramic beauty of the Himalayas such as Dhaulagiri, Annapurna and Machhapuchhare from this point. Bhairabsthan temple is the major cultural attraction in the Bhairabsthan VDC. There is a legend about the statue of Bhairab, which is kept hidden in the ground floor of the temple. The figure of Bhairab is identical to Kal Bhairab of Kathmandu. Hundreds of devotees visit this temple on every Saturday and Tuesday and offer Rot a kind of rice cake, and sacrifice animal. This is also famous for its large trident (Trishul).

**Satyawati Village:**

To the south of Tansen and across the beautiful fertile valley of the Madi there stands a looking hill protecting the valley from the heat of the south. The hill is called Kaude Lekh. In the Kaude Lekh range, near Satyawati Village there is a sacred lake called 'Satyawati Tal' at a height of 1400 meters. The lake has a unique feature. It is believed that the prestigious lake takes its name from goddess Satyawati. When the water is sufficient in the lake some migratory birds spend a few days in this area. There are many foot trails to reach the lake, but the main trail starts from the place by the side of the Siddhartha Rajmarg, about 30km south from the Tansen and 19km, north from Butwal. It is just two hours trek up to the hill from the main road. One can also enjoy the panoramic view of the Himalayan range in the north the vast extent of the plain in the south. Meanwhile, the trekkers can also enjoy the different types of the flora and fauna. There is a small lake like formation at a little distance from the main lake. It is called Budhi Satyawati. It is situated at the trail from the main lake to the Satyawati Village.

**Deula Archale:**

Deula Archale is situated in the Siddeshore VDC at the bank of Ridi Khola. One can go there the Ridi walking up stream and reach there within three hours; however, a trail from Harthok is a more conventional route from Tansen the headquarters. The earliest construction here is the temple of Radha Krishna, beside the temple there is another temple of Bhagawati and yaga Mandap where the rituals of sacrificing corn to the god of fire is performed. Holy ponds exist over there where water from all the four most holy places of the Hindu Religion has been mingled. Pilgrims come to this place to take a holy dip on festivals. Besides these manmade objects, Siddheshwar Gupha is one of the major attractions in this village.

### **Chilangdi Village:**

Within an hour trek from Tansen there lays a typical Magar village called Chilangdi. Chilangdi is a word from magar language, which means a place with the water source. The village is situated at the southern lap of the Sreenagar Hill Range. Chilangdi is easily accessible. A motor road links the village, however, no motor or bus service is available. Almost all the families of Chilangdi are also simple and charming. They 'eat drink and be merry' people. Singing and dancing are also the main part of the Magar lifestyle. The Magar of Chilangdi have retained other specialities of magar Community such as Mongoloid physical features, Tibeto- Burman language, frankness, simplicity, discipline, equality in family and society and other cultural behaviours.

### **4.6 Problems of Village Tourism in Palpa District**

With low level of overall development, Palpa district has a myriad of problems for tourism development. Low levels of infrastructure development are one of the major bottlenecks for tourism development. Most of the roads are temporary in condition and the settlements nearby roads are very dusty. Transportation facilities are not up to the tourist standards. There is no air connection with the capital or other major cities of the country. There is no prospect of developing air transport in the district at least in the near future mainly because of the difficult geographical location and low level of feasibility to run air transport service.

Degradation of environment and adverse effect on biodiversities is likely to have significant negative impact on eco-tourism. Even the local routes and trekking trails are not good enough to attract tourists.

There are very few hotels, restaurants and lodges to cater the demands of tourists. Most of the people in the rural settings are accustomed with the subsistence agriculture system. Thus development of entrepreneurship for village tourism is not that much easy. There are no trained and educated man powers in hotel and travel sector. As discussed

Earlier the level of human development in the district is considerably low. Moreover tendency of migration of the educated people to the city centers prevalent in the district. Only the dependent and uneducated populations stay in the district throughout the year.

There are lack of proper conservation and preservation of historical sites. Most of the old palace and temples are getting ruined day by day.

Tourism is yet to get priority in the district. There is no effective tourism unit in the local units of the government. Investment on tourism development is negligible. The linkages of tourism with other economic sectors is yet to be realized, recognized and established.

Imitation of urban life style both domestic as well as foreign has caused typical Nepali culture, life style and traditions tarnished and disappeared which is a very important requirement for the development of village tourism in the country. There is not a large deal with International tourist in this district. The main reason is lack of suitable infrastructure, like roads, hotels and communications etc. There is no institutional process and suitable marketing, promotion and protection mechanism of Historical, Religious and Tourist places.

All this shows that, Palpa District through full of potentials for rural tourism development with the application of various rural tourism models in different localities, reaping the tourism potentials is still a daunting task for all of us that demand genuine commitment, sizeable investment and tireless efforts on the part of the government, tourism entrepreneurs and the local people.

## CHAPTER FIVE

### PRESENTATION AND ANALYSIS OF DATA

This chapter basically analyzes the primary data collected in the field and attempts to fulfill the objectives of the study.

#### 5.1 Result and Analysis of Survey of Local People

##### Selection of sample size population

The respondents were chosen from Madan Pokhara VDC of different ward. The questionnaire was distributed to the willing 40 people who were at the market area of Madan Pokhara VDC for a public gathering. The respondent chosen randomly but it was taken care that they should be at least 15 years and above. The main concept to do so was to get responsible answers from the respondents. The first 20 local residents, who accepted to answer the questionnaire from were chosen in a given time and territory. That's why the number of people is varied as per age group. But to be fair in the selection, gender, age, cast, and occupation of the respondent was not considered.

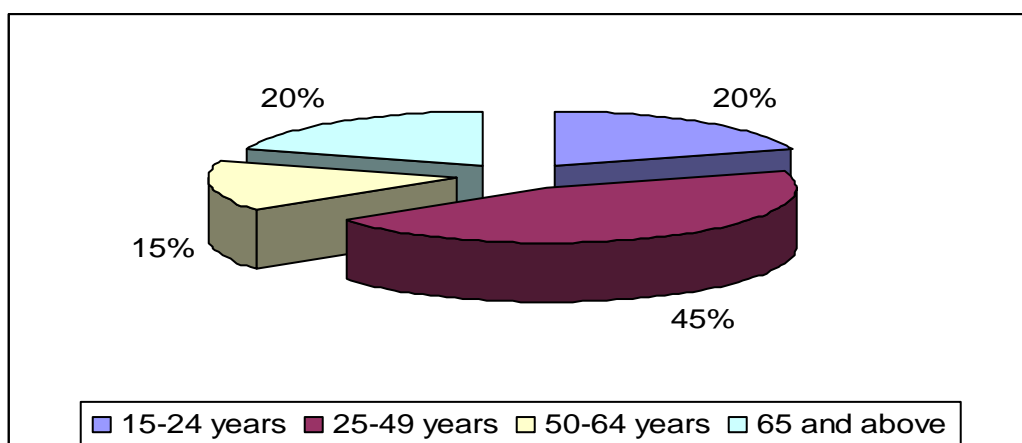
##### 5.1.1 Local People General Profile

Table No. 5: Age Group

Age group	Percentage of Respondents	No. of Respondents
15-24 years	20%	8
25-49 years	45%	18
50-64 years	15%	6
65 and above	20%	8

Source: field survey, September, 2009

**Graph No. 1: Age Group**



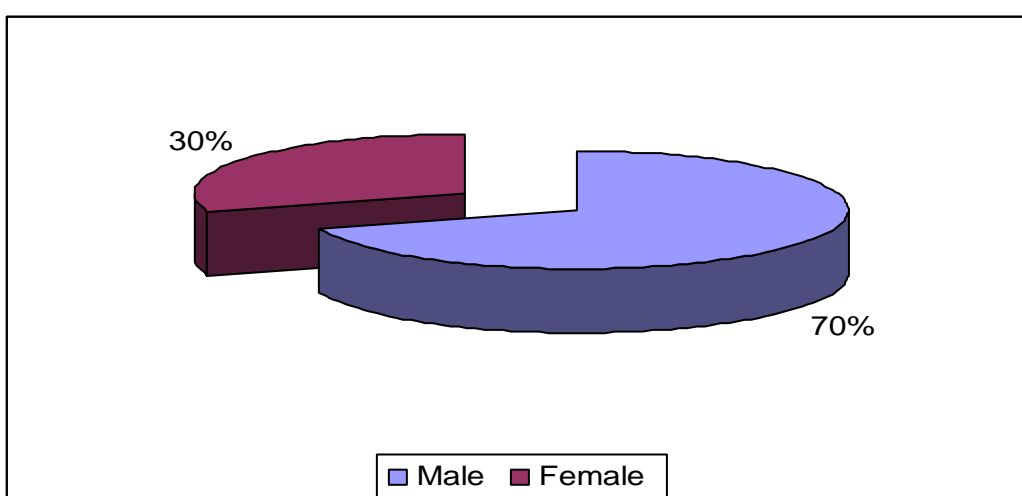
I can say that the age frequently shows the most respondents fall within the age group of 24-49 with 45% respondents followed by 65+and below 24 of age group with 20% and then 50-64 with 15%. The minimum age was 15 and the maximum was 75 years. The average of the respondents was 45 years.

**Table No. 6: Gender distribution**

Gender	Percentage of Respondents	No. of Respondents
Male	70%	28
Female	30%	12

Source: field survey, 2009

**Graph No. 2: Gender distribution**



The amount of male respondent (70%) is higher than female (30%). This is because at the public gathering, number of participants was dominated by male



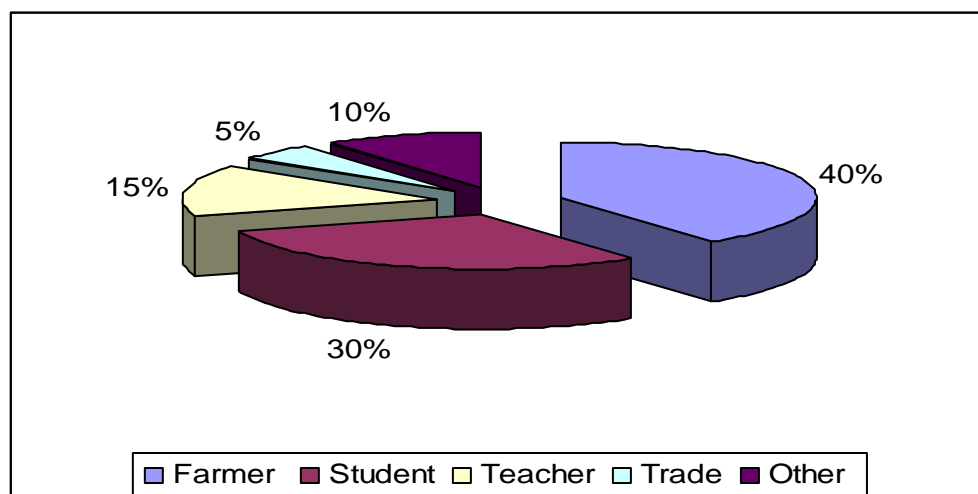
and more over female respondents were a little bit more reluctant to answer the questionnaire like male respondents.

**Table No. 7: Occupational distribution**

Occupation	Percentage of Respondents	No. of Respondents
Farmer	40%	16
Student	30%	12
Teacher	15%	6
Trade	5%	2
Other	10%	4

Source: field survey, September, 2009

**Graph No. 3: Occupational distribution**



Majority of the people were farmer (40%) on that one of them is social worker and one is working as a coffee distributor followed by student (30%), Teacher (15%) and Trade (5%). Finally remaining participants (10%) are Radio Jockey and Research assistance equally. It is quite obvious that Nepal's rural area is dominated by the agricultural activity, so the number of farmers in the survey is highest. But there are cases of double occupation also. Like a local teacher is also a farmer, that's why main occupation of the respondent was noted down to downplay the confusion.

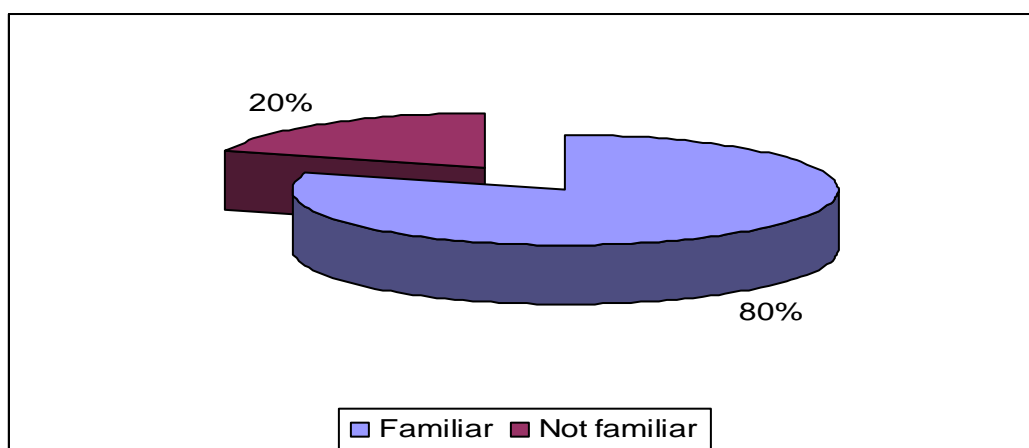
### 5.1.2 Local People familiarizations with the term Tourism

Table No. 8: Familiarizations with the Term Tourism

With Tourism	Percentage of Respondents	No. of Respondents
Familiar	80%	32
Not familiar	20%	8

Source: field survey, September, 2009

Graph No. 4: Familiarizations with the Term Tourism



The survey findings reveal that 80% of people are familiar with tourism and 20% are not familiar. This is because of the regular tourist's visits in the area, 80% were aware of the term tourism as well as they see the tourism as the benefiting things to the village. But those who were a little confused on this term were of higher age group. They were not clear about, what tourism is neither any positive response of the tourism to their village. This clearly indicates that the younger generation is more sensitive and enthusiastic towards tourism.

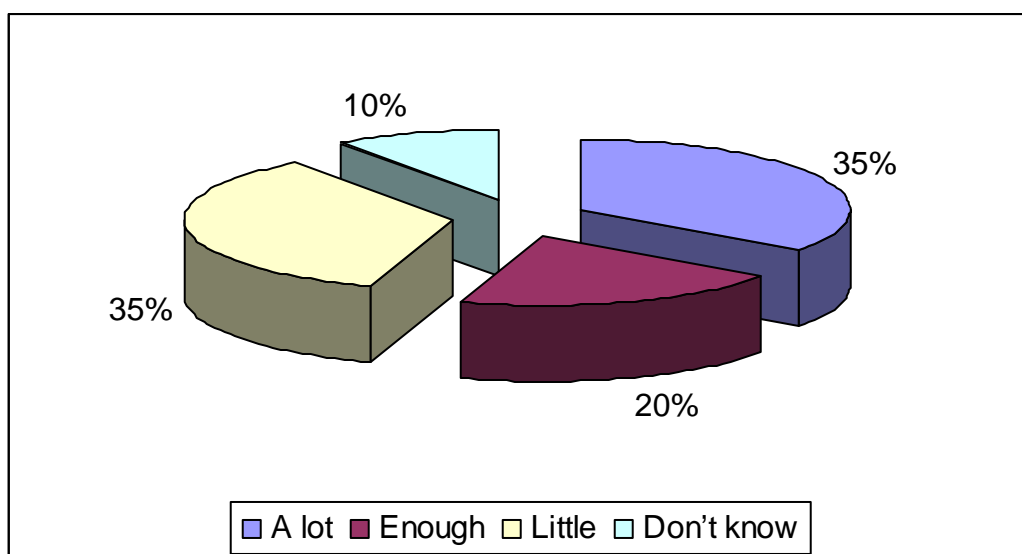
### 5.1.3 Opinion of local people on the Potentiality of tourism development in their area (village)

Table No. 9: Potentiality of Tourism

Potentiality	Percentage of Respondents	No. of Respondents
A lot	35%	14
Enough	20%	8
Little	35%	14
Don't know	10%	4

Source: field survey, September, 2009

Graph No. 5: Potentiality of Tourism



Villagers were asked to rate the potentiality of tourism in their area, it is found that 35% of them rate as “A Lot” and “Little” followed by “Enough” 20% and 10% are unknown about the potentiality. As it is defined in the local people’s response toward term Tourism, the younger people were very positive about the potentiality of the rural tourism in the area. But those of higher age group were a little negative and ignorant. This rating shows that majority of younger respondent have given their view on the potentiality of tourism in their village area. All in all, we can say that Madan Pokhara has capacity to attract the tourist by the majority of positive response.

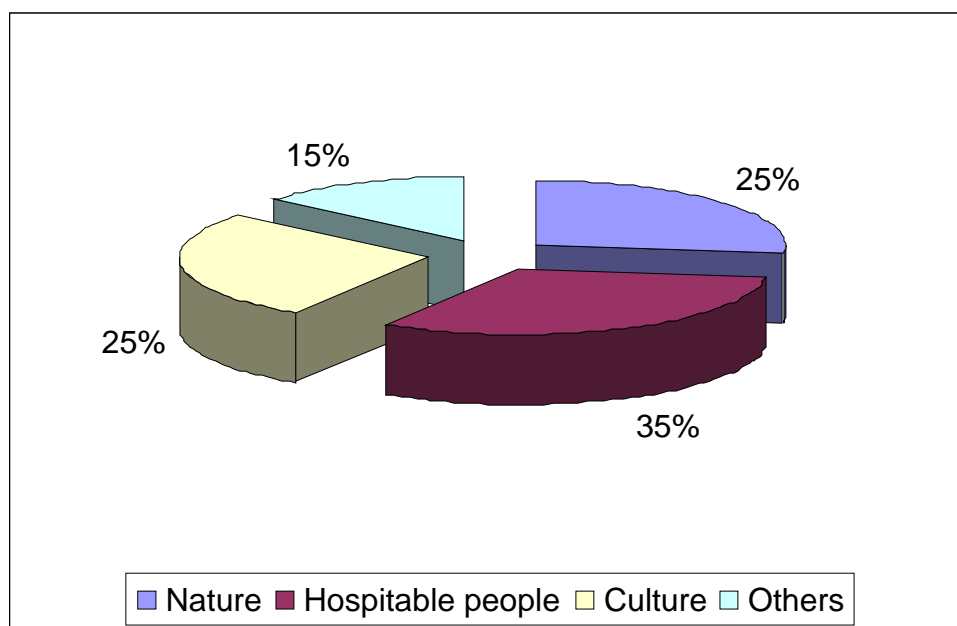
#### 5.1.4 Major attractions of Madan Pokhara from Tourism's point of view.

Table No. 10: Major Attractions

Major attractions	Percentage of respondents	No. of Respondents
Nature	25%	10
Hospitable people	35%	14
Culture	25%	10
Others	15%	6

Source: field survey, September, 2009

Graph No. 6: Major Attractions



Regarding the major attractions hospitable people leads with 35%, followed by culture 25%, nature 25% and others 15%. This survey reveals the fact that the local people are friendliness and helpfulness. So that this village is known as a model village for the community, culture and nature are the following attraction alone with agricultural attraction.

### 5.1.5 Unique cultural features of Madan Pokhara village

The majority of local people explain their unique cultural features as “Dances of Magar community” (Sorathi, Thulo Nach, etc.). Moreover villager images also include fairs and festivals including “Ropai Jatra” and “Hospitality”.

### 5.1.6 Unique factors of Madan Pokhara village

The survey findings reveal that Madan Pokhara village is famous for the hospitality, Model Village for Community, Vegetables and Coffee production, the oval size greenery valley, spectacular Mountain view. Majority of People like to explain about the Community based FM Radio as their unique factor because it is the first Radio center conducted by the Community in this Southern Asia.

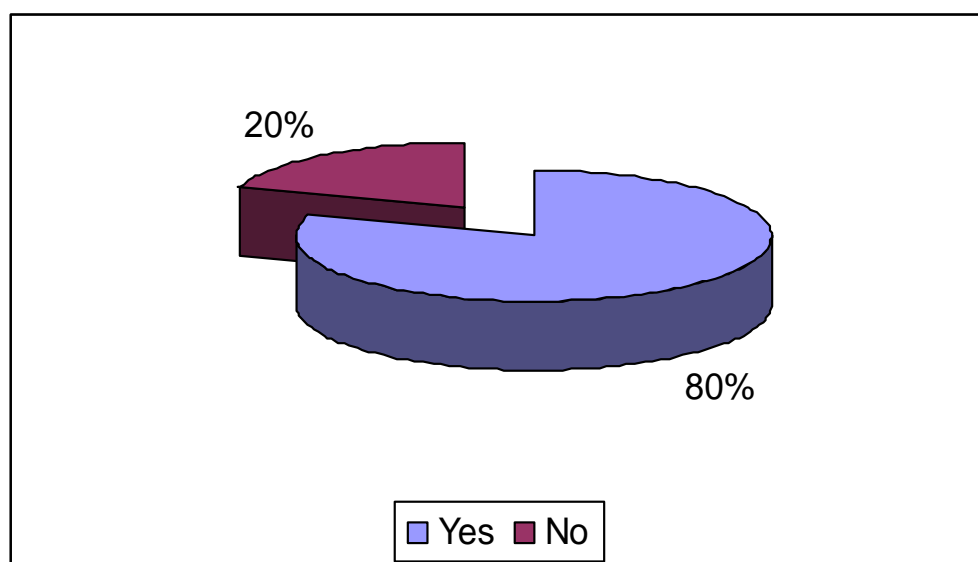
### 5.1.7 Infrastructural State/ Condition of Madan Pokhara village

Table No. 11: Infrastructural State

Infrastructural state	Percentage respondents	of	No. of Respondents
Yes	80%		32
No	20%		8

Source: field survey, September, 2009

Graph No. 7: Infrastructural State



Local people were asked whether they are satisfied with the infrastructural state/ condition. 80% of the respondents were satisfied with their village infrastructure and remaining 20% are unsatisfied. Majority of respondent were satisfied with their infrastructural because they think its okay for their day to day life. But the remaining remaining respondent think the infrastructure for the

tourism development is insufficient. So, to develop the study area as village tourism destination more development on infrastructure is required.

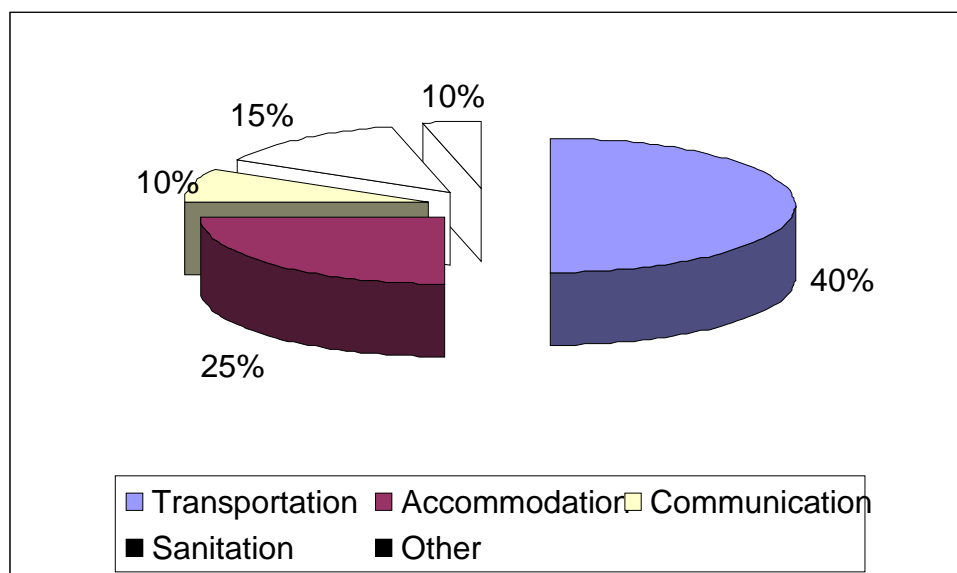
### 5.1.8 Improvement in infrastructural condition for the development.

**Table No.12: Infrastructural Condition**

Infrastructure	Percentage of Respondents	No. of Respondents
Transportation	40%	16
Accommodation	25%	10
Communication	10%	4
Sanitation	15%	6
Other	10%	4

Source: field survey, September, 2009

**Graph No. 8: Infrastructural Condition**



40% of respondent though that improvement in Transportation is required followed by 25% in accommodation, 10% in communication, 15% in sanitation and remaining 10% says that there should be health center and also some of them comment more development in over all infrastructure. This shows that the term

tourism is in complete without transportation facility. So that respondent gave their views on the transportation facility improvement.

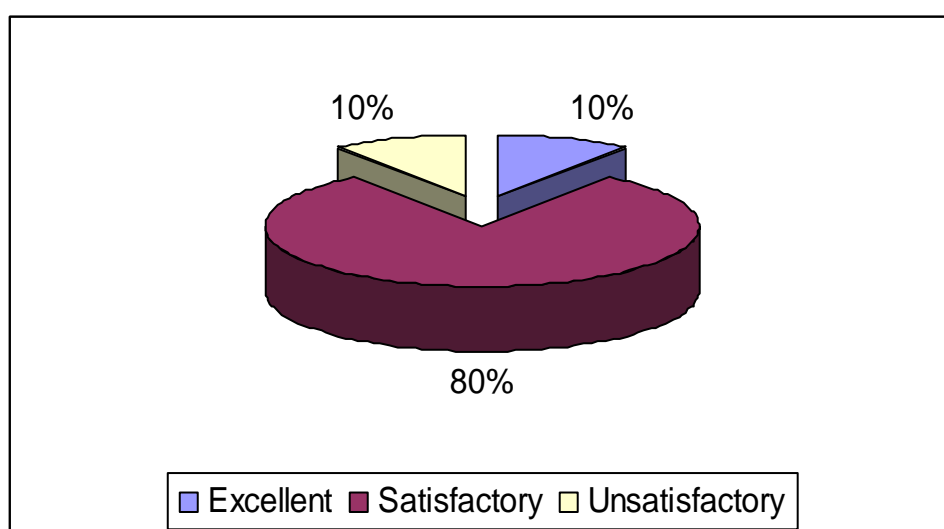
#### 5.1.9 Condition of the lodging and fooding in the study area.

Table No. 13: Lodging and Fooding

Present condition	Percentage of respondents	No. of Respondents
Excellent	10%	4
Satisfactory	80%	32
Unsatisfactory	10%	4

Source: field survey, September, 2009

Graph No. 9: Lodging and Fooding



The majority of the respondents were very satisfied with the lodging and fooding condition of their village area, 80% of the respondents were satisfactory followed by 10% by excellent and 10% unsatisfied. This data shows that the villager have ability to keep visitor at their home. Hence it is clear about the fact that MadanPokhara village can be develop as village Tourism destination.

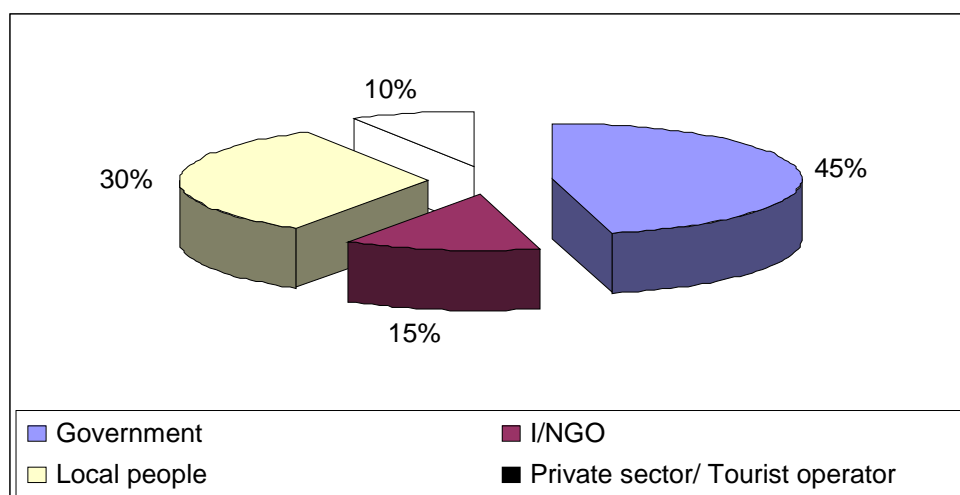
### 5.1.10 Major role for the development of tourism in the study area.

Table No. 14: Major role for the Development of Tourism

Sector	Percentage of Respondents	No. of Respondents
Government	45%	18
I/NGO	15%	6
Local people	30%	12
Private sector/ Tourist operator	10%	4

Source: field survey, September, 2009

Graph No. 10: Major role for the Development of Tourism



The survey denotes that government plays the major role for the development of the Tourism in the Madan Pokhara village. The survey finding reveals that 45% major role is to be played by government whereas 30% denotes that local people should develop their area by themselves. 15% respondents focused their view toward NGO and INGO for the development. Finally 10% respondent says that private sector travel and tour operator should make the village based tourism package to develop village Tourism.



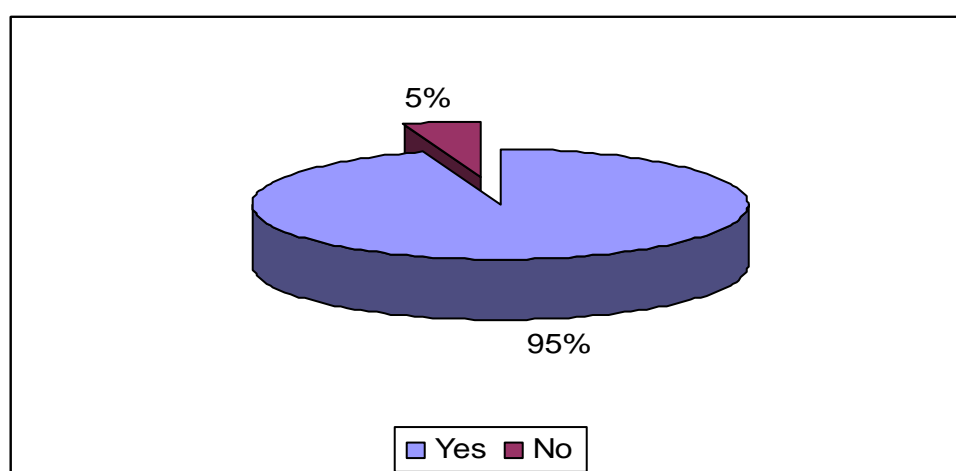
### 5.1.11 Local people opinion on the Tourism Development

Table No. 15: Local People Opinion on the Tourism Development

Opinion	Percentage of Respondents	No. of Respondents
Yes	95%	38
No	5%	2

Source: field survey, September, 2009

Graph No. 11: Local People Opinion on the Tourism Development



Survey reveals that 95% of people want the development of tourism whereas 5% don't want tourism development in their village. It is the matter of fact that tourism has positive and negative impact. Ignoring the negative impact majority of respondent has chosen the development of tourism in their region.

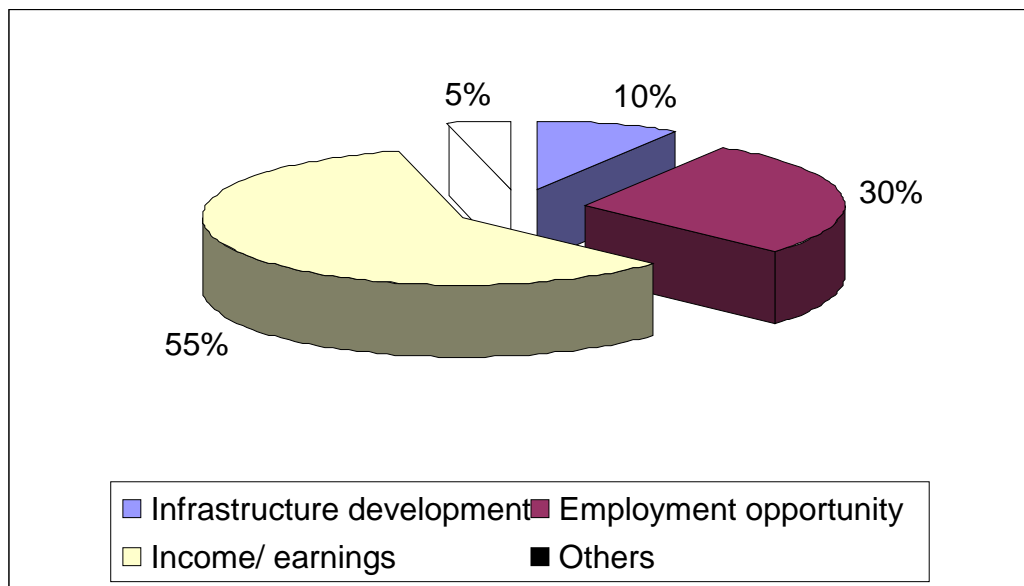
### 5.1.12 Local peoples expectation on the benefits from tourism Development

Table No.: 16: Local Peoples Expectation

Expectation	Percentage of Respondents	No. of Respondents
Infrastructure development	10%	4
Employment opportunity	30%	12
Income/ earnings	55%	22
Others	5%	2

Source: field survey, September, 2009

**Graph No. 12: Local Peoples Expectation**



The survey denotes 55% of respondents have expectation on the benefit of tourism development by income earning whereas 30% says employment opportunity, infrastructure development carries 10% and 5% says it develop the life standard of the local people.

## CHAPTER SIX

### CONCLUSION AND RECOMMENDATION

#### 6.1 Conclusion

Thus the study is able to show that Madan Pokhara has basic infrastructure facilities for the visitors/ tourist, but some of them should be upgraded in an efficient way. The study is able to show that Madan Pokhara has potential to attract tourist in future. At present the income generation and employment opportunity from tourism is limited. Having potentiality the local people of Madan Pokhara village have not been able to get benefit from tourism. Income generation, employment opportunity from tourism isn't being encouraged by public and private sector. So it is necessary to make active participation of all local residents in this sector like Sirubari village (famous as community based village tourism). So community involvement and cooperation between people is special feature of village and rural tourism so that it is necessary to make active participation of all local people of Madan Pokhara in tourism sector which help to drive tourism activities in a sustainable way. The development of tourism has negatives as well as positive impacts upon the society but the local shall minimize the negative impacts and maximizes the positive impacts. Thus, we can say Madan Pokhara has wide and bright prospect of tourism development, which shall be actualized to increase the level of income of the locals.

#### 6.2 Recommendation

In fact countries like Nepal where there has been little infrastructural development, particularly in the remote rural areas. Village/ rural tourism have helped to spread income and enrich the local economy. In Nepalese context Rural based tourism or village tourism leads to the dynamism in tourism industry. It concerns with all villages of Nepal. Most importantly tourism in Nepal has been one of the most important supporting featuring of Nepalese economy. Therefore tourism industry shall be developed in such a way that the national development and distribution of income shall satisfactory in order to avoid the future conflict away the different stratum of the Nepalese society. For that purpose the study of Madan Pokhara has provided us the following recommendations.

#### Policy:

- ) Madan Pokhara has not developed necessary tourism development policy, master plan, program and promotion strategy etc. the domestic and international tourist wants to visit new place and feel new experience. Therefore it is necessary to think about the new concept to develop village tourism in this area. To develop village tourism the government and the local people should take responsibility.

### **Training:**

- ) To run village tourism successfully and smoothly, accommodation providers should have to receive formal training on tourism like training in hospitality, housekeeping, local tourist guide food preparation services and moreover English language to communicate with the visitors.
- ) Similarly, there is lack of trained guide for the tourist who could define about the village of its natural and cultural attraction. So, among the villager some of them should be trained for the local guide.

### **Attraction:**

- ) Organizing Madan Pokhara festivals (Mahotsab), could promote the village as well as local products.
- ) Revive the charm of festivals; especially youngster should be made aware of local festival and rituals which can be one of the main attractions for tourists.
- ) The community based forest must be preserved and a collective effort must be done for the protection through a forestation program. This in turn will help to sustain favorable climate, natural habitation for the wildlife and scenic beauty of the area.
- ) Local agricultural product coffee, ginger, vegetable etc should be promoted within village tourism. Such type of products could be provided to tourist as the local gift for the memory.

### **Accessibility:**

- ) Up gradation of the transport facility must be one of the top priorities for the tourism development in Madan Pokhara. The gravel main road from Nayapati to MadanPokhara should be paved.
- ) Developing hiking route from Madan Pokhara to Tenaha village and back to Madan Pokhara.

### **Accommodation:**

- ) Since there are limited hotels in market area and tourism activities are running within that boundary. So that to make equal distribution of the revenue of tourism and to share the benefits within the villagers it is necessary to make participation of the members of the society, the 'home stay' concept is to be developed and extended to the near community like Magar Ghaun.

### **Amenities and Facilities:**

- ) Tourist should be ensuring about the security and peacefulness of the place.
- ) Modern communication like Email, Fax, Internet facilities should be made accessible and more circuit of the telephone lines should be installed in minimum charge in future.
- ) Moreover infrastructures like toilet and sanitation, safe drinking water and as well as should be developed in those communities. In this case the VDC must take a more active role to make funds available to develop the social infrastructures.

## REFERENCES

- Bhatia, A.K. (2001). *Tourism Development, Principles, and Practices*: New Delhi Publications.
- Burger. (1978). The Economic Impact in Nepal, an input, output analysis, Ph.D. Dissertation, Cornell University
- Dhungana, Janardhan (2008). *Know Nepal Very Well (Various Aspect of Nepalese Life)*:Kathmandu
- Ghimire, Pushpa, (2008). Problems and Prospects of rural tourism in western development region, with special reference to Gulmi District, M.A Dissertation, T.U,
- Government of Nepal (2006). Summary of Tourism Statistic 2004 vs 2005, Ministry of Culture, Tourism and Civil Aviation
- Government of Nepal (1995). *Tourism Policy* , Kathmadu: MOCTCA, Nepal
- (1998). *Periodic District Development Plan, Gulmi*: District Development Committee
  - (1998). *The Ninth Plan (1997-2002)*, Kathmandu: National Planning Commission, Nepal
  - (2003). *The Tenth Plan (2002-07)*, Kathmandu: National Planning Commission, Nepal
  - (2004). *Nepal Population Report*, Kathmandu : Ministry of Population and Environment
  - (2005). *Statistical Year Book of Nepal*. Kathmandu
  - (2006). *The Three Years Interim Plan (2007-010)*, Kathmandu: National Planning Commission, Nepal
  - (2007). *Nepal Tourism Statistics*, Kathmandu: Ministry of Culture, Tourism and Civil Aviation
  - (2008). *Important Tourist Attractions of Gandaki and Dhaulagiri zones* (In Nepali): Tourist Office, Pokhara
  - 1999 *District Profile*: Palpa

Kayastha, Nareendra. (1985). *Development of Tourism in Nepal*, South Asia Regional Co-operation, CEDA, T.U,

Khadka, K.R. (1993), *Tourism and Economics Development in Nepal*, (Doctoral Thesis) U.K.: submitted to the Development and Project planning center, University of Bradford.

kunwar,Ramesh Raj. (1997).*Tourism and Development*, Laxmi Kunwar Kathmandu.

Lee, J. (1998),*Tourism and Development in Third world*, London Rutledge.

McIntyre, George, 1993. *Sustainable Tourism Development Guide for local planners*, Madrid:world Tourism Organization.

Nepal Tourism Board. (1999). *Nepal Guide Book*: Nepal Tourism Board, Kathmandu

(2006). *Rural Nepal Guide Book*: NTB, Kathmandu.

(2008). *Tourism Products of Nepal*:NTB Kathmandu.

Kunwar, S.R. (2009). *Prospects and Challenges of Village Tourism: A Study of Bungmati Village*, VITOF-Nepal.

Nunez, Theron A.Jr., 1963, "*Tourism, Tradition and Accumulation: Weekendismo in a Mexican Village*,*Ethnology*, vol.2, no.3.

Palpa Darshan (2008), *Short Description of Palpa District*: Jeevan Mashik, Kathmandu

Poudel S.B. (1999). "Tourism in SAARC", (an unpublished PhD thesis, BHU, India).

Pradhan, I.k. (1979). *Travel and Tourism in Prospective*, Nepal Research Group.

Pudasaini, S.(2004). "Tourism impact in Ghandruk VDC" ( A Project Report). Kritipur: CDRD TU.

Satyal, Yanja Raj. (2000). *Tourism Monograph of Nepal*, Adroit Publishers Delhi-110053.

Sharma, Om Prakash (2001). *Tourism Development and Planning in Nepal*, unpublished Ph.D. Dissertation: Kathmandu

Sharma, P. (2006), *Village Tourism for the Sustainability of Rural Development*, vol.3,no.1 (jan-june2006), Central Department of Rural Development, Kritipur, Kathmandu, Nepal.

Shrestha, A.P. (2031Bs). *Colorful Palpa its Potentiality for Tourism*, Palpa Research Center, Tansen.

Sharma, Pitambar. (2000). *Tourism as Development*, Kathmandu: Himal Books.

SNV. (2003), *Sustainable Tourism Development in Nepal: SNV*

Tiwari, S.N. (1981). *Prospect and Problem in Tourism in Nepal*, M.A Dissertation, T.U

TRPAP. (2003), *Sustainable Rural Tourism Plan 2002-2006*. Kathmandu: TRPAP

UN WTO (2001), *Sustainable Development of Ecotourism: A Compilation of Good Practices*. Madrid: WTO

- (2001), *Tourism in the Least Developed Countries*. Madrid: WTO

UNEP and UN WTO (2005), *Making Tourism More Sustainable: A Guide for Policy Makers*. Paris: UNEP

Upadhyay, R.P. (2008), *Reading in Rural Tourism*, Sunlight publication (student books) Kritipur, Kathmandu.

Upadhyay, R.P. (2008), *A study of Rural Tourism in Nepal: Measures to Minimize Negative Impacts submitted to the Ministry of Culture, Tourism and Civil Aviation*, Kathmandu

- *Rural Tourism for Equitable & Growing Economy in Nepal*: Kathmandu

Upadhyay, Rudra and Raman Grandon (2006), *Tourism as a Leading Economic Sector of Nepal*: HAN publication on the occasion of Annual General Meeting, Kathmandu

Urry, J., 2002, *The Tourist Gaze*, New Delhi: Sage Publication

[www.welcomenepal.com](http://www.welcomenepal.com)

[www.getuppalpa.com](http://www.getuppalpa.com)

[www.google.com](http://www.google.com)



## Annex-1

# QUESTIONNAIRE

### Questionnaire for the local people

Dear Sir/Madam,

I express my immense to see you. The purpose of my visit here to conduct to prepare the study on the topic “prospects and challenge for the development of village tourism in palpa, a case study of Madan Pokahara village” for the partial fulfillment of academic requirement of Master of Arts in Rural Development Degree of Tribhuvan University.your valuable inputs and suggestion would contribute for the sustainable tourism development of this area. Your kind cooperation in filling up this questionnaire will be highly appreciated.

Deepak Prasad Bashyal

Student, Master of Rural Development, thesis year

Central Department o Rural Development,

Faculty of Humanities and Social Science

Tribhuvan University, Kritipur, Kathmandu

1. General characteristic of the respondents:

Name:

Age group:

Sex:

Occupation:

Organization:

Designation:

Address:

2. How familiar are you about tourism?

a. familiar (            )                      b. not familiar (            )

3. How much potential of tourism development do you see in Madan Pokhara village?

- a. A lot (            )    b. enough (            )    c. little (            )  
d. don't know (            ) e. others (            )

4. What do you see as a major attraction in Madan Pokhara for tourism development?

- a. culture (            ) b. nature (            ) c. hospitable people (            )  
d. others (            )

5. What is the unique culture feature of Madan Pokhara village?

.....,

6. What is the unique factor of Madan Pokhara village?

.....,

7. Do you find infrastructural state/condition of Madan Pokhara satisfactory?

- a. yes (            )    b. no (            )

8. For the development of tourism in Madan Pokhara, what changes should be made to infrastructural condition?

- a. transport (            )                                    b. accommodation (            )  
c. communication (            )                                    d. sanitation (            )  
e. others (            )

9. What is the present condition of lodging and fooding for tourism in Madan Pokhara village?

- a. excellent (            )                                    b. satisfactory (            )  
c. unsatisfactory (            )

10. For the development of the tourism in Madan Pokahara which sector should have a major role?

- a. government (            ) b. I/NGOs (            ) c. local people (            )  
d. private sector tourist operator (            )

11. Do you really want tourism development in Madan Pokhara Village?

- a. yes (            )                                    b. no (            )

12. What do you think will be the benefits from tourism development in Madan Pokhara village?

- a. infrastructural development (                    )
- b. employment opportunity (                    )
- c. income/earnings (                    )
- d. others (                    )

13. Have you any suggestion for the improvement of tourist in Madan Pokhara village?

.....,

Pleased fill free to provide to your suggestions if there is any other thinks for the development of tourism in Madan Pokhara village.