

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background

For the nature lovers and pleasure seekers, Nepal can provide many attractions. The sightseeing jungle safari trekking, whitewater rafting, sport fishing, mountaineering, mountain hiking sharing are the happy and joyful life patterns of simple and friendly ethnic people. Such factors are closely connected with tourism in Nepal.

Pokhara valley, the ‘Jewel of the mid-west’ is a favorite of tourists from around the globe. With the magnificent Annapurna range of mountains as a backdrop and the serenity of the three lakes of Phewa, Rupa and Begnas, Pokhara is the ultimate destination for relaxation. Yet the valley has grown in recent years as the destination for adventures sports such as paragliding and ultra-light flights. With boating, bird watching, trekking and mountain biking as the other attractions, Pokhara has it all.

Pokhara sits high on the list of ‘must visit’ places in Nepal. Tourists on extended holidays in Nepal make multiple visits to this famous valley of the three lakes. The tourist district of Pokhara better known as ‘Lakeside Pokhara’ is quite distinctly separate from Pokhara city. Lakeside sprawls beside Phewa Lake and is reminiscent of Thamel except for the ample space and miniscule traffic which makes Pokhara so much more enjoyable and relaxed than its counterpart in Kathmandu. The enchanting Pokhara valley with the dominating presence of Mt. Machhapuchhare (Fishtail Mountain) in the background is the gateway to the Annapurna region where many a trekker finds his Shangri-la. Pokhara

is also ideally placed for adventure sports such as: rafting, paragliding and ultra-light flights. The relaxed atmosphere on the shores of Phewa Lake gives a trekker a much needed respite from days of hiking up and down the hills and mountains on one of the popular Annapurna treks. The crowded bars and restaurants are the places to seek companionship, where tall stories and real life experiences are shared with perfect strangers. The friendly Nepalese make a tourist feel at home to the point where many stay on for extended periods and come each year to seek those friends he's made and find peace of mind (NTB, 2005).

Pokhara is the second most popular destination, after Kathmandu. Tony Hagen (1961) expressed his appreciation to Pokhara as, "if you haven't visited Pokhara than you haven't visited Nepal." This indicated that Pokhara is one of the best tourist destinations in Nepal.

The city is well known for its natural beauty. This enchanting city has several beautiful lakes, snoring caves, curious river gorges and offers stunning panoramic vistas of the Himalayan peaks. The serenity of lakes and the Himalayas rising behind them create an ambiance of peace and magic. Pokhara valley the hanging garden of the earth is the starting and ending point for many of the popular trekking routes in Nepal. Pokhara the natural garden offers different adventure activities like rafting, paragliding, ultra-flight, trekking, caving etc. Pokhara is equally rich from its cultural and historical points of view. Because of various attractions yearly the visitors in Pokhara are increasing which is itself is adding its value in the field of tourism in Nepal. Definitely, tourism has created a kind of cultural and behavioral exchange and helps to form different social relations. The activities like dressing pattern, eating behaviors, replacement of the religions and traditions are the examples of

cultural change which are seen in the society because of the tourism (NTB, 2005).

## **1.2 Statement of the Research Problem**

Pokhara is considered as the collections of natural heritage like lakes, Georges, caves, and vista views of the snowcapped mountains. Lakeside is the centre point for tourists in Pokhara. Tourists can get almost all kinds of activities according to their needs. Most of the tourist's hotels, restaurants, bars, different activities booking agencies are available in the Lakeside area. Beside these activities tourist has good opportunities to create recreations in the Lakeside so that Lakeside is being the most important place from the Nepal's tourism standpoint.

From the childhood I am very close to lakeside which is one of the most beautiful tourist destinations of Pokhara. Since I am a resident of Pokhara, I have seen different activities and changes in Lakeside societies due to tourism. For example in Lakeside peoples have been celebrating Valentine's Day, English New Year, Christmas etc. This means western culture has been gradually adapting to the people in the region. There are also many international marriages going on which helps to transfer culture from one to another as well as it helps for inter-nation/state marriage which finally helps for social-cultural changes in the study area too. Since I am the student of Sociology, I made of my mind to raise the issues that I saw from the childhood that made an impact on socio-cultural and socio-economic status of the people of Lakeside. Because of the maximum flow of tourist in Lakeside a kind of social relationship established between tourist and native people which help for the socio-cultural changes. Therefore it is one of the important issues for the study from sociological view.

This study will attempt to seek answer to the following research questions:

- a. What are the changes in livelihood and occupation of people have made due to the flow of tourism in Lakeside, Pokhara?
- b. What are the changes on culture, rituals, language, dressing and food pattern of people in Lakeside?

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

The general objectives of the study are to analyze the role of tourism in Nepal. The specific objectives are.

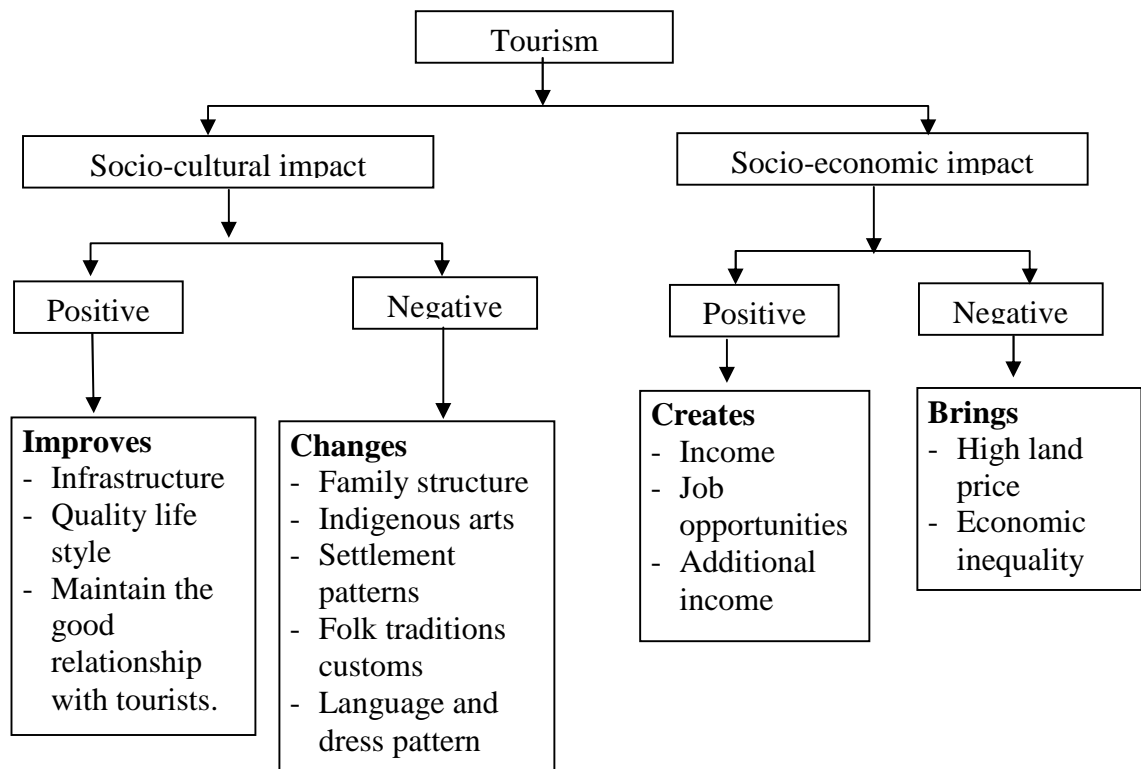
- To describe changes in people's livelihood in lakeside, Pokhara due to the flow of tourism.
- To identify the changes on cultural, ritual, language, food and dressing pattern in people of Lakeside.

### **1.4 Significance of the study**

This study will be done in Lakeside, Pokhara. The study will try to find out the impacts and changes on socio-cultural and socio-economic status of the people of research area due to tourism. Therefore this study will help for further researcher to find out about the cultural and social changes in Lakeside.

Basically the study will give more information, knowledge, facts, and data about the impacts of tourism in Lakeside, Pokhara. The changes like dressing pattern, culture, eating habit, and other activities in their daily life of the study area influence the researcher to conduct this research. This study will be a stepping stone in the analysis of tourism studies.

## 1.5 Conceptual Framework



## 1.6 Organization of the Study

This thesis has divided into six chapters. Chapter one introduces introduction of the study, which mainly discusses the general background, statement of the problems, objectives of the study, significance of the study, conceptual framework and organization of the study. The second chapter discusses the relevant literature for the study. Chapter three presents the methodology adopted for the study in which includes selection of the study area, research design, nature and source of data, techniques of data collection, data analysis and limitation of the study. The chapter four deals about the introduction of the study area. Similarly, chapter five presents analysis and presentation of data. Finally, chapter six presents the summary and conclusions.

## **CHAPTER TWO**

### **REVIEW OF LITERATURE**

Tourism has been studied by various researchers and scholars with various perspectives. In studying of tourism, most of the researchers and scholars are concentrated in economic impact. But the economic impact study cannot be sufficient. So this study focuses on socio-economic and socio-cultural aspects. To make the study more reliable some of the important available dissertations, books, articles, bulletins, annual reports and other studies about tourism have been reviewed to complete this thesis.

#### **2.1 Tourism: A Conceptualization**

The word tourism is derived from the French word “Tourisme”. It literally means to travel and travel and travel related to jobs (Negi, 1990). The word ‘Tour’ mean journey from place to place. The oxford dictionary defines it as “person traveling or visiting place of interest”. This definition implies tourist as a person traveling for recreation this definition is not enough as a tourist he must be non-residential not earning and he must generate economic activities. Some might consider a person as a tourist who spends a day out, for example by the seaside but the world tourist organization. The international body representing tourism defines a tourist as a person who visits a destination and stay there for at least one night before returning home (The World Bank encyclopedia, 1973).

The word “tourism” consists of all those trades that must be temporary, voluntary rather than should not have remunerative employment as its aim. (Negi, 1990).

Cohen (1984) describes tourism as commercialized hospitality, tourism as democratic travel, tourism as modern leisure activity, tourism as variety of traditional pilgrimage tour, tourism as expression of basic cultural theme, tourism as an articulate process, tourism as type of ethnic relationship, tourism as a form of neo-colonism.

Tourism involves a complex set of interrelationship between people, places and products (Sharma, 1995). The interrelationships evolve through the transportation of people to various destinations outside of their normal place of residence and their stay at those destinations. The duration of visit must generally be of a short-terms nature. Tourism is essentially a pleasure activity in that it does not involve earning related travel. It is a service and it intangible; it cannot be seen or inspected before its purchase. Tourism product is not homogenous. Tour package to a destination many vary in quality, depending upon the circumstances. For instance a delayed domestic flight could affect the image of the product. The short-term supply of the product is fixed. The number of hotel room's ca not is increase overnight to meet the requirements of the season. The tourism product is highly perishable. A hotel room or an airline seat not used today is total loss. The tourism product cannot be stored for future use. Its raw material is inexhaustible. The tourism products do not diminish with constant use (Upadhyay 2003).

## **2.2 Motivation to Travel**

People travel from one place to another leaving their home with different motives. There one different factors that create the desire to travel and make them tourists. Different factors motivated them to travel place. The motives of travel were trade, commerce, religious etc, where as the modern travel motives in curiosity health, sports and pleasure.

There is no uniformity between different writers about the motivational factor.

Blamey (2000) has grouped the travel motivators into 4 categories ; physical motivators, cultural motivators, interpersonal motivators, status and prestige motivators.

Moreover, Bhattia (2000) has pointed out other meaning of motivation of tourism. They are pleasure, relaxation, rest and recreation, health, participation in sports, curiosity and culture, ethnic and family, spiritual and religious, status and prestige, professional or business.

### **2.3 Purpose and Types of Tourism**

Tourism is a generate term encompassing many type of travel and activities. There is almost impossible to make a comprehensive classification of tourism to solve all the purposes. However, different scholars have attempted in this direction.

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 taken as: eco tourism/ Rural tourism, cultural and religious tourism, historical tourism, agro-tourism, adventure tourism, health tourism, sports tourism, conference tourism. Business/Technical tourism, study tourism and space tourism ( Butler, 1992).

### **2.4 Types of Tourism**

Satyal 1998 has classified tourism into the following categories .



## **Pleasure Tourism**

Under pleasure tourism, people go on holiday for enjoyment out of curiosity, to take rest, observe something new to delight of food scenery in unknown folklore. Some tourists find in traveling to various places. These types of tourism usually depend upon different taste to different people.

## **Recreational Tourism**

Recreational tourism is mainly concerned with leisure and rest and to recover physical and physical stamina. These types of tourists usually stay longer. The visitors stay by the sea and in the mountain resorts in rest for relaxation. They have preference to go to climatic resorts.

## **Sporting Tourism**

Sporting tourism is interested in two types of sporting. One visiting sports events like Olympic Games, world cup, football, boxing etc. which attract not only sportsmen to the host country but also a large number of sports fans tourists to see these functions; visiting well organized sporting events in countries which have specialized facilities such as winter sports, natural sports, mountain climbing, hunting, fishing etc.

## **Cultural Tourism**

This type of tourism is motivated by eagerness to learn different cultures of different countries. Mostly this type of tourists visit to learn different habits, language and customs of people in alien lands, visiting places in historical monuments in the centers of ancient civilization or playing visitors in art, galleries, religious centers or participants in art, music, theatre dance and folk lore festivals.

## **Conference Tourism**

International conferences are organized in different countries where such convention facilities are available. A large number of people take part in different conferences in different countries.

### **2.5 History of Tourism in Nepal**

Nepal was long under the rule of an autocratic system that fearing foreign interference kept the door closed to foreigners, except a very few British individuals who came for wildlife exploration and hunting. In the modern sense, tourism started in Nepal only after democracy was initiated in the 1950s, when Nepal's frontiers were opened for foreigners, the airport was built and the Tribhuvan highway constructed (Sharma, 2008).

Tourists visiting during the 50s were primarily motivated by the natural attractions, especially the highest mountain peaks such as Mount Everest (Sagarmatha). The first visitors, group of mountaineers and expeditioners, were brought to Nepal in 1955, by Thomas Cook. Once in the country, they were captivated by the friendliness of the Nepalese people fascinating arts and culture. On return to their homes, they started their discoveries with other western people and thus served as messengers for Nepal's immense cultural heritage. In the same way, visitors have continued to influence a change from nature tourism to culture tourism. Tourists visiting Nepal during the 1960s were motivated by Nepal's indigenous people and culture. The tourism package to Nepal was most often part of a trip to India, and the main sites visited were situated in the Kathmandu valley. The first Tourism Act was endorsed in 1964 (Sharma, 2008).

In the mid 1960s, there was an accommodation boom, with the construction of many of hotels. A large influx of hippies and “flower – power” tourists followed from the end of the 60s until 1975. They were exploring spiritually, different cultural perceptions and various low budget tourism activities, although in 1970 still only 1% of tourists came for ‘trekking’. New areas became popular, like Pokhara and Lumbini (for international pilgrimage). The Department of Tourism was established at the beginning of the 1970s, and a Tourism Master Plan formulated concentrating on promotion of tourism, identification of tourism potential and establishment of Tourism Information Centers. In 1973 the first protected area Chitwan National Park was established. Private tourism entrepreneurs had already begun exploiting the Terai area for wildlife observation and hunting before this. The first Safari lodge in the area was established by the Tiger Mountain Company in 1963( Sharma,2008).

In the ten years after the coronation of king Birendra in 1975, tourism arrivals doubled from 92000 to 223,000, about 13.15% of whom come for trekking. The numbers of hotel rooms increased from 1663 in 1975 to a total of 6800 in 1980. in 1976 the Sagarmatha National Park and the world Heritage Sites in Kathmandu were established. The Department of National Parks and Wildlife conservation became a stakeholder in tourism development. However, implementation of tourism plans during this period was slow or non- existent. The establishment of the Annapurna Conservation Area (ACA) in 1986 and the initiation of Integrated Community Development projects marked the first linkages between conservation, community participation and tourism. However, product diversification in tourism was slow. The main tourist attractions and activities in Nepal at the end of the 1980s were cultural tourism in Kathmandu valley, trekking in the high mountains,

rafting the rivers, wildlife tourism and pilgrimage to religious sites (Pashupatinath, Lumbini and Muktinath).

With the return of democracy in 1991, several remote areas were opened up for tourism. Democratic freedom enabled the establishment of more private businesses, and tourism business was booming. The trekking industry was a particular growth area, attracting up to 25% of the total tourist numbers. There was increased involvement of conservation and development organizations in tourism, using livelihood development approaches but a lack of coordination between them. The National Tourism Policy was written in 1995, and 1998 was celebrated as “Visit Nepal Year” as a promotion of Nepal. At the end of the 1998 the Nepal Tourism Board was established as a private –public partnership. The year 1999 saw the highest number for tourists in Nepal and one year later the highest number of trekkers.

The years after 2000 saw a decline in tourist arrivals, which is related to the internal conflict. Security became an issue of concern. At the same time the 10<sup>th</sup> National Development Plan identified tourism as an economic opportunity for poverty alleviation. The Tourism for Rural Poverty Alleviation Program was designed as a model for the implementation of sustainable pro-poor tourism development. In the year 2006 the peace accord was done then only the tourism sector got rapid progress. From 2007 to 2010 the flow of tourist to was satisfactory. However, in 2011 the highest number of tourists was seeing in the history of Nepal (Nepal Tourism Statistics, 2011).

## **2.6 Socio-Cultural and Economic Aspects of Tourism in Nepal**

Tourism is a multi-faced industry, which promotes cottage industries trade and other service fields. Tourism industry plays a vital

role for the development of the national economy in Nepal. Development of tourism sector can influence in various sectors such as increasing employment generating foreign exchange extending tourist related business as well as to improve the balance of payment of the country. At present, the tourism sector is contributing roughly 22 % of the country (4 % of the GDP). Tourism industries is a labour intensive industry and it provides good employment opportunities at different levels. Tourism is one of the main sources of foreign exchange earnings for Nepal that's why it is necessary to develop the tourism industry in the Nepal. Tourists not only bring money to region; they also carry along with them a strong and visible life style. Their dress, food habits and merry-making style all bring some newness and uniqueness to the area of their visit. By nature, human adopts new things or manners in which they feel comfortable (NTB, 2005).

## **2.7 Socio-Cultural Impacts of Tourism**

Socio-cultural impacts of conventional tourism are the effects on host communities of direct and indirect relations with tourists and of interaction with the tourism industry. For a variety of reasons, host communities often are the weaker party in interactions with their guests and service providers. The impacts arise when tourism brings about changes in value systems and behaviors, thereby threatening indigenous identity. Furthermore, changes often occur in community structure, family relationships, collective traditional life styles, ceremonies and morality ( Uhlik,1995).

### **2.7.1 Change of Local Identity and Values**

Conventional tourism can cause change or loss of local identity and values and brings about by several closely related influences such as

Commercialization of local culture can make a change of local identity and values (Sharma, 1995). Tourism can turn local culture into commodities when religious traditions, local customs and festivals are reduced to conform to tourist expectations and resulting in what has been called "reconstructed ethnicity", Destinations risk standardization in the process of satisfying tourists desires: while landscape, accommodation, food and drinks, etc., must meet the tourists desire for the new and unfamiliar, they must at the same time not be too new or strange because few tourists are actually looking for completely new things, Tourists want souvenirs, arts, crafts, cultural manifestations. In many tourist destinations, craftsmen have responded to the growing demand and have made changes in the design of their products to make them more in line with the new customer's tastes. The interest shown by tourists can contribute to the sense of self-worth of the artists and help conserve a cultural tradition. Cultural erosion may occur in the process of commercializing cultural goods. Sharma (1995) argue that due to the commercialization of crafts, arts and paintings they are selling fake and quality less items which helps for the decline of crafts, arts and paintings. I also agree with them because during my research in my study area also, I found the same thing which I have discussed in the next chapter in detail.

### **2.7.2 Culture Clashes**

Because tourism involves movement of people to different geographical locations and establishment of social relations between people who would otherwise not meet, cultural clashes can take place as a result of differences in cultures, ethnic and religious groups, values, lifestyles, languages and levels of prosperity. The attitude of local residents towards tourism development may unfold through the stages of

euphoria, where visitors are very welcome, through apathy, irritation and potentially antagonism when anti-tourist attitudes begin to grow among local people. Cultural clashes may further arise through economic inequality between locals and tourists who are spending more than they usually do at home. Tourists often, out of ignorance or carelessness, fail to respect local customs and moral values. However, it has promoted a kind of tourism based on sun, fun and drinking. The kind of people that come to the country are only looking for those clichés and do not care about the local values. These are people who, in their own country would never shout in the street, drink alcohol all day or break all shopping windows they would find on their way "home". So irritation may occur to local people due to tourist behavior. Due to a lack of professional training, many low-paid tourism-jobs go to local people while higher-paying and more prestigious managerial jobs go to foreigners or "urbanized" nationals. So this may help for job level friction between local people and tourist (Sharma, 1995). It is not true in all cases.

### **2.7.3 Physical Influences Causing Social Stress**

The physical influences that increasing tourism has on a destination can cause severe social stress as it impacts the local community. Socio-cultural disadvantages involves cultural deterioration, damage to cultural heritage may arise from vandalism, littering, pilferage and illegal removal of cultural heritage items or by changing the historical landscape that surrounds it, Resource use conflicts, such as competition between tourism and local populations for the use of prime resources like water and energy because of scarce supply . Conflicts with traditional land-uses may also arise in coastal areas, when the construction of shoreline hotels and tourist faculties cuts off access for the locals to traditional fishing grounds and even recreational use of the areas (Uhlik, 1995).

#### **2.7.4 Crime**

Crime rates typically increase with the growth and urbanization of an area. Growth of mass tourism is often accompanied by increased crime. The presence of a large number of tourists with a lot of money to spend and often carrying valuables such as cameras and jewellery increases the attraction for criminals and brings with it activities like robbery and drug dealing. Although tourism is not the cause of sexual exploitation, it provides easy access to it. Sharma (1995) argue that due to the tourism it increases crime such as cases of tourists being robbed, or sometimes even murdered, smuggling of hard drugs, gold, and art objects. I also agree that due to the flow of tourism crime such as robbing tourists, smuggling of drugs, arts are increasing in the study area which I will discuss in the next chapter in detail.

#### **2.8 Economic Impact of Tourism**

Different literatures have been studied regarding tourism in Nepal and its impact in national economy. Some relevant literature such as dissertation research article, research books etc. have been studied which make researcher easy to understand and analyze the impact of tourism in Nepal's economy.

Acharya (2004) in his study title *Changing Environment and Livelihood Pattern of Ferrymen of Phewa Lake, Pokhara*. The general objectives of the study was to analyze the socio-economic condition, demographic literacy status and the ways and means of earning for livelihood of the Ferrymen in Live stock have multifaceted utilities in economic, agricultural and socio- cultural aspects of Pokhara lakeside area. The summary in his study concludes that boating has been the main source of livelihood for most Ferrymen but it has been provide sustainable



livelihood for their family. Beside ferry service, farming and working as an agricultural labor is another economic sources.

Wagle (2005) has focused to analyze tourism activities as well as its impact on socio- economic scenario in Phewa lakeside of Pokhara. The study was carried out on the basis of analyzing both primary and secondary data. He sketch in his thesis that Nepal is famous for natural beauties, like Mt. Everest, the highest peak of the world and the numerous snow-capped mountains peaks, a number of lakes, waterfalls, and rivers. Cultural heritage like temple of lord Pashupatinath, Lumbini, the home land of Gurkhas and the brave Sherpas, the ethnic and lingual diversity, etc., all exist in Nepal. Therefore, Nepal has become an outstanding destination for tourists from all over the world. According to Sproule, K.W. 1996 the impact of tourism in particular area influences these many dimension on of economic structure.

Berger (1978) did the first doctoral study on “Economic impact of tourism in Nepal; and input and output Analysis”. The main objectives of the study were to analysis the impact to tourism on Nepalese economy and to present information to Nepal’s development planners. In this study he states that tourism in Nepal is of the rather recent origin. Before 1950 no foreigner were allowed to visit Nepal with out permission of Rana Rulers. After the introduction of democracy in Nepal 1951 the flow of tourist has increased rapidly. He indicate that more than 10,000 tourist arrived in Nepal in 1976. Since 1962 the numbers of tourist arrivals has grown at an average rate of 20 % per annum and more than 80 % of total tourists arrived in the country by air and 20% arrived by land. He pointed out that the majority of tourist come for pleasure and sight-seeing (Berger, 1978). He further said tourism in Nepal was shown to be an

effective and promising instrument for foreign exchanging earnings. Only one out of six tourists who visited India also visits Nepal.

Bhattia (2004) wrote a book entitled 'International Tourism Management' is basic information in tourism industry. The book contributes to generate general concepts of tourism in international perspective. Tourism is a highly complex phenomenon and an important human activity of great significance not only economic benefits but also social and cultural benefits. From a cultural point of view, it provides an interaction between the cultural customs of the visitor and those of the most population. Cultural tourism makes enhance to accelerate the advancement of rich cultural civilization and benefit in destination area.

Pradhanang(2000) has studied the tourism consumption pattern and its economic impact in Nepal. The study significantly deal with the economic impact of tourism, he has observed that the multiplier was low due to high import rate. The import in tourism sector was 33.49% and 17.34% in tourism related sector of total import. This shows the higher dependency in import in tourism sector. He also depicts that higher the propensity in import higher would be leakage of foreign currency. For the raising the economic level of local and reducing the import dependency. He argued that "tourism agriculture linkage programme" to be initiated; minimize the import context, local resources should provided food, fruits meat, vegetables and dairy products in one had and furnishings on the other. The study has focused on economic impact of tourism rather than other impact as social, religions, and cultural impacts. He concludes that linkage of foreign exchange earning, high import contents, and seasonal fluctuation on seas tonality factor have been the major weakness of the tourism industry in Nepal.

Shrestha (1998) stated that despite recording growth and emerging it is one of the largest industries in the country, Nepal has not been able to manage and market tourism on a sound and professional basis. Lack of co-ordination among, the government and private sector is well pronounced. One of the major problems to tourism like adequacy of access to the country, growing environmental problem. Unless Nepal addresses these issues, sustained development of tourism will not be possible. Nepal must overcome its problem on a systematic and time bound basis and develop industry on professional lines. The whole industry needs to be developed on professional basis since in this industry one has to compete at international level; strategies must be opted to inculcate state of art technologies. Beside foreign currency earning it is equally important to employment. He further argued, Nepalese economy moving faster and faster on the path of globalization. It implies that tourism sector has the potential link to backward and forward linkage to be the Nepalese economy with the world economy.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

Research methodology is the most important aspect of research work and a way to systematically solve research problem. It facilitates the research work and provides reliability and validity to it. This chapter deals about the methods which researcher used to collect information.

#### **3.1 Selection of the Study Area**

Pokhara a significant tourism destination in Nepal lies between the great Himalayas and Mahabharat range in the central part of the state. Because of its unique natural beauty the number of international and domestic tourist is increasing yearly. As far as the concerns of the selection of Lakeside, Pokhara as study area many tourist from the world visit Lakeside and they have made a great impact on socio-cultural and economic dimension in comparison to other tourist destination of Pokhara.

#### **3.2 Research Design**

This study has attempted to identify the socio-cultural and socio-economic impact of tourism in Lakeside, Pokhara. For this study, the data and information were collected for the field survey in Lakeside and they are analyzed to get the answer of research question. This study was based on exploratory as well as descriptive research designs. Exploratory research was done to collect information about the socio-cultural and socio-economic impact of tourism in Lakeside, Pokhara. The study combines survey and analysis data on this study was collected through questionnaire on tourist, local people, Bote and hotel owners of Lakeside.

The data collected through questionnaire were classified and tabulated according to the needs of research.

### **3.3 Universe and Sampling**

I used purposive sampling method in the study. All samples were selected by this method. For the study, the tourist of Lakeside, local people, hotel owners and Bote of Lakeside were taken as sampling unit. For the study, 10 tourists, 10 hotel owners, 10 local people and 10 Bote were taken as key informants.

### **3.4 Nature and Source of Data**

To fulfill the objectives of this study I used primary and secondary data. For primary data collection I used various tools and techniques of data collection such as interview, group discussion and observation in the study area. For the secondary data collection I used previous studies, published newspapers, articles, library, government offices and other unpublished documents. The data I collected were both qualitative and quantitative in nature.

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

To generate the primary data, I applied the structured questionnaire, unstructured interviews and field observation as well as focus group discussion. I used observation, questionnaire and interview for the collection of primary data.

#### **3.5.1 Questionnaire**

I made a long list of questionnaire that covered almost all aspects of the objectives of the study and distributed to the tourism activists for filling them up. The sample I selected was purposive sampling basis. I

used structured questionnaire. I met the tourist in hotels, on the street, in restaurant. In the same way I met local people in the street and in their home. I met Bote beside the Lakeside and I met hotel owners in their hotels. I asked them many questions related to tourism and its impact in Lakeside which helped me to get information for the study.

### **3.5.2 Interview**

Usually Interview was done in order to get the right information. Different people from different profession such as tourist, local people, hotel owner, Bote were selected and asked a number of questions regarding the impact of socio-cultural and economic dimensions of Lakeside. Checklist was used for interview with the respondents. During the interview the respondents informants me many thing about socio-cultural and socio-economic impact due to tourism in the study area.

### **3.5.3 Observation**

During my research, I observed the relationship between Bote and tourist, hotel owner and tourist, local people and tourist. From my observation I found good co-operation between them. The dress pattern of local people, festivals arranged by the local people, food pattern and language of the local people are gradually changing in the study area. I observed the conversation between tourists and local people, hotel owner and Bote people which helped me to know more about the relationships between them.

### **3.5.4 Case Study**

4 respondents from the different profession were taken to get the information. It helps to find out the socio-cultural and economic impact of the study area.

### **3.5.5 Focused Group Discussion**

The focus group discussion method is a fairly inexpensive and effective way to get the real information from a small group of people. The main purpose of the focus groups discussion is to obtain more detailed information. It was conducted in the working place or in any other suitable place while taking participants belonging to sex and age group. The researcher took one focus group discussion to the related groups. During my focus group discussion I gathered hotel owner, local people, tourist and Bote in the study area. There was 13 people altogether. From the discussion I collected socio-cultural and socio-economic inter-relationship between them in the study area.

### **3.5.6 Secondary Data Collection**

Secondary data and information was collected from published and unpublished documents. To collect the secondary information, related books, reports, journals, newspapers and thesis were the major sources which were obtained from government, non-governmental, international non-governmental organization and libraries of various institutions. Internet is another important source of study.

### **3.6 Data Analysis**

The data obtained from the field survey were coded and categorized according to the requirement. Then the coded data were converted into tables with numbers, average and percent through computer office programs MS word and MS Excel. Simple statistical tool were used to analyze data. Important information was tabulated in the table. Qualitative information was analyzed descriptively.

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

This study has many limitations too. It is relevant here to list some of these limitations:

- This study was carried out as a small scale case study of Lakeside, Pokhara. This study may not cover other tourist places.
- This study was carried out for the partial fulfillment of Master of Arts Degree in Sociology at Tribhuwan University.
- Because of the use of purposive sampling method the data may not cover the whole population so that the data may not be fully fact.
- The study is focus on socio-cultural and socio-economic impacts of tourism in Lakeside. So it may not cover the other impacts of Study area.



## **CHAPTER-FOUR**

### **INTRODUCTION OF THE STUDY AREA**

#### **4.1 Setting of the Study Area**

Pokhara is a remarkable place of natural beauty. Situated at an altitude of 827m from the sea level and 200km west of Kathmandu valley, the city is known as a center of adventure. This enchanting city has several beautiful lakes and offers stunning panoramic views of Himalayan peaks. The serenity of lakes and the magnificence of the Himalayas rising behind them create an ambience of peace and magic. So today the city has not only become the starting point for most popular trekking and rafting destinations but also a place to relax and enjoy the beauty of nature.

Tourism is one of the fastest expanding human activities which change the socio-economic, cultural and environmental condition in every community of the world today.

Pokhara sub Metropolitan city is second biggest city in Nepal. This sub metropolitan city has special features such as it has large water bodies in the country i.e. Phewa Lake, Seti Georges, Devis falls, Mahendra Cave, Bat Cave, Gupteshor Cave and beautiful Scenery of Annapurna and machapuchure Himalayan.

Lakeside is the main tourist destination of Pokhara. It is attached with Phewa Lake. Tourists can get almost all kinds of activities according to their needs. Most of the tourist's hotels, restaurants, bars, different activities, booking agencies are available in the Lakeside area.

## **4.2 Geography**

Pokhara is a city of close to 350,000 inhabitants in western Nepal located at 28.25°N, 83.99°E, and is situated 198 km west of the capital Kathmandu. It is the second largest city of Nepal and also serves as the headquarters of Kaski District, Gandaki Zone and the Western Developmental Region. Pokhara is one of the most popular tourist destinations in Nepal. Three out of the ten highest mountains in the world are situated within 50 miles (linear distance) of the city so that the northern skyline of the city offers a very close view of the Himalayas. Due to its proximity to the Annapurna mountain range the city is also a base for trekkers undertaking the Annapurna Circuit. In the south the city borders on Phewa Tal (lake) (4.4 km<sup>2</sup> at an elevation of about 800 m above sea level), and at 1,100 m the northern outskirts of the city touch the base of the Annapurna mountain range. 3 eight-thousand meter tall peaks (Dhaulagiri, Annapurna, Manaslu) can be seen from the city. The Machhapuchhre ('Fishtail') with an elevation of 6,993 m is the closest to the city. The porous underground of the Pokhara valley favours the formation of caves and several caves can be found within the city limits. In the south of the city, a tributary of the Seti flowing out of the Phewa Lake disappears at Patale Chhango, Nepali for Hell's Falls, also called Davi's Falls, after someone who supposedly fell into the falls) into an underground gorge, to reappear 500 meters further south. The area of Pokhara Sub-Metropolitan City has 55.66 Km<sup>2</sup> (city profile, 2008).

## **4.3 Climate**

Lakeside climate possess humid subtropical monsoon to cool temperature monsoon climate. Mean average temperature varies between 12<sup>0</sup>c in the winter to 30<sup>0</sup>c in the summer and mean of minimum vary from

5.5<sup>0</sup>c in winter to mean of maximum 33<sup>0</sup>c in summer. Rainfall pattern is monsoon type and more than 80% of the total rainfall occurs during the period of May to September. Rainfall in Pokhara is the highest recorded in Lumle, which lies Northwest broader of the Phewa Lake. Pokhara valley gets on an average annual rainfall of 3497.4mm. Pokhara is also known as the Cherrapunji of Nepal (Lamsal, 1997). The lake water contains mostly Calcium (66.3%) and largely Bi-carbonate (city profile, 2008).

#### **4.4 Occupation**

The traditional occupation and role of different castes and communities remain more or less the same. In the military profession most of the recruits are from Gurung, Magar and Kshetri. Gurung and Magar prefer the Indian and British Gorkha army. The traditional occupation of the people of study area was fishing, agriculture and local business but after the flow of tourist they are engaged in different types of business related to tourism. Such as hotel, restaurant, boating, travel agency, paragliding.

#### **4.5 People, Culture and Traditions**

Pokhara valley is the place of both Arayans and Mongolians. The local people informed me that most of the settlers that came from south and west were Aryans and the rest of them who came from the north were of Mongolian origin. Before the arrival of Aryans the Pokhara valley had no human habitation. Aryans, migrated from India, were skillful cultivators. So, the fertile places of Pokhara like Hyangja, Kundahar and Bindyabasini were occupied by them and brought under cultivation. However, they preferred to live in the hills for climatic reasons. They used to send the weaker section of their society like Damai, Kami and

Sarki to look after their fields. So, it is believed that the low caste people were the first inhabitants of the flat plains of Pokhara. During the field study the Muslim people also claimed that they were the first settlers of Pokhara.

In the 17th century, Pokhara was ruled as a part of Kaskikot, one of the most powerful of Chaubise Kingdoms in central Nepal. Before the rise of the Shah Kings there are no reliable historical accounts. Pokhara is rich in cultural diversity. The population of the valley comprises Brahmins, Kshetris, Newars, Gurung, Magar, Thakalis and other occupational castes like Damai (tailor), Kami (blacksmith), Sunar (goldsmith) and Pode (sweeper). There is a small Muslim community as well. Brahmin and Kshetri are dominant communities elsewhere in Nepal. They are strict followers of Hinduism. The general cultural and traditional practices in Nepal reflect that of Brahmin and Kshetri communities. Gurungs are hard working Mongolian hill people inhabiting southern part of Annapurna region in between 5,000 to 7,000 feet. Their main villages around Pokhara include Ghandruk, Dhampus, Ghachok, Armala, Tanti, Chhomrong and Sikles. But frequently they are living all around the Pokhara valley. Gurung people are considered honest, brave and laborious. Most of the Gurungs prefer to join the British and Indian army. Thakalis are the original inhabitant of Thak Khola, a high valley of Kali Gandaki in Mustang district northeast of Pokhara. The traditional areas of the true Thakali is known as Thak-Satsaya or seven hundred Thak but nowadays they have increased in number and have spread much further. Newars are the indigenous habitants of Kathmandu Valley. They have come to Pokhara for their traditional business and their main concentration is in Ramkrishna Tole and in the area around Mahendra Pool. Magar communities are migrated one and found

elsewhere in scattered form. They have their own language, customs and cultural identity. Muslim community is regarded as one of the oldest community residing the valley. They are very conservative and are strict followers of Muslim laws. They are very few in number and their main business is selling bangles. They are mainly concentrated at Kundahar. In my field observation, it was found that Gaine were seen begging on roads by singing in accompaniment with a typical musical instrument. These people represent the Gaine community. They are concentrated in the Batulechaur which lies on the northern part of the valley.

## **CHAPTER- FIVE**

### **ANALYSIS AND PRESENTATION OF DATA**

This chapter includes the present condition of tourism in the study area, hotels in the study area, ethnic composition of hoteliers, tourist purpose of visit, occupation structure of sample population and positive and negative impacts of tourism in the study area.

#### **5.1 Present Situation of Hotels in the Study Area**

The hotel plays a vital role for the development of tourism in any tourist destination area. Existing hotels in this area are of different standard. Among them most of the hotels are fit and suitable for tourists. There are five star hotels, three star hotels, two star hotels, one star hotels and normal hotels according to the choices of tourist. There are a lot of restaurants and bar, pubs, club, discos etc. in the study area.

##### **5.1.1 Ethnic Composition of Hoteliers**

Different ethnic group's people are operating hotels in the study area. The ethnic composition of hotel owners is presented in Table 5.1.

**Table-5.1 Ethnic Composition of Hoteliers**

Ethnic group	No. of Respondents	%
Brahmins	4	40.00
Kshetry	2	20.00
Thakali	2	20.00
.Dalit	1	10.00
Gurung	1	10.00
Total	10	100.00

Source: Field Survey, 2012.

Brahmins are inhabitant and they also have lots of land in the study area. Because of this, they can invest their property more than other caste.

That's why they are involved in most of the hotels. Because of the flow of tourist in the study area the caste based occupation is changing. The data shows that Dalit are leaving their traditional occupation and involving in hotel profession. In the same way touchability and untouchability between caste are also disappearing in the study area due to tourism.

### 5.1.2 Investment Pattern in Hotels

Investment pattern also shows the accommodation facilities available in hotels. If the investment is high in any hotels it may be the good accommodation services. The 5.2 table shows the investment pattern in hotels.

**Table-5.2 Investment Pattern in Hotels**

Investment (in Rs.)	No. of Respondents	%
Below 10,00,000	2	20.00
11,00,000-20,00,000	3	30.00
21,00,000-50,00,000	4	40.00
51,00,000 and above	1	10.00
Total	10	100.00

Source: Field Survey, 2012.

Because of the maximum flow of tourist in Lakeside every year, people are investing in hotel business. According to the respondents, due to the instability of political situation in Nepal people are not getting output what they have expected. The hotels owners informed me that the investments in hotels are different due to the standard of the hotels. The big hotel has invested more to maintain higher standard. So the accommodation cost are higher in big hotels and the salary for workers are also higher. In the same way low standard hotels are investing low, so salary of workers are low as well as accommodation cost and standard of hotels are also lower.

### 5.1.3 Annual Income Variation of Hotels

Hotel industry is one of the income generating sources in any tourism area. In September, October and November, the volumes of tourists are high. It effects on hotels income also. The table 5.4 shows the annual income variation of hotels in Lakeside area.

**Table-5.3 Annual Income Variation of Hotels**

Income (in Rs.)	No. of Respondents	%
Around 3,00,000	2	20.00
4,00,00-6,00,000	3	30.00
7,00,000-9,00,000	4	40.00
Above 10,00,000	1	10.00
Total	10	100.00

Source: Field Survey, 2012.

During my research hotel owner said that because of the instability of political situation they are not earning what they have expected.

### 5.1.4 Benefit from Tourists

Hotels are benefited by national and international tourists. In their answer it is found that most of the visitors in this area are Europeans, Americans, Nepalese, Indian and other countries. Expenditure made by tourist depends on particularly their income level, interest and availability of the goods of tourist interest. Different tourist can have different pattern of expenditure.



### **Case-1**

#### **Hotel owner**

*My name is Keshab Nepali. I am 29 years old. I have four members in my family. I established my hotel in lakeside on 2008. Before running hotel we used to do fishing and tailoring. Now we all together run the hotel. We make an income of Rs 30,000 monthly. Most of the European comes to my hotel. They are friendly and loves the nature and beauty of Lakeside. Most of them stay for 3-5 days. Because of the tourist in Lakeside I am earning nicely and my family status is also becoming good. I am also learning their languages and culture too. Most of them used to take hashish (gaja) openly which is also affecting the society. Now I am happy with my hotel profession then before.*

Keshab Nepali is only an example. There are also many cases in the study area who are benefiting a lot by doing hotel profession.

## **5.2 Distribution of Tourist by Nationality**

Different tourists from different countries visit Lakeside, Pokhara. Most of them are Europeans, Americans, Nepalese, Indians and others countries.

**Table-5.4 Distribution of Tourist by Nationality**

Countries	No. of Respondents	%
Nepal	2	20.00
India	2	20.00
America	2	20.00
Europe	3	30.00
Others	1	10.00
Total	10	100.00

Source: Field Survey, 2012.

I found that the majority of tourists are international especially European when I asked the hotel owner about the tourist that visit the study area.

### 5.2.1 Age and Sex Composition of Tourists

Age and sex is the important factors in tourism. It affects expenditure pattern, purpose of visit, length of stay etc. Mainly young and child visit a place for pleasure and relax and elders for pilgrimage and research activities. The age and sex composition of tourists visiting to Lakeside area is presented in table

**5.5. Table-5.5 Age and Sex Composition of Tourists**

Age Group	No. of Respondents	Male	Female	%
Below 15 years	1	-	1	10.00
16-30 years	5	3	2	50.00
31-45 years	2	2	-	20.00
46+	2	1	1	20.00
Total	10	6	4	100.00

Source: Field Survey, 2012.

The data shows that 16-30 years old of tourist visit study area mostly because these age group people loves to travel and entertain. The study area is also cheap and the surroundings is very good in comparison to other tourist destination.

### 5.2.2 Tourists Purpose of Visit

Different type of tourists visits Lakeside, Pokhara to fulfill their various interest and purposes. Most of the tourist visits this place for recreation, sightseeing, trekking, paragliding, boating etc. The table 5.6 shows the tourists visiting purpose in Lakeside area.

**Table-5.6 Tourists Purpose of Visit**

Purpose of Visit	No. of Respondent Tourists	%
Sightseeing	3	30.00
Recreation	1	10.00
Trekking	3	30.00
Paragliding	2	20.00
Others	1	10.00
Total	10	100.00

Source: Field Survey, 2012.

This refers that most of the tourists in this area are attracted for sightseeing and trekking. The data shows that tourists have multiple purpose of visit such as sightseeing, recreation, trekking, paragliding etc. in the study area. After visiting in the study area their perception was very positive.

### **5.2.3 Tourists Duration of Stay**

Tourist length of stay is the crucial factor for the tourism development in any tourist destination region. Growing trend of tourist flow is very much important symbol of future prospect of tourism development in any tourist centre. On the other hand, it is also essential to increase the length of the stay of tourist which further increases the expenditure of tourist. It is because expenditure made by tourist in various items is the source of their income which contributes the growth of tourism business. Thus, there is no doubt, arrival of tourist length of their stay and their expenditure levels are basic component for the development of tourism business. The table 5.7 shows the tourist length of stay in Lakeside, Pokhara.

**Table 5.7 Tourist Duration of Stay**

Duration of Stay	No. of Tourist Respondents	%
2-3 days	5	50.00
3-5 days	2	20.00
5-7 days	2	20.00
Above 7 days	1	10.00
Total	10	100.00

Source: Field Survey, 2012.

The data shows that most of the tourists stay for 2-3 days in the study area because they used to go trekking around Annapurna Base camp and Annapurna Sanctuary.

#### **5.2.4 Expenditure Pattern of Tourists**

Tourist expenditure is one of the important sources for foreign exchange earning. Different tourist can have different pattern of expenditure according to their income level, demand, interest and available goods and services in a particular area. Some visitor may pay more for food, some for travel and some for other things. The table 5.8 shows the tourist expenditure pattern in study area.

**Table-5.8 Tourist Expenditure Pattern**

Expenditure per day (in Rs.)	No. of Tourist Respondents	%
around 1,000	3	30.00
1100-3,000	3	30.00
3100-5000	2	20.00
5100-10,000	1	10.00
Above 10,000	1	10.00
Total	10	100.00

Source: Field Survey, 2012.

## **Case-2**

### **Tourist**

*I am Marshal from Switzerland. I came here to visit Lakeside Pokhara to know the culture as well as to relax beside the Lake. Lakeside is really a beautiful and fascinating place to make your mind and soul free. The people of Lakeside are very friendly and co-operative towards us. The environment of Lakeside is also very good. In some cases I saw excessive commercialization in their attitudes and dealings. Taxi-cabs are clearly overcharging tourist. This is one small instance in the dehumanization of tourism.*

### **5.3 Bote**

Boating profession can be developed as an alternative job for the people of this area. Boating facility is available in Phewa Lake. The boats are managed by boating association.

#### **5.3.1 Boating Charge for Tourist**

The table 5.9 shows the boating charge for tourist in Lakeside.

**Table- 5.9 Boating Charge of Tourist**

Nationality of Tourists	Charge per hour (in Rs.)
Domestic Tourist	250
Indian Tourist	250
Foreigner	400

Source: Field Survey, 2012.

Due to the flow of tourism Bote can charge more money for tourist which helps them to earn more money and their lifestyle also became better.

### 5.3.2 Age and Sex Composition of Bote

Table 5.10 presents the age and sex composition of Bote in Lakeside.

**Table 5.10 Age and Sex Composition of Bote**

Age Group	No. of Respondents		Total	%
	Male	Female		
15-20 years	1	-	1	10.00
20-30 years	4	1	5	50.00
30-40 years	2	-	2	20.00
40-50 years	1	-	1	10.00
Above 50 years	1	-	1	10.00
Total	9	1	10	100.00

Source: Field Survey, 2012.

Some women of the study area are involved in boating because their husbands were abroad.

#### ***Case-3***

#### ***Bote***

*I am Man Bdr. Bhujel and i have been working as a Bote since 5 years. I am 25 years old. Due to the flow of tourist in Lakeside i am earning a good sum of money and fulfilling the need of my family. I earn around Nrs. 10000-12000 monthly. I am also learning their culture, civilization and languages too. I can speak English, French, Japanese. This helps me to co-operate with foreigners easily. When I deal with them with their language they becomes very happy and feel comfortable and most of the times they gives me more money as tips which helps me to support on my livelihood.*

### 5.3.3 Occupational Structure of Sample Population

Occupation is the main factor that influences the people's economic status also. Most of the people in the study region depends different kind of business as a primary activity. The table 5.11 shows the occupational structure of sample population.

**Table-5.11 Occupational Structure of Sample Population**

Occupation	No. of Respondents	%
Business	5	50.00
Teacher	1	10.00
Service	3	30.00
Bote	1	10.00
Total	10	100.00

Source: Field Survey, 2012.

This table clears the highest number of people are involving in business occupation in comparison to other occupations. Before involving in tourism sector the sample population used to do fishing, agriculture and local business.

#### ***Case-4***

#### ***Local people***

*I am Binod Pahari and I am running pool house in Lakeside. Most of the foreigner comes here for playing pool and for relaxation. Because of them I am also earning as well as learning their culture and languages and they are also learning our culture and languages too. Due to the flow of tourist s local people are benefiting economically. Though they are good for us but they used to smoke and drink everywhere freely which makes and bad impression on youngsters*

## **5.4 The Impact of Tourism in the Study Area**

Tourism industry does not only bring change in economic atmosphere but it brings a number of socio-cultural and environmental changes in the local community. Changes may be both positive and negative. Tourism in Lakeside area has brought a number of remarkable changes. Number of impacts of tourism upon local society could be observed. Economic, socio-cultural and environmental impacts observed during the field study.

### **5.4.1 Positive Impact**

In socio-cultural sector, it helps to develop the infrastructure like road electricity, water supply, health, education and telecommunication and brings changes in living standard of people, behavior pattern of peoples, dress, life style, language and food habit. According to Sharma (1998), tourism brings changes in people's ideas, behavior pattern, lifestyle, social system, value and norms, expectations and other manifestation of material and non-material culture.

Economically, it helps to improve the economic condition of the local people in community directly and indirectly by providing the foreign exchange income generation, creating employment. Tourism is the labour intensive industry, which brings the economic improvement of the local people in community giving the employment related tourism directly and indirectly. Also, Tourism encourages ecological awareness, conservation measures and awareness of sanitation to the people. Hotel industry has become the most potential industry in the area. There is increasing investment in the hotel sector. Construction of new building and hotels have been providing job to local people. Some boys have taken up the jobs like guides, porters and postcard sellers. It is found that



tourism is beneficial to the local people. They have benefited from the opportunities availed by tourism.

#### **5.4.2 Negative Impact**

Tourism has caused the gradual loss of land by the local population. Because of the price increase, local people are selling the land and going out leaving their original place. Disruption of family and social relationship, hospitality-resentment within communities, decline in morality and value, acculturation, prostitution, drug abuse, alcoholism and homosexuality are negative impacts of tourism. Effect on the natural habitats of flora and fauna tin, can, plastic bags and degradable materials left by tourists in roles have created serious environmental problem which has brought the problem in health and sanitation.

#### **5.4.3 Impact on Society and Culture**

Tourism helps to develop the infrastructure like road, electricity, water supply, health, education and telecommunication and brings changes in living standard of people, behavior pattern of people, dress, life style, language and food habit. Tourism has impacted in two types of culture in the study area (a) materials from of culture e.g., dress arts, handicraft and architecture and (b) non-materials traditional customs and beliefs. As a part of cultural role of tourism, it encourages to promote and conserve which represent the local culture like folklore, norms and values, traditional ceremony, religion, art and language.

##### **5.4.3.1 Contribution in Development Infrastructure and Improvement of Living Standard**

Tourism is not only a source of earning money and foreign exchange it also play a key role in generation of infrastructure

development like road, electricity, education, health and drinking water. In the study area, tourism also has played an important role to develop these infrastructures. The dress pattern, food habit, education and others things related to human beings are becoming quality and standard. It means that, the low standard lifestyles of local people are strong and visible. Because of tourism the living standard of Bote, local people, hotel owners are improving in the study area.

#### **5.4.3.2 Changes in Family Structure and Social Relation**

In the past the people used to live in the big family, but the joint family system is now being declined. Tourism has maintained good social relationship with the western people who provide the opportunity to know western society and culture. The local people of the study area have good friend ship with different countries people like American, Japanese, Germanys and British. Due to friendships, some local people have got a chance to visit Europe, America. The marriage is the main backbone of the social relations. International marriages and Inter-caste marriage are increasing. The nature of marriage ceremony has also changed. The respondent informed me that there are many foreigners marrying Nepalese girl and staying in Pokhara as well as many Nepalese boys got married with foreigners. This encouraged local people to have inter-caste marriage in between them also.

Tourism has encouraged the intergenerational conflict particularly among youths who have attained economic independence. There is an increasing trend towards individualism, self determination and nuclear family.

### **5.4.3.3 Changes in Fooding Pattern**

Due to the tourists and habituation of western food, the local people's foods habit and their traditional food preparation methods are being changed. The people who are involved in hotel business have learned to prepare and eat various types of international food items such as Chinese, Italian, Mexican, Thai, Indian, and Continental. I also observed many Nepalese people having different kind of international dishes such as Pizza, Burger, Spaghetti etc.

### **5.4.3.4 Changes in Language and Dressing Pattern**

Tourism has direct impact on education and language. Tourism has contributed to raise the income that allows families to send their children to schools. People's value towards education is found changed people intend to send their children to schools. The local people have got an opportunity to learn the language of the different countries like English, Japanese, Indian, and Germany etc. This has made easy to run hotels and to talk with tourists. In additional, it has made it easier to understand western culture and society. Now a days people from the study area used to wear branded cloths like Adidas, Nike, Reebok. They are coping the dresses that foreigner used to wear. During my observation I found that hotel owner, local people and Bote are communicating with different tourists in their languages which help them to co-operate easily in their professional life.

## **5.5 Economic Impact**

Tourism industry can bring a profound economic change of the tourist spot as well as the whole nation. Tourism is a major revenue generation sector of Nepal. Income generation, employment, and the

other occupation related to tourism are the economic sources of the study area. Therefore economically, tourism has helped to improve the economic condition of local people (NTB, 2005).

### 5.5.1 Income

In study area a profound change in economic condition of the local people can be noticed. Tourism is the main income source of the study area. There are also other types of income sources such as government and Foreign Service etc. Among these, the income from tourism business has played more important role than other sources in terms of uplifting the economic condition of the study area.

### 5.5.2 Employment

Tourism has provided the direct employment opportunities to the local people in various kinds of business such as travel agencies, hotel industries, trekking agencies, handicraft goods shop and boating in lakes. All these business activities depend upon tourism. It certainly generates employment opportunity and contributes to raise economic status of local people. The total employment of the study area is given below in the table 5.12.

**Table-5.12 Total Number of Employment in the Study Area**

Employment Sector	Number of Employee	%
Hotel	29	31.18
Restaurant and Bar	30	32.25
Bote	21	22.60
Travel agencies	13	13.97
Total	93	100.00

Source: Field Survey, 2012.

## **CHAPTER-SIX**

### **FINDINGS, CONCLUSIONS AND RECOMMENDATIONS**

Tourism has become an important sector in the economy of Nepal. It is the faster growing and smokeless industry. It is the main source of foreign currency earning. Also, it has a big potentiality in the development of the country. Lakeside is one of the most popular tourist destination area of the Pokhara.

#### **6.1 Findings**

Nepal is multilingual, multiethnic and multi cultural country. There are several festivals arranged by different caste/ethnic group throughout the year. Thus festivals are prominent aspects of Nepal society. Nepal has immensely diverse and undulating topography varied climate and mix of people that combine to produce a magical attraction for the outsiders. Nepal can provide many attractions. The sight seeing jungle safari trekking, whitewater rafting, sport fishing, mountaineering, mountain hiking sharing are the happy and joyful life patterns of simple and friendly ethnic people. Such factors are closely connected with tourism in Nepal. Tourism has become one of the most important factors to bring in socio-cultural, economic and environment condition of the study area. Tourism has provided a variety of opportunities for employment to the local people. It has helped to develop the infrastructure, preserve the local culture and encourage the environmental awareness in the study area.

Pokhara sits high on the list of 'must visit' places in Nepal. Tourists on extended holidays in Nepal make multiple visits to this famous valley of the three lakes. The tourist district of Pokhara better

known as 'Lakeside Pokhara' is quite distinctly separate from Pokhara city. Lakeside sprawls beside Phewa Lake and is reminiscent of Thamel except for the ample space and miniscule traffic which makes Pokhara so much more enjoyable and relaxed than its counterpart in Kathmandu. The enchanting Pokhara valley with the dominating presence of Mt. Machhapuchhare (Fishtail Mountain) in the background is the gateway to the Annapurna region where many a trekker finds his Shangri-la. Pokhara is also ideally placed for adventure sports such as: rafting, paragliding and ultra-light flights. The relaxed atmosphere on the shores of Phewa Lake gives a trekker a much needed respite from days of hiking up and down the hills and mountains on one of the popular Annapurna treks.

This study has attempted to answer the changes in livelihood, occupation, culture, rituals, language, dressing and food pattern of people due to the flow of tourism in Lakeside.

The study area was situated in Lakeside-6, Pokhara. This study was based on exploratory as well as descriptive research designs. Exploratory research was done to collect information about the socio-cultural and socio-economic impact of tourism in Lakeside, Pokhara. The study combines survey and analysis data on this study was collected through questionnaire on tourist, local people, Bote and hotel owners of Lakeside. For the study, the sampling size I took were 10 tourists, 10 hotel owners, 10 local people and 10 Bote as a key informant. To fulfill the objectives of this study I used primary and secondary data. For primary data collection I used various tools and techniques of data collection such as interview, group discussion and observation in the study area. For the secondary data collection I used previous studies, published newspapers, articles, library, government offices and other unpublished documents. The data I collected were both qualitative and quantitative in nature.

Pokhara is the second largest city of Nepal and also serves as the headquarters of Kaski District, Gandaki Zone and the Western Developmental Region. Pokhara is one of the most popular tourist destinations in Nepal. Three out of the ten highest mountains in the world are situated within 50 miles (linear distance) of the city so that the northern skyline of the city offers a very close view of the Himalayas. Due to its proximity to the Annapurna mountain range the city is also a base for trekkers undertaking the Annapurna Circuit. The traditional occupation of the people of study area was fishing, agriculture and local business but after the flow of tourist they are engaged in different types of business related to tourism. Such as hotel, restaurant, boating, travel agency, paragliding. Pokhara is rich in cultural diversity. The population of the valley comprises Brahmins, Kshetris, Newars, Gurung, Magar, Thakalis and other occupational castes like Damai (tailor), Kami (blacksmith), Sunar (goldsmith) and Poda (sweeper). There is a small Muslim community as well. Brahmin and Kshetri are dominant communities elsewhere in Nepal.

Lakeside is the main tourist destination of Pokhara. It is attached with Phewa Lake. Tourists can get almost all kinds of activities according to their needs. Most of the tourist's hotels, restaurants, bars, different activities, booking agencies are available in the Lakeside area. The ethnic compositions of Hoteliers in study area are 40% Brahman, 20% Chhetri and Thakali respectively, 10% Gurung and Dalit respectively. The number of tourist visiting from Europe is the highest among all foreigners which is 30 %. Ethnic and cultural diversity is the main feature of this region. Accommodation facilities are found to be sufficient to serve the visiting tourists demand. Investment patterns in hotels are found to be different from each other. Hotels provide general to deluxe facilities to

the tourists. Hotels are benefited by National and International tourists. It is found that most of the visitors in this area are European, Nepali, Indian, Americans and other countries. Tourists from different countries are found to visit Lakeside area. The large volumes of tourists are visiting this area in the age group of 16-30 years which is 50 %. Most of the tourist visiting this area for sightseeing and trekking i.e. 30 % respectively. The duration of tourist stay in this area ranges from 2 to above 7 days. Majority of tourist i.e. 50 % stay for 2-3 days in this region, 20 % stay 3-5 days and 5-7 days respectively and 10 % stay more than 7 days. Expenditure made by tourist depends on the length of duration of their stay. Expenditure pattern where 30 % tourists spend around Rs 1000 and Rs. 1100-3000 respectively, 20 % spend Rs 3100-5000 and 10 % spend Rs. 5100-10000 and above 10000 respectively. Per capital expenditure of European tourist is found to be higher in comparison to tourist of other regions. The boating charge for foreigner tourist is Rs.400 per hours, Rs.250 per hours for Nepalese and Indian tourists. Business is the main occupation of the sampled population i.e. 50 %, 30 % services, and 10 % Bote and teacher respectively. The total tourist's arrival varies according to the seasons. September, October and November is the peak season. Tourist arrivals are limited in winter and summer. The survey found that the maximum expected employment opportunities can be generated by tourism in Restaurant & Bar i.e. 32.25%, 31.18% by Hotels, 22.60% Bote and 13.97% by Travel agency. Local people, Bote, tourists and hoteliers seem to be very optimistic towards the development of tourism in near future. Tourism has brought both positive and negative changes in the area. Tourism helps to develop the infrastructure like road, electricity, water supply, health, education and telecommunication and brings changes in living standard of people, behavior pattern of peoples, dress, lifestyle, language and food habit are positive impacts of tourism.



Disruption of family and social relationship, hospitality, decline in morality and value, acculturation, drug abuse, alcoholism are negative impacts of tourism. Tourism has brought changes in family structure as the joint family structure is being changed into a nuclear family gradually. The local people of the study area have got opportunities to learn the language of the different countries. Water pollution (Bathing, Washing in Lakeside) has become a serious problem in the study area. The role of tourism in terms of environment is not only negative but also positive. Because it has brought the awareness to the local people regarding environment at protection.

## **6.2 Conclusions**

Lakeside area has great potentialities to develop tourism. It is rich in natural beauty, biodiversity and cultural heritage. Boating, sightseeing, village walking, mountain biking are the main potential tourism at the study area which attracts the domestic as well as foreign tourists.

From the above finding of the study, it is concluded that both positive and negative changes were found in the study area. Tourism has brought positive impacts on economy, mixed impact on society and culture. Negative impacts of tourism are found in socio-cultural and environment. Most of the people from Lakeside are benefiting from tourism.

Regarding the socio-cultural impact due to tourism in the study area I found that it has brought changes in family structure and social relationships, indigenous arts, local traditional customs, language, dress and food pattern, rituals, occupation and livelihood. Tourism is also promoting prostitution, population growth, losing morality, ego feelings, alcoholism, crime, and commercialization. Due to tourism it helps to

preserve cultural monuments, folk traditions, cultural properties, traditional customs and festivals, indigenous arts. It also helps to improve infrastructure, quality life style and maintain the good relationship with tourists. It also helps to promotes education.

Regarding the socio-economic impact I found that tourism has created job opportunities which help them to earn money and improve their living standard as well as local arts and handicrafts. Due to tourism it brought changes in land prizes. Now a days it is very expensive to buy land nearby the study area. I found that people who are involved in tourism are earning more than people who are not involved in tourism which shows that there is economic inequality in the study area.

### **6.3 Recommendations**

After analyzing the facts and figures obtained from the field study, some important findings and conclusion are made. On the basis of the conclusion and findings, the detail recommendations are presented below:

- Proper record of tourist's expenditure should be maintained by hotels and resource.
- Tourism should be developed in such a way that it will not disturb social and cultural values.
- The awareness building programs should organize to make the local people aware and conscious about tourism and its products.
- Sustainable environment protection major is to be taken urgently.
- The area of lake has been found decreasing due to the sedimentation of soil carried by streams around the lake.

Therefore, preventive measures must be adopted by concerned authority for the conservation of lake and their watersheds.

- A international Airport should be constructed in Pokhara for the development of tourism.
- The government leadership should be launched effective policy and programme for the development of Tourism in Pokhara.

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# QUESTIONNAIRE

## Questionnaire for Local People

### A. Personal Information

Name ..... Education .....

Age ..... Profession .....

Sex ..... Number of family .....

### B. Questionnaire

1. Are you familiar with tourism?  
a) Yes      b) No
2. Are the tourists to visit here?  
a) Sometimes      b) Never      c) Seldom      d) Frequently
3. What is the probability of 'Domestic Tourism' in this area?  
a) Good      b) General  
c) Worse      d) Unknown
4. What are the professions that you apply for living?  
a) Agriculture      b) Business  
c) Services      d) Wages  
e) (Others) .....
5. What are the impacts of tourist activities towards culture and society?  
a) Positive      b) Negative      c) (Others) .....
6. What are the main benefits from tourism?  
a) Economic      b) Knowledge/Information  
c) Skill development      d) Language development  
e) (Others) .....
7. Is there any impact in your religion/culture by tourist activities?

a) Yes      b) No

8. What are the impacts of tourism towards the society, culture, economic sectors including you?

a) Good                      b) General  
c) Worse                      d) don't know

9. What are the problems to develop tourism in this area?

.....

### **Questionnaire for hotel owner**

#### **A. Personal information**

Name ..... Education .....

Age ..... Other profession .....

Sex ..... Name of hotel .....

#### **B. Questionnaire**

1. When was your hotel established?

.....

2. Is this your own house or have you taken it on rent?

a) Own house      b) On rent

If it is on rent, how much do you pay per annum/month as rent?

Yearly Rs...

Monthly Rs...

3. How much income do you have from hotel?

Yearly Rs...

Monthly Rs...

Daily Rs...



4. What are the facilities available in your hotel?  
.....
5. What is the name of country that the tourists visit most?  
a) Nepal    b) India    c) South Asia    d) Europe  
e) America    f) (Others).....
6. How long do they stay in your hotel?  
a) Few hours    b) 1-2 days  
c) 3-5 days    d) More than 5 days
7. What types of tourists are benefitable for you?  
a) Nepali    b) Indian  
c) Western countries    d) (Other) .....
8. What are the peak seasons of the tourist?  
a) Summer    b) Winter    c) Autumn    d) (Others).....
9. Do you see the possibilities of Domestic tourism in this area?  
a) Yes    b) No    c) Don't know

If you have seen, what sorts of attempt you have done to promote and enhance domestic tourism?

.....

10. Is your business in profit at present (2062).  
a) Yes (Profit) Rs...  
b) No (Loss) Rs...
11. What is your plan about business?  
a) To expand    b) To leave it    c) Run as it is    d) don't know
12. What about local participations to develop tourism?

- a) Maximum      b) General      c) No      d) Don't know

13. How many employees are there in your hotel?

.....

14. In which of the following area the tourism has great impact?

- a) Social/Cultural      b) Economic  
c) Environmental      d) All of these

15. Will you please tell me about the impacts of tourism in this area?

.....

## Questionnaire for Bote

### A. Personal Information

Name ..... Education .....

Age ..... Number of family .....

Sex .....

### B. Questionnaire

1. When did you begin the profession of boating?  
.....
2. How many boats do you have?  
a) One      b) Two      c) Three      d) More than three
3. Is it your own boat or is it in fair?  
a) Own      b) Fair
4. If it is not yours, how much do you pay to the owner per month?  
.....
5. If it is your own, how did you get?  
a) Loan from financial institution      b) Self-investment  
c) Loan from individual      d) (Other) .....
6. How much income do you have from boat?  
Daily Rs...      Monthly Rs...
7. How much money do you save monthly?  
Rs...
8. Are you engage in any other professions also?

.....

9. How many tourists visit in this area?

.....

10. Generally, from which country's tourist visit here?

- a) Nepali
- b) Indian
- c) Western countries
- d) (Others) .....

11. What types of tourist are profitable to you?

- a) Nepali
- b) Indian
- c) Western countries
- d) (Others).....

12. What are the other benefits from tourism (besides money)?

- a) Knowledge/ Information
- b) Skill development
- c) Language development
- d) (Others) .....

13. Are you satisfied from your profession?

- a) Satisfied
- b) Not-satisfied

## Questionnaires for Tourist

### A. Personal Information

Name:

Age:

Sex:

Country:

### B. Questionnaire

1. What is your purpose to visit Lakeside?
  - a) Sight seeing
  - b) Entertainment
  - c) Eco-tourism
  - d) To know the culture
  
3. How many days do you stay here?

.....
  
4. What do you find the perception of the local people towards you?
  - a) Positive
  - b) Negative
  - c) Not any
  
5. You have visited earlier, what differences did you find?
  - a) Socio-economic development
  - b) Awareness incensement
  - c) Environmental degradation
  - d) (Others).....
  
6. How much rupees do you spend here?

NRs.....
  
7. What makes you more satisfied in this place?

.....
  
8. In your opinion, what are the attractions in lakeside that they are not available in other parts on Nepal?

.....

9. Do you think that local people are benefiting from tourism?  
.....
10. What is the possibility of tourism in lakeside in future?  
a) Very Good                      b) Good  
c) Satisfactory                      d) Bad
11. What should be done to attract more tourists here?  
.....
12. Do you think that tourist has left some negative impact in lakeside area?  
a) Yes                      b) No                      c) Can't say
13. Do you think tourism support in the local economy?  
a) Enough                      b) Satisfactory                      c) Very Little
14. Would you like to give some suggestions and comments for the development of tourism in this area?  
.....