

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background**

Nepal is a developing country situated on the lap of the Himalaya between 88<sup>0</sup>4'E to 88<sup>0</sup>12'E longitudes and 26<sup>0</sup>22'N to 30<sup>0</sup>27'N latitudes in the northern hemisphere of the globe. Its shape is roughly rectangular with the length of 885 km east-west and its breadth varies from 145 to 243 km north-south. The mean width of this country is 193 km (CBS, 2004). It has unique type of landforms like terai, hills, river basins, plains doons, valleys, mountains etc and with the variation of landforms, it has also unique type of climatic conditions accordingly. Nepal is called a unique world itself because the land form, climatic conditions and the vegetations found in the world are found here. Its geo-biological elements comprise the beautiful and peculiar scenario which are known as the boon of nature. So, being a small country it is full of natural beauty.

On the other hand Nepal is rich in socio-cultural aspect. It is a multi-lingual, multi-ethnic and multi-religious country. The Nepalese culture is of mixed type which gives the real identity of the people of various regions. Religious tolerance, courage, bravery, politeness and good hospitality are the main characteristics of the Nepalese people. Such uniqueness of the country is the attraction for the tourists and tourism can be one of the best potential industry for the economic growth and social development of the country.

The history of the tourism of Nepal dates back to the ancient period. Nepal is a sacred land from the beginning of its history for Hindus and Buddhists. So Nepal was visited by various pilgrims from India and China. We find various proofs of pilgrimage visited to Kathmandu valley and other parts of Nepal in various documents. According to the Buddhist history, Manjushree visited Kathmandu valley from China and made the land suitable for residing. Nepal was very famous in history for trade and it was the meeting point of the traders from the North and the South. Chinese traveler, Huan Sang, visited Nepal in 643 A.D. Similarly, Heunche visited Nepal in

657 A.D. Since 1801 A.D. to 1845 A.D., Only 153 foreigners had visited Nepal. (Satyal, 2000)

Nepal was virtually closed to international tourists or foreigners till the early fifty's. The Rana Regime was ended in February 1951, oligarchy gave way to democracy. It was only after 1951 that international tourists could easily enter on producing passport and visa to Nepal (ibid: P.5). In 1953 A.D. Tenzing Norge Sherpa and Sir Edmond Hillarie explored Mt. Everest for the first time and since then Nepal's tourism has gained importance as the fastest growing smokeless industry along with the increase in number of visitors as tourists.

Due to the differentiation in geographical and climatic condition various types of vegetations and animals are found in Nepal. It is mostly composed of villages. The village people have their own culture and traditions. The hearty and warm respect of the village people to the tourist is one of the most important factors for the development of village tourism in Nepal. The government has carried out the concept of the basic requirements of the development of village tourism. For this purpose 'Home Stay' tourism is one of the parts of the village tourism.

Nepal is popular for the tourists in various respects i.e. mountaineering, trekking, hiking, jungle safari, observe cultural life of the people. Now tourism has become one of the important sources of economic growth of nation. The government has carried out some important programmes to develop the tourism in the country. Visit Nepal, festivals tourism, sport tourism, village tourism, visit Pokhara etc are some of the important programmes to develop the tourism in the country. The concept of village tourism is spreading through 'home stay', it is one of the major part of the village tourism in our country.

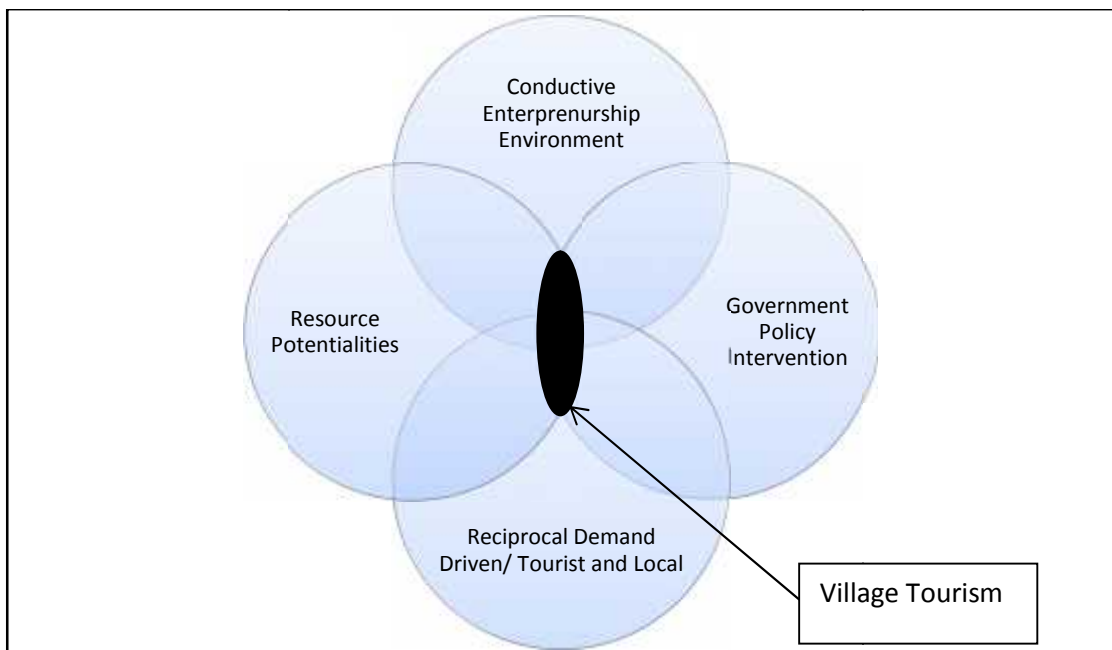
Considering all these factors; geographical, socio-cultural and economic, the country is well suited to promote tourism in the international level. Nepal possesses tremendous diversities to develop as a major tourist destination from diverse perspectives. It has created a special niche in the arena of adventure tourism in the world. Nepal has already started to prioritize tourism industry as one of the prime contributions for the national economy, especially to earn foreign currency. The "Tourism marketing strategy 2005-2020" publicized by Nepal Tourism Board (NTB)

- an autonomous body entirely devoted to promote and prosper tourism industry of Nepal, is a testimony to the state's passion towards the development of tourism in the country.

Tourism is helpful to develop the various sectors of the economy like hotel, travel and trekking, transport and economic relation etc. These sectors are directly related with agriculture, farming, fishing and handicrafts. People who are involved in the tourism industry incept more for further income generation. It truly generates the employment opportunity in various servicing sectors more over it enriches the national economy by increasing the volume of national income.

Tourism is considered as a strong agent of cultural diffusion and acculturation. Tourism industry has caused the existence of wide socio-cultural differences between different countries and sometimes between different places within the same country. All tourists do not visit different places alone but they travel with their own beliefs, values and behavioral modes that may be termed as "cultural baggage" (Page, 2001).

**Figure 1.1: Factors of Tourism Development**

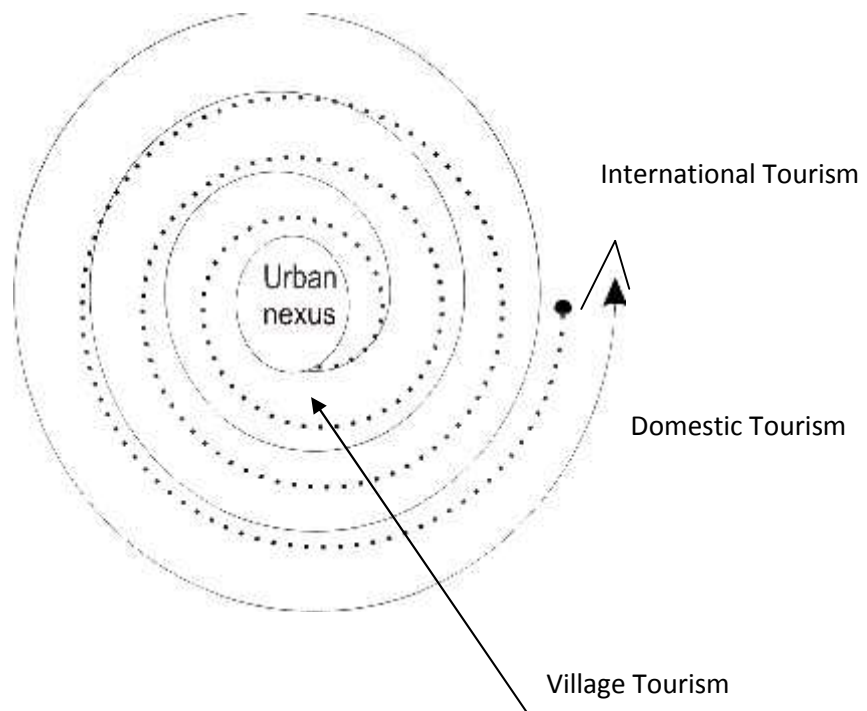


*Source: (Sharma, 2011:4) Village Tourism in Nepal.*

Village tourism can awaken the human vision. It heightens awareness of one's own milieu. Travel to foreign lands enlightens a new perspective and critical appreciation in the method of viewing one's own community. Perceptions are often sharpened and personal "date bank" enlarged. Travel represents human experiences following new

knowledge, research and activity. Similarly visitors also influenced by the culture and life style of the people observed in new visiting countries (Pradhananga, 2002). In this respect, tourism is all about people and how people as tourists interact with other locations and people which may influence their own or the host community attitudes, expectations, opinions, lifestyles, modes of expressions and community structures.

**Figure 1.2: Origin and Expansion of Village Tourism**



*Source: Ibid*

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

People visit different places for different purposes. They have their own types of culture and tradition. They can have impact in the various aspects in the life of other people. Tourists expand their culture and can affect the culture of the people where they visit. They bring the changes in the economic as well as social condition of the people in the visited places.

Tourism always comes in a myriad of guises and that it can have both good and bad social environmental, economic and political consequences, depending upon its size and form the extent to which its growth is controlled or not controlled and most importantly, the perspective of the viewer (Mercer, 2001). There, apart from obvious and visible effects on the economy and the physical environment (infrastructure), tourism can contribute to social and cultural changes in the host societies that may

include the value system, traditional lifestyles, family-relationship, individual behavior or community structure.

Nepal, there are nominal studies in the case of rural tourism and their impacts of tourism in the rural life. This study tries to considering the attempted to explore and analyze the answer of the following questions:

- What kind of impacts and influences can tourism induce on the life styles of the people of the host community?
- What kind of changes occurs in the host society?
- What type of says derive on the value system of the destination community?
- How the local people increased their attraction to the tourist?

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

The general objective of the study is to investigate, review and assess the impacts of tourism on the rural life of the people on host community. The objective has further been divided into the following specific objectives. They are:

- To investigate and analyze the condition of the tourism in the study area.
- To analyze the impact of tourism in the life of the people.

### **1.4 Definition of Key Terms**

- **Tourism**

The efforts which have been made by the people to promote their culture, tradition, life style. The people render necessary services to the visitors in return they earn money. People who visit next place with different interest and purpose.

- **Impact**

Tourism results to bring significant change in the life of the people which can have positive and negative impacts in the society.

- **Rural Life**

The society which expresses about the lifestyle, religion, language, custom, occupation of the people in village area.

- **Socio-economic Impact**

Change derived in the society from the tourism in economic status and social relationship as well as change in production, distribution and consumption pattern of the people.

### **1.5 Importance of the Study**

The concept of village tourism has been developed in our country. The people of host community have involved in the tourism activity for the development of their life style. Sirubari village of Syangja district is gaining popularity as one of the tourist destination place in the village area. The question can be raised about the impact of tourism on socio-economic and cultural life of the people. The study is related:

- It provides the impact of tourism in socio-economic, cultural life of the people in Sirubari village.
- It collects the facts based on the proofs.
- It finds out the positive and negative impact of tourism in the society.
- It helps for the tourism development in village area through the necessary suggestions.

It seems important to study about the tourism in Sirubari village. Very few scholars are found who have done research work about this area. This study will be important endeavor of its kind and will be enormously beneficial for the travel and tourism entrepreneurs, further researchers, government agencies, students of Sociology and Anthropology and all other tourism stakeholders. Tourism is taken more potential area like our country Nepal.

Tourism research has typically centered around topics related to the social, ecological and economic impacts. Social impact studies have usually involved an analysis of how the tourism has affected local people and their lifestyle, whereas ecological studies have tended to physical nature of local and regional landscapes. (Fennel, 1999)

### **1.6 Limitation of the Study**

The proposed research work is related to fulfill the requirement of educational level of the Master's Degree in Sociology/Antropology. It may not be able to represent the whole tourism area of the country. Necessary sources according to which analytical study will be carried out. The reliability and the clarity of the report may not be fruitful for all areas of tourism.

The study may not deal in detail however it tries to include a brief study on socio-cultural aspects like attitudes, social structures, religion, ceremonies, festivals, educational system, health, labor division and linguistic issues due to the limitation of time and the purpose of the study.

### **1.7 Organization of the Study**

This dissertation has been divided in to seven chapters. The preliminary part contains approval sheet, acknowledgment, table of content, abbreviation, list of tables and figure etc. The first chapter describes the background of the study, statement of the problem, objectives of the study, definition of key terms, The requirements and the importance of the study, limitations of the study, study area, theoretical frame work. Second chapter deals with the literature review. This chapter is a brief review of literature related to this study. It gives an overview of the related literature done in the past related to this study. Third chapter deals with research methodology which includes research design, universe and sample of study, nature and source of data, primary data collection technique, household survey, key informants interview, observation, group discussion, data analysis and presentation. In the fourth chapter, the researcher has included the data presentation and analysis based on filed survey. Chapter fifth includes summary, findings and recommendations. This chapter includes the abstract of the whole study; makes conclusion on the basis of data analysis and major findings drawn out and then finally provides recommendations.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

Various scholars have written the literatures (books, articles, dissertations etc) related to the tourism. Some of the important literatures have been studied deeply and taken as one of the sources of the research work.

#### **2.1 Theoretical Overview**

Tourism is a fundamental and desirable human activity, worthy of the commendation and encouragement of all people and all governments. So it is termed as one of the most laudable of human activities. Besides generating economic activity, it evolves international goodwill and understanding. While developing many industries, tourism creates friendship and expands understanding amongst nations. Tourism is a medium through which we can exchange knowledge and create understanding among the people of the world (Satyal, 1999).

Tourism is an important means of social change in the country. It is one of the major factor of the economic development as well as cultural and social change of the country like Nepal. Various concepts of tourism have been developed in our country like mountain tourism, eco-tourism, agro-tourism, village tourism, festival tourism, sport tourism. These all concepts of tourism are carried out aiming to bring proportionate development in the country. Nepal is full of villages. The development of nation depends on the development of the villages. The villages have their own features. According to their features and resources, various development activities can be carried out. They can be developed through the various measures. Now the concept of village tourism has been carried out to develop the village area which can help to bring proportionate development in the country. Home stay, the new concept of village tourism is appearing as the most important part of rural tourism which can give the real test of the socio-cultural and economic status of the host community. Village tourism can be the effective measure to bring changes in economic, social and cultural aspects of the society. Tourism helps to provide infrastructures of



development in village area. The slogan of the tourism year 2011, "Now the turn is economic development", "Let's go with tourism" aim to bring progress through the development of tourism (Ministry of Tourism). To promote the concept of 'rural tourism' by adopting villages in a planned manner, every development region, which may have tourism potential, could allocate a village and / or villages in perspective of rural tourism. Charity begins at home. VDC these days do have indigenous resources a portion of which could be allocated for this purpose and call for a corporate partnership from private and governmental agencies. They can even conceive of developing joint ventured project in collaboration with foreign investors as well (Chand, 2003).

The Tourism for Rural Poverty Alleviation Programme (TRPAP) began in Nepal in 2001, jointly funded by the United Nations Development Programme (UNDP), the UK Department for International Development (DFID) with advisory services from SNV (Stitching Nederlandse Vrijwilligers) a Dutch development organization. Operating in six remote locations, the programme employed social mobilization and tourist awareness programmes in villages to empower local communities to manage their own tourism development (Chand, 2006).

For rural communities, community based tourism holds out a range of attractions:

- Farming and tourism development are often complementary in scope.
- The conversion to services and tourism activities is easier for farmers, even smallholders and poor farmers, than for industry workers, as farmers worldwide have an independent and entrepreneurial capacity and a greater potential for personal initiatives.
- Tourism can enhance human occupation or recolonise rural spaces that now have easier access to information. In this way, tourism can decrease or stop the rural exodus by providing new economic and job opportunities in rural areas.
- Tourism can bring empowerment and cultural revival to local, isolated and remote populations (Ibid, P: 144).

The movement of human being from one place to another place seems to be appear from the hunting gathering age. They used to move great distances in search of food shelter. Later on when time passed, they developed their civilization in various places in the world where they found favorable and exited environment for them. Human

beings are curious by nature. They are excited to know new things about the world. They are compelled by the innate human desire to explore their surroundings, discover the unknown and seek new experiences. Other motivations like curiosity, health, sports and knowledge made them travel for pleasure to renowned places. Gautam Buddha's travel for the quest of knowledge might be a relevant instance. The various scholars have given their definitions about tourism. Webster's New International Dictionary defines tourism as "Travelling for recreation". Tourism describes the very activity of mankind concerned with development of tourist movement. Her first definition of tourism was given by the Austrian economist Hermann Von Schull and in 1910 A.D. According to him "The sum total of operations, mainly of economic nature, which related to the entry, stay and movement of foreigners inside and outside a certain country, city or region." (Satyal 1988)

For the first time, the definition of international tourism was considered in 1937 under the aegis of the Economic Commission of the League of Nations. The main view was focused to make International travel statistics of all countries of the world comparable. The definition runs as "The term 'tourist' shall in principle be implemented to mean any person travelling for a period of 24 hours or more in a country other than that in which he usually resides."

International Union of Official Tourism Organization (IUOTO) took the initiative of proposing a uniform definition. This proposal was discussed at the United Nations Conference on International Travel and Tourism in Rome (1963). The definition uses the 'general visitors' as describing any person coming to a country other than of his usual place of residence for any reason other than to exercise a remunerated profession. The definition covers two categories of visitors: 'Tourists' and 'Excursionists' which are defined as follows:

'Tourists' are temporary spending visitors at least 24 hours in the country visited and whose motives for travel are:

- Leisure (Pleasure, holidays, health, studies, religions and sports)
- Business, family, friends, missions, meetings. 'Excursionists' are temporary visitors who stay for less than 24 hours in the country visited, including cruises passengers. (Pandey, 2008).

World Tourism Organization (WTO) (1996) has defined 'Tourist' in precise terms as "any person who travels to a country other than that in which he/she has his/her usual residence, but outside his/her usual environment, for a period of at least one night but not more one year and whose main purpose of visit is other than the exercise of an activity remunerated from within its country visited. This term includes people traveling for leisure, recreation and holidays, visiting friends and relatives, business and professional, health treatment; religion/ pilgrimages and other purposes.

From the above definition about nature and dimension of tourism, it may be argued that tourism has a vast scope in term of economic, social, international political and international implications. Now it has grown significantly in both economic and social importance. Millions of people move from their homes in various purposes, all tourism activities include some kind of travel but not all travel is tourism. The concept of travel means the movement of people from one place to another whereas tourism includes broad activities from travel experience to accommodations, transportation, eating, drinking, entertainment and other leisure as well as hospitality, entertainment and other leisure as well as hospitality climates. But it is common practice to use the word 'travel' and 'tourism' either singly or combination to describe three types of concepts.

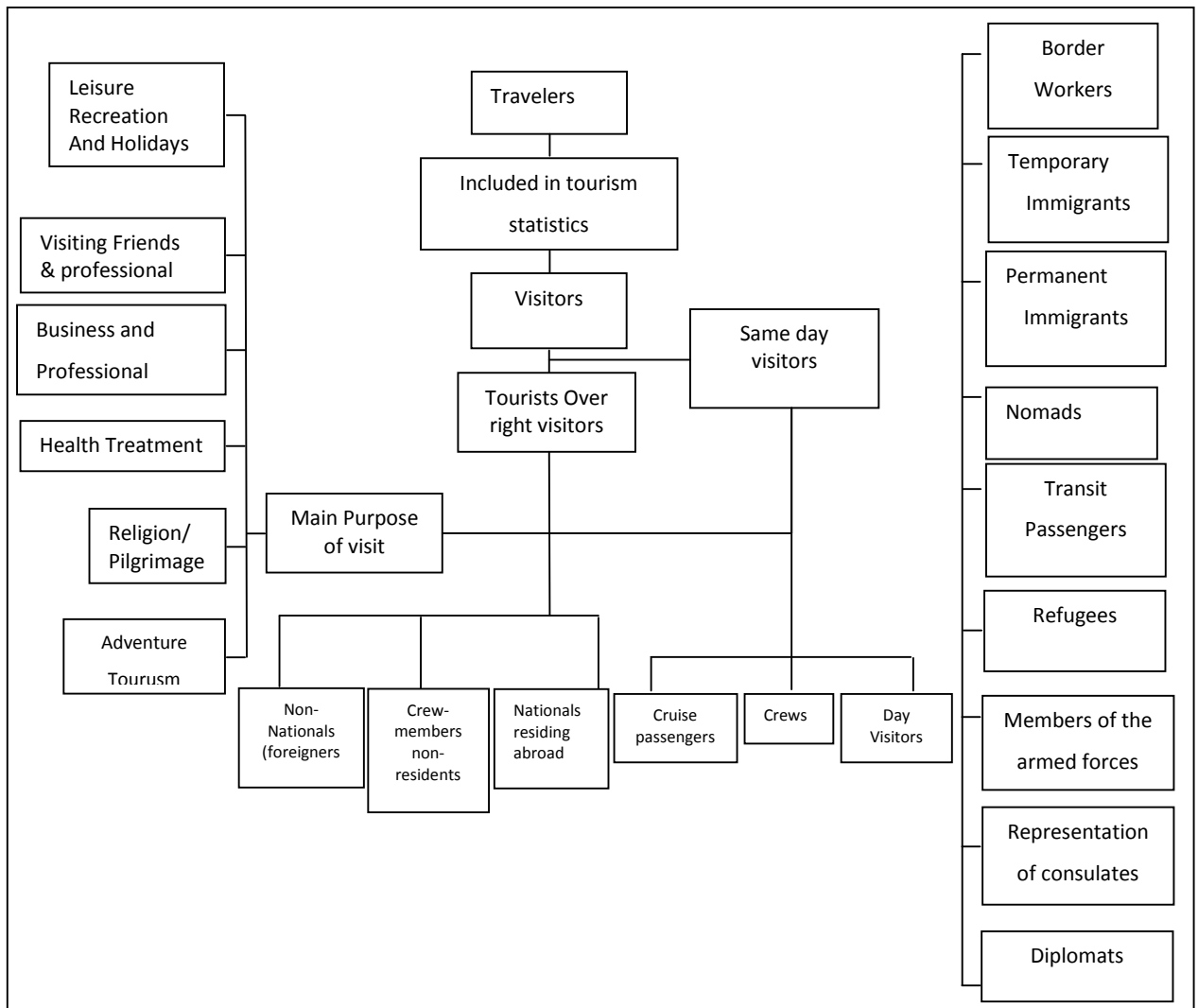
According to Ritchie and Goldner (1984) these concept are:

- The movement of people
- a sector of economy or an industry and
- a broad system of interacting relationship of people, their needs to travel outside their communities, and service which attempt to respond to their needs.

International organizations like the World Tourism Organization (WTO) and the World Travel and Tourism Council (WTTC) are found to have given preferences to use the term 'tourism' rather than 'travel.' According to Negi (1990), there are three terms for tourism in the Sanskrit literature derived from the root 'atna', which means going or leaving home for some other place. These three terms are:

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

**Fig 2.1 : Classification of International Visitors**



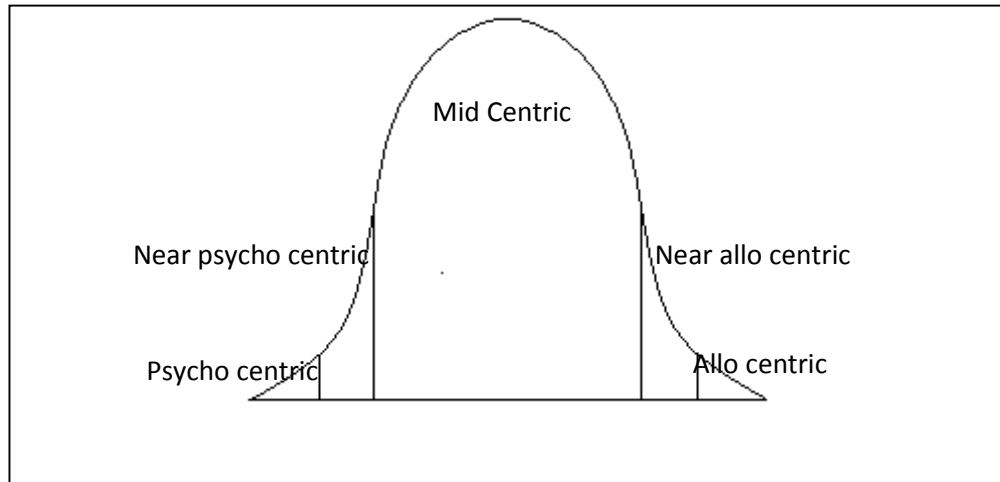
Source: WTO (1996) Recommendations on Tourism Statistics.

Adventure Tourism (Mountaineering, bunnijump, Paragliding, Rafting, Sky Flight)

According to Plog (1991), a 'normal' (i.e. representative) population, represented as a bell curved, can be divided into several categories based on personality dimensions, intermediate categories are provided to recognize the continual rather than discrete nature of these dimensions (figure 6.5). Allocentrics (other centered) and near allocentrics are intellectually curious travelers who enjoy immersing themselves in other cultures and are willing to take certain risk in this adventurous process. Hence they make their own travel arrangements, travel by themselves or in pairs and are open to spontaneous clauses in itinerary, depending on how events unfold. Mid-centric are far more conservative than their all centric and near- allocentric contemporaries. They have a high need for security are peer approval and will not visit any new destination until it is fully accepted by the near- allocentric marked.

Phychocentric tourists prefer a totally familiar environment at the destination and seek common place activities such as sunbathing or amusement parks. (Shrestha, 2008)

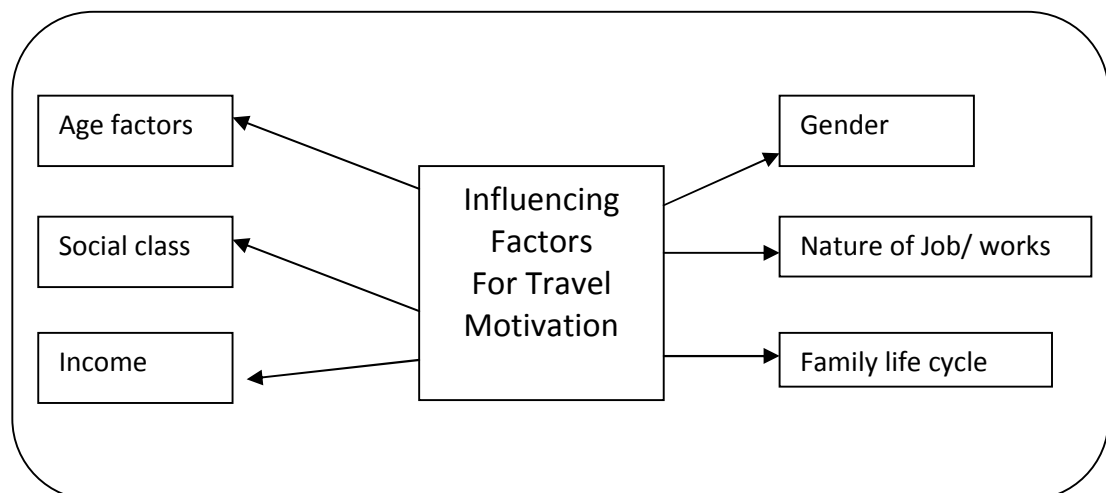
**Figure 2.2: Plog's Typology**



Source: Plog (1991)

Plog's tourist typology is simple, easy to understand and explains as peets of tourist motivation to some extent, yet there are some difficulties in it's applications. One aspect, for example is that both tourists and destinations change ever time. Young adult may well be all centric at a certain stage in their life cycle and more mid- centric at other stages. In this way the decision to go on holiday is an outcome of personal motivation, the selection of a destination, type of holiday is set against a series of contains of which individuals are aware. So the influencing factors for tourist's motivation can be shown through the following figure.

**Figure 2.3: Influencing Factors for Travel Motivation**



Source: Plog (1991)

- Age factor: - An individual's age is an important influencing factor to decide the nature of tourism participation.
- Family life cycle: The family life cycle groups people not only by their age but also by aspects of material status and the presence of children [bathe bachelor stage-new married fullest with children- employ empty nest without children solitary survivor (page, 2001)]
- Nature of job/ work:- Different types of works produce different levels of satisfaction which influences individual needs and wants and hence in leisure and tourism motivations too.
- Social class:- The higher social class (elite rich groups) enjoy a more active and varied range of leisure activities.
- Gender:- In most of the societies, women houseless leisure time than men due to the primary responsibility for household activities and childcare.
- Income:- As higher incomes are generally synonymous with the higher social groups then this has an influence on the type of holiday which can be selected.

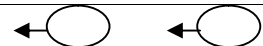


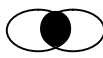


## **2.2 Concept of Interaction and Stages of Relation Building**

Human beings are very anxious to know about the new things. We share various ideas from our activities. We all realize that much of what we do stems from our interactions with other people, but we often fail to appreciate the power of these interactions over our behavior and thought (Morgan et al, 2004).

Our social perceptions of others, especially tourists, are initially based on the information we obtain about them and, in some instances, the attributions (in Terence's) we market about the causes for their behavior,

Morgan and his friends, borrowing the insight of Levinger and Snoek, explain that interpersonal relationship begins with the stage of unilateral awareness. At this stage, one person notices the presence of other and may make some judgments evaluating the externally exposed characteristics of the other. At the level of unilateral awareness, before any interaction occurs, overt and exposed characteristics such as physical attractiveness and complexion may be particularly important. These act as indicators that help a person make assessments as to whether the relationship with the other will be rewarding in the future.

**Figure 2.4: Stage of Relationship Building**

S.N.	Levels of relationship	Graphical presentation
1	Zero level contact (Two unrelated persons)	
2	Unilateral Awareness (Unilateral attitudes or impressions: no interaction)	
3	Surface contact (Bilateral attitudes, some interaction)	
4	Minor Interaction (small scale interaction and small common area)	
5	Major Interaction (Big scale interaction and bigger common area)	
6	Total Unity (fantastic extreme with total intermingling)	

*Source: Adapted with modification from Morgan et al (2004:372)*

The persons move through the stage of surface contact, in which interactions are governed by general cultural norms and rules of social etiquette. These interactions allow the individuals to "explore" the relationship by sampling the outcomes each receive from the various combinations of behaviors each is capable of performing. According to Morgan and his friends when persons find their interaction in the surface contact stage rewarding the promising, the relationship may progress to the stage of minor interaction. At this stage each individual begins to acquire some feelings of responsibility for the outcomes the partner receives in the relationship in which internal qualities dominate the overt attributes. The cultural norms and rules of etiquette which govern the interaction in the earlier stages are replaced in the state of minor interaction and mutuality by norms more specific to the particular relationship. This relationship in approving condition may develop successively to greater level of involvement called the stage of major interaction characterized by increasing concern for the partners to come in the relationship. Her extreme situation of relationship is the total unity in which one is completely merged with the socio-cultural norms and values of the other with total harmony and cohesion.

The other with total harmony and cohesion theory are useful in describing the changing nature of relationships between hosts and guests as the relationship develops from the point of initial context between individuals to a level of inters and intimate involvement. Most relationships, of course, stabilize far from intimate levels of exchange and provide modest rewards far modest investments of attention, time and

energy like marital relationship between tourists and hosts, where as many, such as business relationships, may be quite superficial and serve only to facilitate the attainment of some goal external to the relationship itself.

Tourism is an important means of social change in the country. It is one of the major factor of the economic development as well as cultural and social change of the country like Nepali. Various concepts of tourism have been developed in our country I.e, mountain tourism, eco-tourism, also tourism, village tourism, festival tourism, sport tourism etc. These all concepts of tourism are carried out aiming to bring proportionate development in the country.. This segment encompasses the reverence. According to Wallenstein, at the outset this was an economic system with fairly independent subparts, not a political empiric. However, it became a system in which different word regions played difference roles, and still do. (Bent, 2002).

The core comprises those economic interests and nation-states that control productive activities. They have money have money to invest, expect a large return on investment, involve a free floating labor force, and exploit the resources of the periphery. The periphery is the opposite. For much of its history it was neither economically nor politically independent, It's resources are controlled by the core, and its labor supply is controlled either its own bourgeoisie or that or the core, or both. By trading with the core at a disadvantage, "the peripheral ruling class contributes to regional income disparity and undermines its own political position in international system" (Janos, 1986).

The semi periphery is the "halfway house" between the other two, but it is more than that. It serves as a buffer between core and periphery, keeping the system from disintegrating. It is also a location to which production is transferred when costs increase in the core (for example Mexico and Indonesia). It has capital of its own, but is nevertheless dependent on the core for much of its infrastructure. (Bent, 2002)

Change, in Wallenstein view, should be approached by looking systemic, historical, and social part, but not looking for pertness. Social change from feudalism to capitalism was systemized and historical. However the replacement of the mingy chinless empire by the Manchu was not a systemic change, or a change in essential for. And, says Wallenstein, although we are going through a systemic transformation



at present, it is not clear what this will mean in terms of long term social change (Wallenstein, 1999).

The literatures which are already published are reviewed and restored under the topic "Review of books, Journals and other publications. But some other relevant literatures which are still unpublished like thesis works are kept under "Review of dissertations to asserts and evaluate the interneers forwarded by the authors. And the deductions and conclusions made by them have also been utilized as per their relevancy to the present theory.

Tourism is one of the important activities of the people in modern society. The people have various faiths, belief, language and other cultural and economic activities, which give the impacts of over the hosts or the guests either temporarily or permanently.

Pradhanang (2002) has conducted a study focusing about the impact of tourism in the life of village people in Chitwan district of Nepal from sociological as well as anthropological insight. In his work, he has clearly mentioned that village tourism lead to dynamism in tourism industry. It concerns with all village of Nepal. Village tourism is a multi-dimensional phenomenon related to different sectors of the economy. These sectors are interdependent with coordinated effort. So tourism spending is new money entered into village. It really assists with the improvement of local business in the area. The benefit of village tourist money goes to different people such as farmers, lodges, professional, businessmen etc.

Satyal (1999) extends his view about socio-economic impacts of tourism in the host community. He express that tourism is contributing much to the economic and cultural growth in different regions of Nepal. International visitors whose sojourns are destined for different regions due to trekking are increasing in number. The promotion of international tourism in different regions directly enhances their regional economy through the development of tourism industry. It creates better image of those regions and their specialty products. The author gives his opinions internal focusing, again, international exchanges with international visitors through tourism are sure to activate regional population cultivate the international sense of their residents and thus to contribute to the furtherance of unique cultural and life styles embedded in characteristics rooted to those regions.

Archer and Cooper (2001) have reviewed the key elements, including economic, political, socio-cultural, environmental and ecological impacts. They have observed that careful planning and management, including the understanding of an area's carrying capacity is essential in order to avoid exploitation and potential destruction of physical and personal resources.

The authors conclude with strong remarks that what is needed to avoid the negative impacts of tourism is a shift away from short-term to longer-term thinking and planning and recognition that exploitation of places and people is not only unethical but unprofitable (in the long run) as well. The authors further explain regarding the socio-cultural variations between hosts and guests that the differences in physical appearance and perhaps more importantly, differences in cultural behaviour between visitors and residents, are so great that mutual understanding is replaced by antipathy.

Kunwar (2010) expresses his view that tourism has accelerated the promotion of pseudo-traditional arts and is largely responsible for the emergence of phase 2 of the process. However, there are also cases where tourism has induced a rejuvenation of particular forms of art and craft. The author further says that the fact that many arts and crafts produced in the fourth world are intended for external consumption. This indicates the formation of new relationships between peoples of the fourth world hosts and consumers of the western world tourists. Objects which are produced in one society and transported to and consumed in another society have been termed as art by metamorphoses. The author explains the three ways of examining the impact of international tourism on social conditions in the third world countries. He mentions the three that the first portrays the tourist – host encounter as an identifiable which depends on how the observer views elements of third world society which may experience change like moral behavior, language and health as a direct result of tourism. The third perspective considers aspects of cultural change that come about through tourism's influence in resurrecting traditional skills and customs like handicrafts and dance.

Karma (1997) mentions for the successful and sustainable tourism development, it is needed careful cooperation and coordination of both public and private sectors. Tourism development will not be optimal if left to the private sector entrepreneurs alone because they are primarily profit-motivated while the rate of development may

not be optimal from the economic point of view if dominated by the public sector. It is essentially linked with communities, involving them as hosts and as visitors. Therefore, every community aiming at tourism development ought to realize that there would be certain economic socio-cultural and environmental impacts. The author states that tourism development is, in this regard, like a double-edged sword: it can be of great benefit but it can also be a source of great stress; pointing to the cruciality of the need for community involvement in the tourism development planning. The whole argument above would thus seem to boil down to a strong case for decentralized planning/decision-making.

Bill and Bernard (2006) explain that about the strong community-based networks linking participants in the tourism planning process might be able to overcome the negative impacts that political volatility can have on community development, the existence of appropriate linkages between stakeholders in specific locations cannot be taken for granted. Networks do not simply spontaneously arise when needed and involve complex resource allocation decisions in themselves. Nor can partnerships be arbitrarily designed or imposed on poorly defined or insufficiently integrated communities as their effectiveness relies on meaningful cooperation initiated by coexisting and willing parties. It is therefore imperative to address the implications and impacts of regional tourist infrastructures, transit tourist movements and the complementarity between nearby tourist destination to understand how to select strategically appropriate network boundaries. It must be needed to be recognized that the control over the nature and marketing of the tourism product needs to be compatible with local development visions, the latter can involve a number of differentiated positioning strategies, in particular different degrees of reliance on preservation or innovation to ensure a sustainable future. The author further explains borrowing the views of Fagence and Craig Smith, in fact the need for moving away from planning stereotypes towards location specific institutions and policies recognizing 'geographic heterogeneity' and the central role of innovation has emerged from the tourism planning literature itself.

Hall and Page (2000) have expressed their view that tourism development has not been without its cost and detractors. Important among these is ongoing delicate about the significance and role of tourism as one of many agents of environmental and

socio-cultural change this sense, tourism development needs to be seen as just one set of challenges in a wider development context. In the recent past, Nepal has responded to ongoing concerns for sustainable development. While tourism is today a significant source of overseas funds and remains a sought-after means of wider economic and social development. These models are receiving international appreciation and have much to offer other countries who are also struggling with participatory approaches to nature and culture based tourism development.

David (2003) has mentioned about the social and ecological impacts of tourism in the society. He gives his view that there can be little question that significant gains can be made by incorporating local people into the planning and development of an ecotourism project. In the delivery of other recreation products, the term 'positive affect' refers to the need that people have to exert some influence or control, however minor, in shaping their recreation experiences (e.g. through suggestions, comments and so on). Good recreation programmers therefore know that positive leisure experiences are in many cases contingent upon the satisfaction that people get in being asked to comment on various ways of offering a programme in which they have been or will be participating. In tourism development, positive affect provides some theoretical basis for allowing local people to control, at least in part, the events that unfold within their community. As we know, much tourism development in the past has occurred without the consent of the vast majority of community members.

Berger (1978) was the first person who conducted the doctoral level research to study the impact of tourism in Nepal through an input – output analytical model. The main objectives of his study were to analyze the impact of tourism on the economy of Nepal and to present information to Nepal's development planners. His aim was to provide assistance to them in making decision with regards to the contribution of tourism industry to national goals and in devising policies and strategies such that Nepalese society can derive the maximum possible benefits from this utility while minimizing the negative effects which are often associated with tourism.

Chauhan (2004) expresses his view about the human relationship aspect of tourism. He mentions that there has to be an element of 'human relationship' in all tourism activities. The human aspect of tourism has considerably improved the quality of life of people. Tourism helps us in understanding the view points of others. We start

realizing that we have to live with differences. This is, in fact, the basis of toleration and coexistence. We as tourists imbibe these values through tourism.

Joshi (2008) expresses that in Nepal tourism holds greater importance in socio-economic sector. Nepal Government Tourism Statistics (NGTS) 2010 shows that it had 9.8% contribution in Gross Domestic production (GDP) in foreign exchange earnings (FEE). As Nepal is rich in culture and nature, it holds greater tourism potentiality. Culture, defined as "The system of shared beliefs, values, customs, behaviours and artifacts that the members of society use to cope with their world and with one another and that are transmitted from generation to generation of through learning" and one modern definition of economics as a social science says "The scientific study of the choices made by individuals and societies in regard to the alternative use of scarce resources which are employed to satisfy wants." Both the disciplines talk about the human activity to be performed by the people for the people and of the people.

### **2.3 Review of the Previous Studies**

Sharma (2005) has prepared a dissertation to study the impacts of tourism on socio-culture condition selecting Pokhara and it's vicinity. The objectives of his study were to investigate and analyze the impacts and implications of tourism. Over the lifestyles value system and creative expressions of the people in Pokhara and it's vicinity. He has confined that tourism has influenced the lifestyle socio-cultural condition of the people in study area (Pokhara). According to his report tourism has both negative as well as positive impacts on the socio-cultural life of the people. Moreover, as evidenced in other parts of the country, the community of Pokhara and transformation due to the influence of modernization, urbanization and industrialization.

Thapa (2003) has prepared a dissertation to study the impacts of tourism on culture selecting Bhaktapur Durbar Square as his study area. The objectives of his study were; to analyze the reciprocal relationship between tourism and culture; to explore the socio-economic impacts laid by tourism in Bhaktapur Durbar Square and to study the historical ups and downs of tourist business in Bhaktapur. Though he has attempted a lot to collect information from various resources for his study, he has not been able to address precisely the objectives put forward for research as he has concluded his study without concrete conclusions and findings.

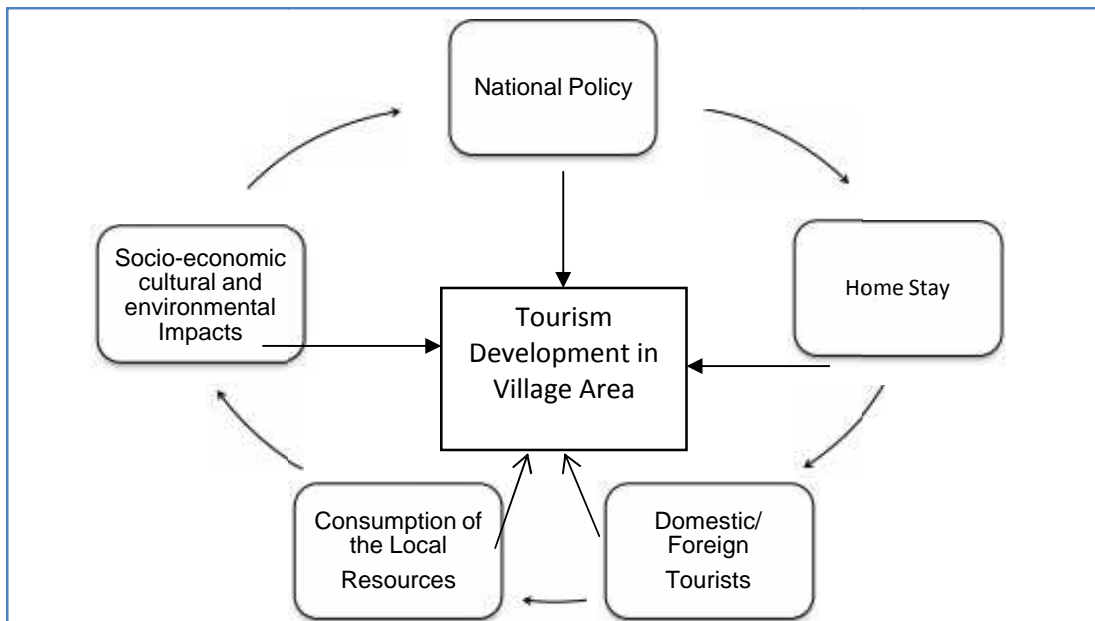
Dhungel (2002) has prepared a dissertation on the topic entitled "Socio-cultural Impact of Tourism in Sauraha in Chitwan District" for the partial fulfillment of the requirement of master degree. The specific objectives of her were to describe the inflow of tourists in Sauraha, to show the relation between the park and people, to find out the inter relationship between the hosts and guests, to assess the social impact of tourism in the study area and to describe the cultural impact of tourism over the study area. She has pointed out that in spite of the trivialization of the local Jharu culture; tourism has also made the local community people aware to preserve their culture, values, norms and heritage for tourism.

There are some research works which examine the impacts of tourism remaining within the parameter of sociology and Anthropology. Most of the popular works belong to the foreign researchers, and that too, based on the foreign land/destinations. But there are plethora of research studies which have been undertaken mostly confining to analyze and interpret the economic impact of tourism on the destinations of Nepal and abroad. However, the studies which encompass the societal as well as cultural factors to analyze the impacts and implications of tourism on the Nepalese context remaining entirely within the sociological/Antropological framework, are very less and insufficient. And most astoundingly, none of the researchers are found so far to have stuck strictly to the socio-cultural perspective to evaluate the socio-cultural perspective to evaluate the impacts and implications of tourism focusing in Sirubari village. Considering this facts and the essential requirement to analyze the socio-cultural implications of tourism for sustainable tourism development of the destination, the present study has been initiated from sociological/Antropological dimension.

#### **2.4 Conceptual Framework**

The life of the people is affected by the various factors i.e. political, economic, technological and natural aspects of their environment. It is difficult to distinguish and express them from other modernizing influences. This research only deals with the impacts of tourism activities in the rural life of the people in the host community. The variables, which were generally considered for the investigation and analysis in this research work, are shown below:

**Fig. 2.5: Conceptual Framework**



Government has carried out the national policy to bring economic development in rural area through the development of tourism. The slogan of the Tourism year 2011 was; "Now the turn is economic revolution, let's go with tourism". Various programme has been carried out to develop the tourism in the country. The concept of home stay has been carried out to develop the tourism in the village area.

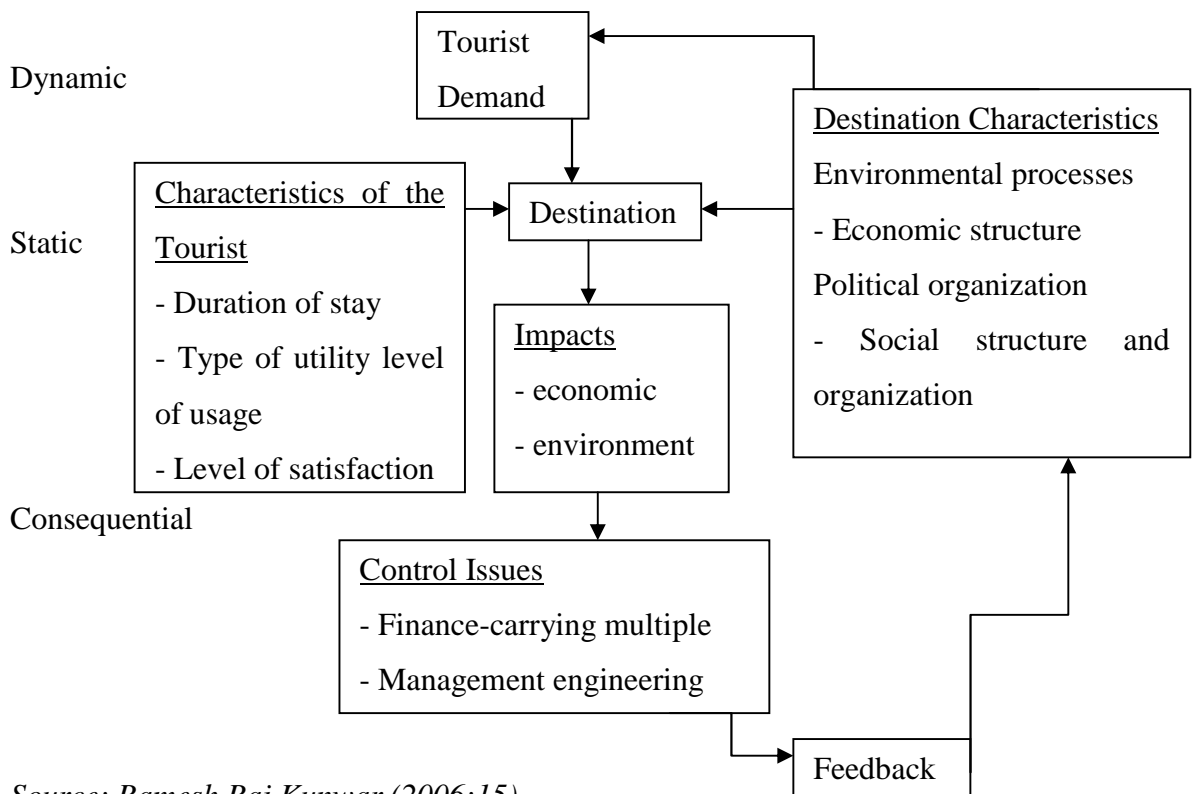
The people come to visit such villages which are popular as the tourist destination place. Domestic and foreign tourists visit such places. The people in the host community carry out the various activities for the development of tourism. The tourists use local resources i.e. local products, natural beauty, traditional cultural etc. They are provided homely environment by the local people. The development of tourism helps to enhance the economic life of the people and it has its impact on socio-economic and cultural life of the people in host community.

Tourism is now one of the world's major industries and is continuously expanding. The more analytical way of generalizing about tourism is divided into three main elements:

- Dynamic phase
- Static phase
- Consequential phase.

These categories are illustrated by Alister Mathieson and Geoffrey wall as a set of interconnected parts with feedback links throughout the system. The study is related with world system theory and social change theory.

**Fig. 2.6: Functional Framework of Tourism Process (Adopted from Mathieson and Wall, 1982)**



Source: Ramesh Raj Kunwar (2006:15)



## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

It is essential to adopt the well designed research methodology for any research work to achieve the targeted results and provide more authentic validity. The appropriate methodology holds more significance when the research is associated with human complexities with more qualitative attributes like social problems social relationships impacts and implications on various facts of human beings. Therefore, the following methodology has been employed in the stated problems and to accomplish the objectives of the research work.

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

Sirubari is set in the core area of Panchamul village development committee ward no.4 in Syangja district. It is the first model village designed to experience village life tourism in Nepal. It is a nature gifted place and is one of the most culturally rich Gurung villages located on the lap of "Thumra Hills". It lies in the popular main trail to Kusma, Parbat and Baglung from Lumbini the birth place of Lord Buddha and Pokhara to Gulmi, Parbat and western part of Syangja district. It is surrounded by other picturesque village like Majhakateri, Daraun, Aruchaur, Karkineta, Chilaunebas, Rapakot and Phaparhum.

The human settlement primarily consists of Gurung settled mostly on colourful hamlets. Brahamins, Chhetris, Kami (black smith), Damai, Sarki, also reside here. Sirubari has its unique geographical location for tourism development. Thousands of internal and external tourists visit here every year. There can be seen the impact of tourism on socio-economic life of the people in Sirubari. So, Sirubari village in Syangja district has been selected as the study area to collect the necessary information about the research work.

#### **3.2 Research Design**

The main objective of this research is to study about the impact of tourism in the socio-economic life of the people in village area. The study basically deals with the activities of the people for the development of the tourism in village area. Here, the

research work concerns to the descriptive as well as explanatory research design. It is descriptive because it has explained about the tourism development in village area and found out various facts about the impact of tourism in the life of village people. So the research work is explanatory.

### **3.3 Universe and Sample of the Study**

This study was carried out among the people of Sirubari village situated in Panchamool V.D.C. ward No.4. Syangja district. The study area has selected as purposive sampling. The area under the present study is one of the densely populated Gurung settlement but there are Kami, Sarki, Damai (Dalits), Brahmin and Chhetri people around the study area. There are 120 households where 60 households belong to Gurung family and the rest half are other castes. Among the 60 households of the Gurungs only 37 households have operated the home-stay activities. These 37 households are the sample unit or universe of the study. The head of the households were interviewed to collect the information.

### **3.4 Nature and Sources of Data**

Both primary as well as secondary data have been utilized in this study but the primary data and information have extensively utilized as the main source of this research work. Primary data has been collected during the time of field work. In spite of it, some relevant secondary data and information have also been extracted and implemented from various sources and information.

### **3.5 Data Collection Technique**

This research concerns with the both primary as well as secondary source in data collection but emphasis has been given to take the primary sources. In order to collect the primary data following methods have been used.

#### **3.5.1. Household Survey**

In order to get reliable and quantifiable data, a household list have been prepared about the impact of tourism in the study area in which household head acted as the main respondent in the universe have been surveyed, observed and interviewed.

### **3.5.2 Key Informants Interview**

Researcher has selected these people as key informants who have prestigious position in the society and have better experiences about tourism in this study area. Questions were prepared and asked to the respondent who were involved directly or indirectly in this programme or activities, e.g. out of group information, VDC leaders, civil servants etc. have been incorporated and also maintained a field diary to record various information gathered during the field work period.

### **3.5.3 Observation**

Participatory observation has been accepted as a key method of sociology/ Anthropology to collect essential information. The method is applied to generate qualitative information during the course of field study. During the field visit, participant observation and direct observation both have been conducted to obtain various relevant informations.

### **3.5.4 Group Discussion**

Necessary data have been collected from the concerned group of people. Information were provided by them who were related to the tourism activities.

### **3.5.5 Data Analysis and Presentation**

The data collected from the various methods has been analyzed in qualitatively as well as quantitatively. Simple statistical technique has been applied to analyze the data such as percentage, rank, average etc. Appropriate charts and figures have been used to present the data.

## CHAPTER FOUR

### DATA PRESENTATION AND ANALYSIS

#### 4.1 General Overview of Tourism in Study Area

##### 4.1.1 Tourism in Sirubari

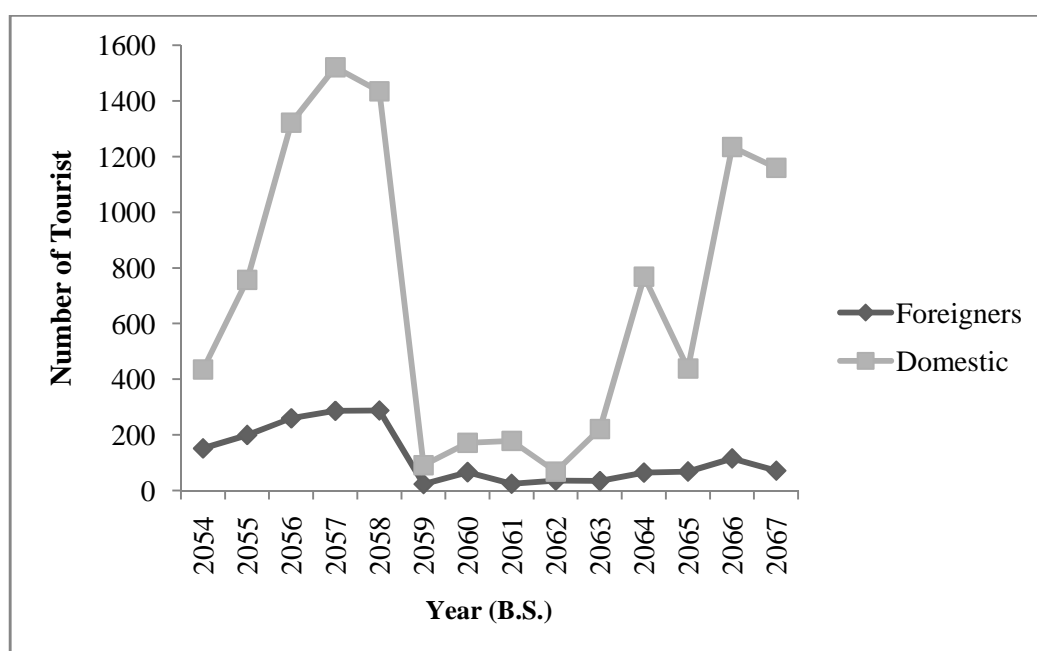
The village tourism model currently being practiced in Sirubari village is an Unique for it's concept of "home stay" with an emphasis an interacting. It offers the visitors for an opportunity to experience the village culture, custom and daily life of the host household and the community. The concept of the home stay was introduced to ensure their tourism benefit to flow assigned to host families with whom they live for the next two days are able to get a sense of being part of the host family.

**Table 4.1.1: Flow of Tourists in Sirubari**

Year (B.S.)	Foreigners	% Growth Rate	Domestic	% Growth Rate	Total
2054	152	-	436	-	588
2055	200	31.57	758	73.85	958
2056	260	30	1322	74.40	1582
2057	287	10.38	1521	15.05	1808
2058	288	0.84	1435	5.99	1723
2059	24	- 91.66	92	-93.58	116
2060	67	64.17	172	46.51	239
2061	25	- 62.68	179	3.91	204
2062	37	32.43	69	-61.45	106
2063	35	-5.4	222	68.91	257
2064	65	46.15	769	71.13	834
2065	69	5.79	439	- 42.91	508
2066	116	40.51	1235	64.45	1351
2067	72	-37.93	1160	- 6.07	1232

*Source: Sirubari Village Tourism Development Committee*

**Figure 4.1.1: Flow of Tourists in Sirubari**



#### **4.1.2 Peculiarities for Tourism Development in Sirubari**

Sirubari is one of the naturally peculiar and culturally rich Gurung village located on the lap of Thumro Hill. It is set in the core area of Panchamul VDC ward no. 4, Syangja district. It is the first model village designed to experience village life tourism of Nepal. It lies in the popular main trail to Kusma, Baglung and Myagdi from Lumbini the birth place of Lord Buddha and Pokhara to Gulmi, Parvat and western part of Syangja district. It is surrounded by other picturesque villages like Daraun, Majhakateri, Rajaswanra, Aruchchaur, Rapakot, Chilauneleas, Karkineta and Phaparhum.

The landscape of Panchamul Sirubari is unique as the topography varies from agricultural field (Khet, Bari, Kharbari) to the steep land features. The height of the village varies from 1250 meters to 2003 meters. The highest hill is "Thumro Hill" (2003 meters 6509.75ft. and is also the highest hill in Syangja district. Other important hillocks are Hile Danda, Gorujure (ox-boy) and Dahare Deurali, from these hill tops visitors can see a panoramic view of Mt. Annapurna massif including Machhapuchre, Manaslu, Dhaulagiri, Nilgiri, Lamjung Himal and Hiunchuli. Andhikhola and village also can be clearly seen from this hilltop. Andhikhola and Daraunkhola rivers are very popular for fishing and are known for colourful suspension bridge.

Sirubari is popular tourist destination place for home-stay. It is one of the most popular kinds of Bed and Breakfast. Guests are invited in a private house to live with family members, sharing food but also smiles. Living with the local people is the best way to learn about their culture and believes.

#### **4.1.3 Access**

Sirubari can be reached by bus from:

- Pokhara – Naudanda – Karkineta – to Sirubari
- Pokhara – Badkhola – Sataun – Daraun – to Sirubari
- Pokhara – Helu – Arjunchaupari – to Sirubari
- Pokhara – Naudanda – Setidobhan – Bejhang (shortest route) - to Sirubari

There are the trail routs to Sirubari. One is from Seti Dhovan via Bhurtung Khola to Hile Danda (3 hours) rest stop for relaxation and magnificent view of mountains. From Hile Danda it takes about one hour to reach Sirubari through a typical Gurung village of Majhkateri. Another trail route is from Syangja, a district headquarters of the same name through Daraun ridge and Daraun village. It takes about four hours to reach Sirubari. The main trail goes from Helu via Arjunchaupari to Sirubari.

#### **4.1.4 Flora and Fauna**

Sirubari village area has subtropical, deciduous, coniferous and alpine vegetation and some useful medicinal herbs. The most common tree species available are sal-forest, pine, tall fir, spruce, bamboo, dence bamboo (nigalo) cerasoides, patula, oak, alnusand and nepalensis. The habitat provides wild animals like tiger, monkey, porcupine, common langur, jackal, fox, red deer, squirrel and black bear, fowls like hen, cock, goose, duck, partridge, kalij, pheasant, nut craker, bulbul, eagles, pigeon, dove and swan etc. are also available here.



Flora and Fauna

According to Babar Singh Gurung, chairman of Tourism Development committee of Sirubari, more than 40 kinds of medicinal herbs are found here. Some of them are Satuwa, Gurjolaharo, Pakhanbet, Gholtapre, Kammari Laharo, Tite, Haddijore, Chautajore, Gaikhore, Harro, Barro, Amala, Khayer, Shilajeet etc. are found there.

#### **4.1.5 Madian Kharka**

Maidan Kharka is a pasture landscape on the midway to Thumra Hill top. This is a rest stop and is a cross between Karkineta and Sirubari village. Magnificent view of mountains and Lush Pastureland can be clearly seen from here. Thumra Hill can be reached in about 30 minutes from here trekking over the ridges, amidst dense bamboo and spruce trees. This Kharka was used for the seasonal grazing of cattle, but now a days this system has been disappeared and people use this place as the tourist spot.



Madian Kharka

#### **4.1.6 Dahare Deurali**

This is one of the popular holy hillocks in the region and is historically known as the "Nil Kantha Parbat or the abode of Lord Mahadev." It has a holy cave and has about one km long hole. It can be reached by a deep hole to the top. It is believed that it is a shrine of Lord Shiva inside where Hindu devotees visit to worship during Balachaturdashi and Shivaratri.

It is believed that those who can't travel to Muktinath – a popular pilgrimage in Mustang come to pay homage here. There is an eternal fire made by burning wood brought all way from Muktinath. Besides, being a religions site, magnificent views of mountains, river basin, flora and fauna are the extra bonus to the visitors. It can be reached by ascending two hours from Sirubari village.



**Dahare Deurali**

#### **4.1.7 Thumra Hill / Thumrako Jura**

Thumra Hill is one of the highest peaks in Syangja district. It is situated at an altitude of 2003 meters (6509.75 ft) height. The visitors can enjoy a great variety of flora and fauna. The trail is gentle slope with paved slates in every step.



**Thumra Hill**

The top of Thumra Hill is a plain and surrounded by dense bamboo (nigalo) grove and spruce. It is believed some of the spruce trees are more than 300 years old. It is also believed that it has remained a Hindu holy pilgrimage since.

The visitors can clearly see the panoramic view of Mt. Annapurna I (8091m), Annapurna II (7937m), Annapurna III (7555m), Annapurna IV (7525m), Annapurna South (7219m), Machhapuchre (6997m), Lamjung Himal (6931m), Himalchuli (7893m), Gangapurna (7445m), Tarke Kang (7193m), Takura Peak (7835m), Tilicho Peak (7132m), Bara Shikhar Fang (7647m), Dhaulagiri I (8167m), Dhaulagiri II



(7751m), Dhaulagiri III (7715m), Dhaulagiri IV (7268m), Sitachuchura (6611m), Gurga Peak (7193m). One can view magnificent scenery of Adhikhola and Darun Khola river basin from the top of the hill.

#### **4.1.8 Local Culture and Festivals**

The people of Sirubari celebrate various festivals. Though they are the followers of Buddhism but they have deep faith in Hinduism too. So they celebrate Dashain, Tihar, Poush Pandhra, Maghe Sakranti, Phagu Poornima, Chaitra Dashain, Baishakh Sakranti (New Year), Baishakh Poornima, Shrawan Sakranti, Nag Panchami and Teej. Lhosar is a great festival of the people in Gurung Community in this area. Baishakh Poornima is celebrated as the birth day of "Lord Buddha" on this occasion, a special "Ghantu dance" is performed by women dancers. The dancers are selected amongst the virgin girls. The dance is commenced at the advent of spring or Shripanchami and ends after the third day of Baishakh Poornima.



**LOCAL GURUNG DANCE**

Rodhi is another popular customs of Gurung community. It reflects the living culture of Gurung community. Now a day it is modified to suit a modern youth club. Other interesting features of Gurung community are Maruni, Sorathi, Paudure, Pudpude dances which are performed on the special occasions.

#### **4.1.9 Monastery / Gumba**

A Buddhist monastery or a Gumba is located in the core area of the village. This is a highly popular religious place of the village. The Gumba is made in Pagoda style which is the main attraction of the village. It has 108 manuscripts related to Buddhism.



**Buddha Gumba**

#### **4.1.10 Buddha Park**

Buddha Park is another attraction in Sirubari village. It has been constructed in ward no.1 in Panchamul VDC near Baral khola on the way with stone round wall. In the center of the park a beautiful statue of Lord Buddha has been installed. Colourfull flowers and some other trees add the beautiful scenario to the park.



**Buddha Park**

The park is named by Bishow Shanti park. The foundation stone of the park was laid by cap. Rudra Man Gurung (former MP) in 2059 Falgun 10 and construction was completed in 2062 Poush 2.

#### **4.1.11 Culture Hall / Center**

A community hall is located in the main area of the village. Gurung cultural programmes are performed in the hall. It was built with the assistance from Government of Tourism Development Fund (GTDF) and the local support. The Hall is a great meeting place of the village.

#### **4.1.12 Accommodation, Fooding and Other Facilities**

Sirubari village offers a unique experience of accommodation to the visitors. Visitors are welcomed to a "Home Stay" which enables them to stay with family members in a nominal rate.

The tourists are welcomed by playing Panchaibaaza. They are provided garland of different flowers, Khada, Vermilation (Abir). the five vergin girls (Panchakanya) bring the tourists in Buddha Gumba. Then they are provided drinking water, tea, wine etc.

The secretary of Tourism Development committee divides the tourists in different houses according to turn. The tourists are invited to stay in the home of one of the village families. The accommodation is simple with good bedding as well as clean toilet facilities. The houses have kitchen dinning and sitting rooms with TV joined with cable line facility. The tourists are provided food i.e. rice, dal (pulses), roti, curry, vegetable, local wine, Gundruk, Dhido, fruits, salad fry Potato etc. whatever they like.



**Local Food Items**

Modern facilities like electricity, telephone, mobile phone, TV, post office, Agricultural Bank, Schools, health post, pure drinking water, sports, police station etc. are available. the clean and beautiful surrounding of Sirubari is one of the major feature of the attraction.



Bed Room



Dinning Room

## **4.2 Impact of Tourism on Rural Life of the People in Sirubari**

Village tourism has been emerged as a new concept in the Nepalese tourism industry. Nepal is normally popular in the world for the adventure travel, white water rafting and great jungle safari, paragliding, sky-diving at the specially built resort or the self pitched tents. A brand new concept of village tourism where the guests would be taken to the carefully picked up village where they would be given the chances to know the local people, their culture by allowing them to stay one of the house as a family member. Village tours are normally conducted in Bandipur, Kakani, Gorkha, Sirubari and other parts of the country such as Chepang Village, Ghalegaun Village, Tanaushur, Lumbani Village. Tourism has it's impact in the rural life of the people. According to this research work, the impact of tourism on the rural life of the people in Sirubari village is found in various sectors. Basically here, the research work concerns with the impacts of tourism on socio- economic and cultural life of people in the host community. The impact of tourism can be viewed from positive and negative dimensions.

### **4.2.1 On Living Style**

Before the tourism, the people in Sirubari had normal life style. After the development of tourism it brought deep impact on the living style of the people in here. It has also influenced the normal living style of the people of the destination societies. About 70% of the respondent of Sirubari, received that they have modern life style. About 10% people have their simple life style likewise 20% people have their traditional type of living style.

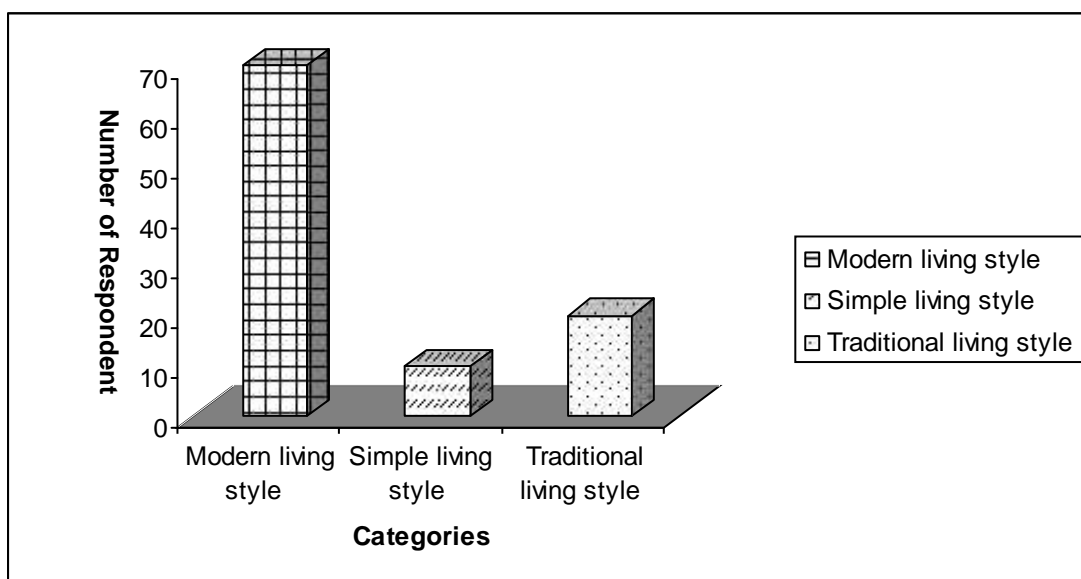
**Table 4.2.1: Impact of Tourism on Living Style of the People in Sirubari**

Categories	Number of Respondent	Percentage
Modern living style	26	70%
Simple living style	4	10%
Traditional living style	7	20%
Total	37	100%

Source: Field Survey 2012

Due to the development of tourism the people are aware the personal hygiene of their family members. According to the research work most of the people (70%) have adopted the modern life style. They have used modern facilities like TV with cable line, clean toilet, bathroom, clean and comfortable bed rooms, mobile, phone services, clean drinking water, health facilities etc and other 30 percent people out of them, 10% have normal and 20% people have still followed the traditional life style.

**Figure 4.2.1: Impact of Tourism on Living Style**



Tourism has helped to increase the income of the more people on the another hand it has influenced the living style of the people.

#### **4.2.2 Social Relation**

Tourism is one of the incomes generating activity. Various people enter into the community. It can affect to the society in the social relationship of the people 51.35%

respondent argued that tourism has helped to intimate the relationship of the people in the society. Their joint effort is needed for the development of tourism in their village. So it helps them to unite themselves through their business.

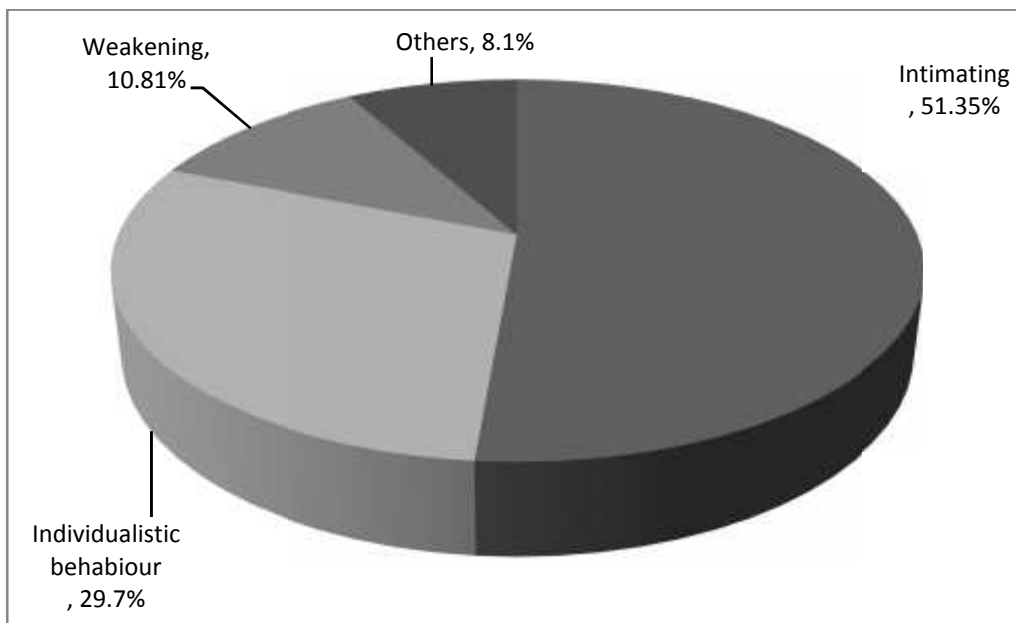
**Table 4.2.2: Impact on Social Relation**

Categories	Number of Respondent	Percentage
Intimating	19	51.35%
Individualistic behaviour	11	29.72%
Weakening	4	10.81%
Others	3	8.10%

Source: Field Survey 2012

29.72% respondent agreed that tourism has its impact on the society which has encouraged to develop the individualistic behaviour among the people in the society. Before the tourism in that community, there was no such behaviour of the people. Basically they had the common feeling for their social development.

**Figure 4.2.2: Impact on Social Relation**



Due to the impact of tourism there is seen somehow taste of the weakening in social relationship. 10.81% respondents expressed that people give more importance in their business than their relationship in the society. And 8.10% respondent agreed about the impacts of tourism in the society.

On the other hand most of the respondents expressed that tourism has created the awareness about the nuclear family structure. They have felt the advantages of small family because they can fulfill their demands from the earnings of their business.

### 4.2.3. Language Issue

Language is one of the identities of the people in the society. It is the method of interaction among the people in the society. When there is the interaction among people of different language, it can have impact on one another's language.

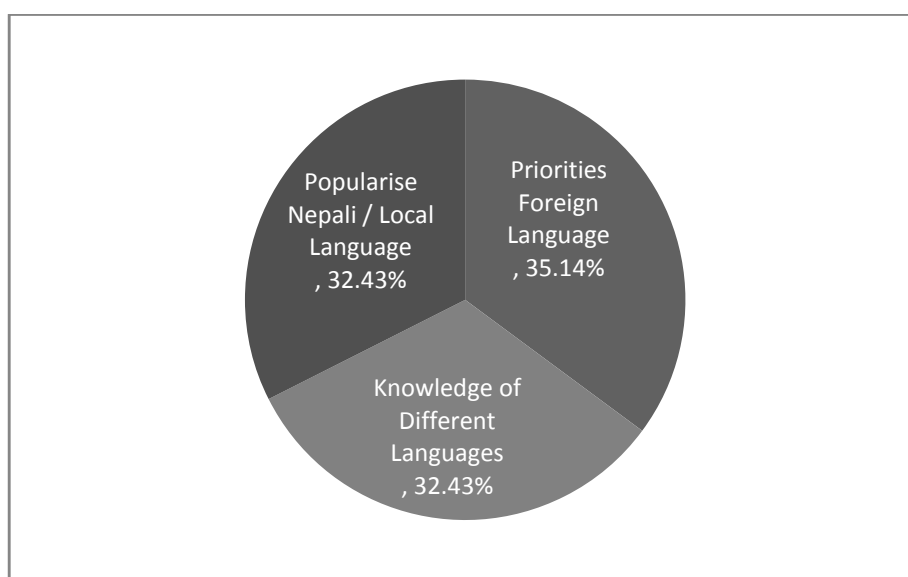
**Table 4.2.3: Impact on Language Issue**

Categories	Number of Respondent	Percentage
Priorities Foreign Language	13	35.14
Knowledge of Different Languages	12	32.43
Popularise Nepali / Local Language	12	32.43
Total	37	100

*Source: Field Survey, 2012*

The research (Sirubari) shows that 35.14% of the respondents are in the opinion that there is the impact of foreign languages. The people in the host community give more priority to the foreign language basically English and Hindi language. 32.43% of the respondent viewed that they have the knowledge of different languages due to the development of tourism in their locality.

**Figure 4.2.3: Impact on Language Issue**



*Source: Field Survey, 2012*

And rest 32.43% of the respondents are in the opinion due to the development of tourism local language i.e. Gurung and Nepali language have been popularized. The tourists stay with the host family and try to learn the local language which the family members speak.

#### 4.2.4 Traditions and Ceremonies

Traditions and ceremonies are the activities of the people which are transferred from one generation to another generation. The people in the host community have their own traditions and ceremonies which are seemed to be affected by the tourism.

**Table 4.2.4: View of Respondents on Tourism Impact**

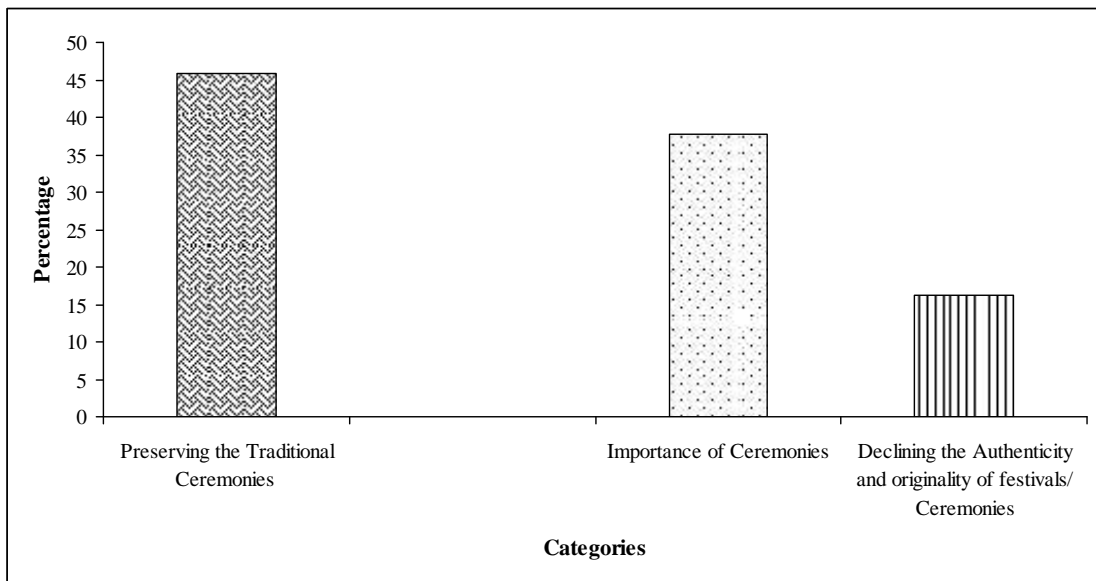
Categories	Number of Respondent	Percentage
Preserving the Traditional Ceremonies	17	45.84
Importance of Ceremonies	14	37.83
Declining the Authenticity and originality of festivals/ Ceremonies	6	16.21
Total	37	100

*Source: Field Survey, 2012*

The research work shows that 45.84% of the respondents are in the opinion that tourism has helped to preserve their traditions and culture because they regard the guest as the most important persons and show their deep regards. It is the most important identity of the local society. On the another hand the people of Sirubari perform their cultural programmes i.e. Panchai Baaja, Sorathi, Ghantu dances and other folk dances and songs for the purpose of welcome and mary making. Likewise 37.83% of the respondents viewed that tourism has helped for the realization of the importance of the ceremonies that tourism has helped for the declining the authenticity and originality of the festivals and ceremonies of the host community.



**Figure 4.2.4: Impact of Tourism on Traditions and Ceremonies**



*Source: Field Survey, 2012*

#### **4.2.5 Occupation**

Occupation implies the income generating activity of the people. Before the development of tourism, most of the people used to be dependent on agriculture and husbandry. Their main occupation was agriculture. Most of the young male persons used to join in foreign (British, India) army and ordinary jobs.

**Table 4.2.5: Impact on Occupation**

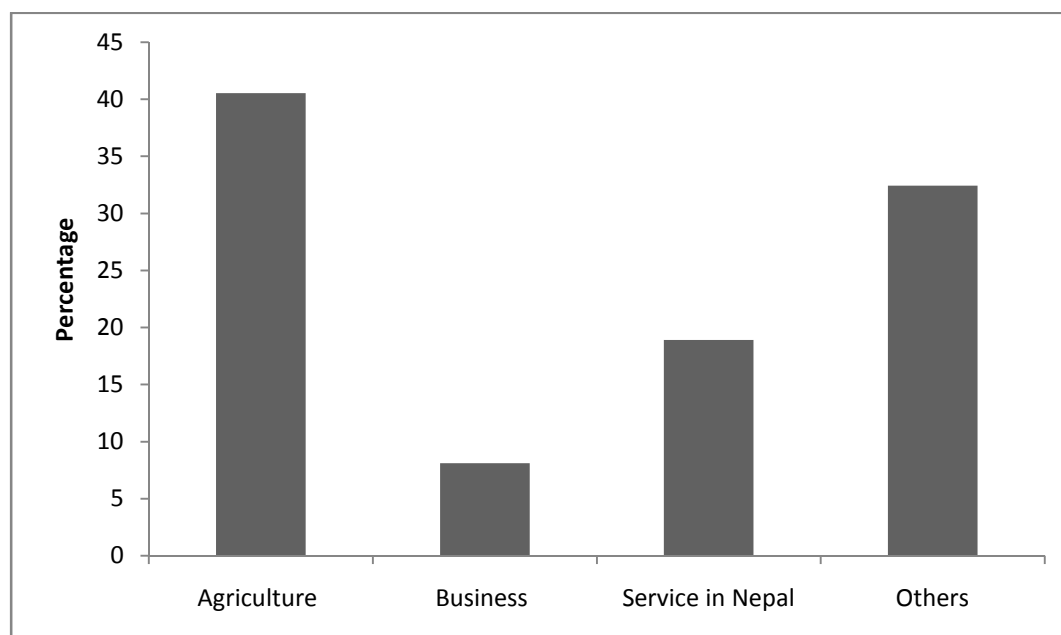
Categories	Number of Respondent	Percentage
Agriculture	15	40.54
Business	3	8.10
Service in Nepal	7	18.91
Others	12	32.43
Total	37	100

*Source: Field Survey, 2012*

Among the respondents 40.54% still involve in agriculture, 18.91% respondents involve in service (civil and private) sector, 8.10% respondents are involve in business sector and remains 32.43% respondents are involve in other sectors (foreign employment army and other labour oriented job).

Now including those income generating occupations, tourism is one of the important income source of the people in Sirubari village. Out of their gross income, 54.05% is achieved from tourism, 13.51% achieved from business and rest 5.4% income is achieved from other different sectors.

**Figure 4.2.5 : Impact on Occupation**



*Source: Field Survey, 2012*

#### **4.2.6 Art and Craft**

Art and craft are also one of the important identify of the society. Even in Sirubari village the people have their own traditional art and craft. The people they make the basket, locally called Doko, Dalo, Thunse, Soli from the locally available bamboo tree (bansh, Nigalo), Namlo which is used to carry the loads and Damlo is used to keep the domestic animals in the hut (Goth). Nanglo, Chalno (use for filtering the grains from stones and dust) and toys items are made from the raw materials of bamboo.

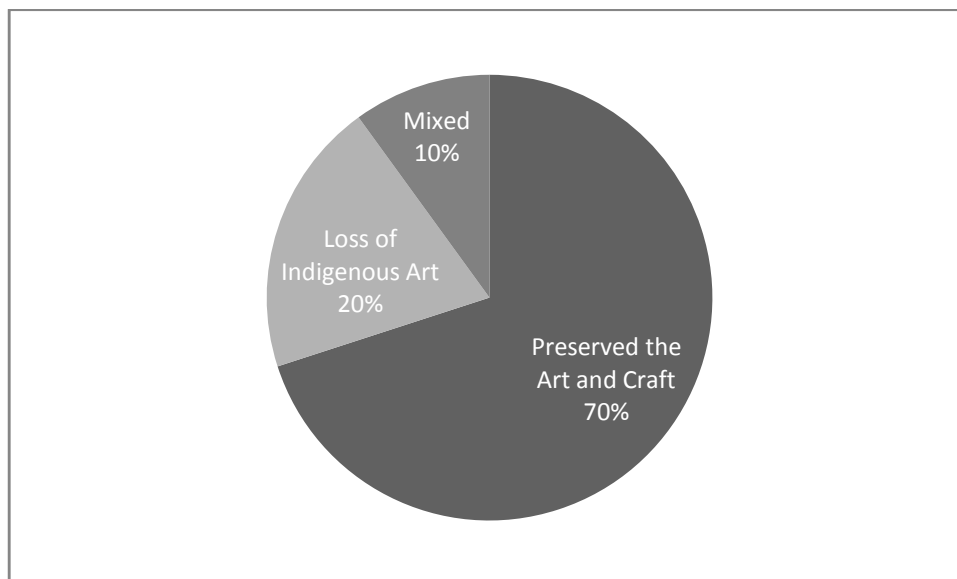
**Table 4.2.6: Impact on Art and Craft**

Categories	Number of Respondent	Percentage
Preserved the Art and Craft	26	70
Loss of Indigenous Art	7	20
Mixed	4	10
Total	37	100

*Source: Field Survey, 2012*

Various pictures of different objects are carved on stones and wood. Idoles of the indigenous gods and goddesses have been made. About 70% respondents viewed that tourism has helped to preserve their art and craft 20% viewed that there is the loss of indigenous art and 10% viewed their mixed idea.

**Figure 4.2.6: Impact on Art and Craft**



Source: Field Survey, 2012

#### 4.2.7 Food Habit

Food habit depends on the economic condition of the people. Since the development of the tourism in Sirubari village, the food habit of the people seems to be changed. Before the tourism people used to take fried maize, Roti (thatched round bread of the millet flour), rice, curry, milk, Mohi (water mixed curd), Gundruk, Dhido etc. But now they take the food items making more delicious and timely. Potato chips, Chatani, bread, eggs, meat, tea, wine are included as the main food items.

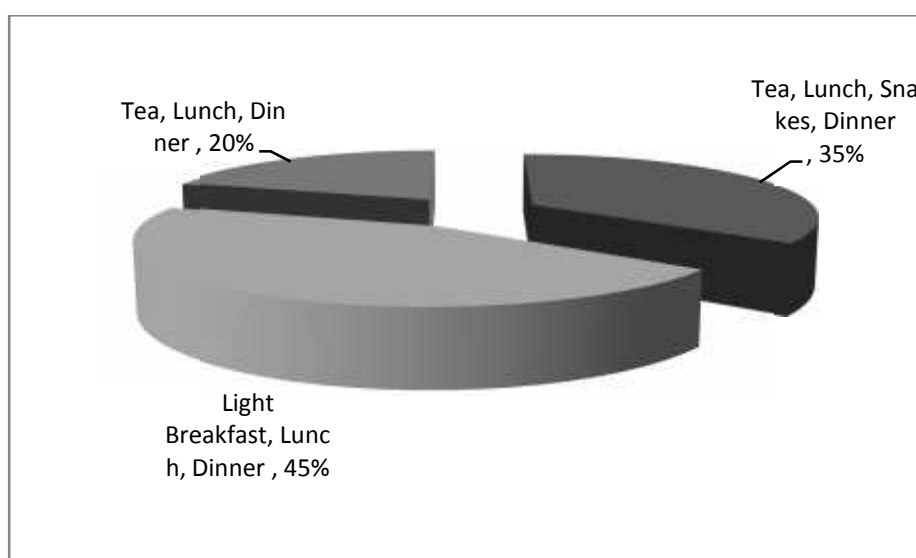
**Table 4.2.7: Impact on Food Habit**

Categories	Number of Respondent	Percentage
Tea, Lunch, dinner	7	20
Tea, Lunchm Snakes, Dinner	13	35
Light Breakfast, Lunch, Dinner	17	45
Total	37	100

Source: Field Survey, 2012

According to the respondents about 45% of the people have the habit of taking light breakfast, lunch and dinner. In the breakfast eggs, toasted bread, potato chiefs are included. They take rice, Dal, Curry, Chatani, sometimes Dhido as their lunch and dinner. Wine depends according to their desire. Likewise 35% of the people have the habit of taking tea and lunch, daytime fried maize, toasted bread, curry and dinner. And 20% of the people in the lost community have the habit of tea-brunch and dinner. This implies that the change in menu pattern in this community is not only by tourism. the role of other factors is more than the role of tourism.

**Figure 4.2.7: Impact on Food Habit**



Source: Field Survey, 2012

#### 4.2.8 Water Purify Method

The people of the host community use pure drinking water. They use different water purifying methods. The following table indicates the people using water purify method.

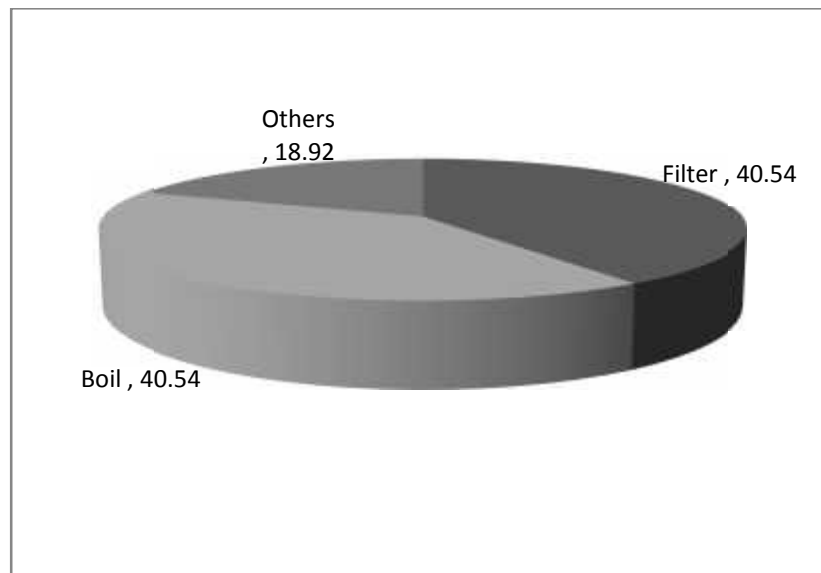
**Table 4.2.8: People Using Water Purify Method**

Categories	Number of Respondent	Percentage
Filter	15	40.54
Boil	15	40.54
Others	7	18.92
Total	37	100

Source: Field Survey, 2012

The people of the host community use pure drinking water. They use different water purify methods. It is found that before tourism people used to drink the water without using purify method. But since the development of the tourism different water purifying methods are used. 40.54% respondents viewed that they use the drinking water by filtering, 40.54% respondents take drinking water by boiling and other rest 18.9% respondents use euro-guard and other methods to purify the water. This method is used to provide pure drinking water to the tourists and their personal use which has helped to improve the health condition of the people in the host community.

**Figure 4.2.8: People Using Water Purify Method**



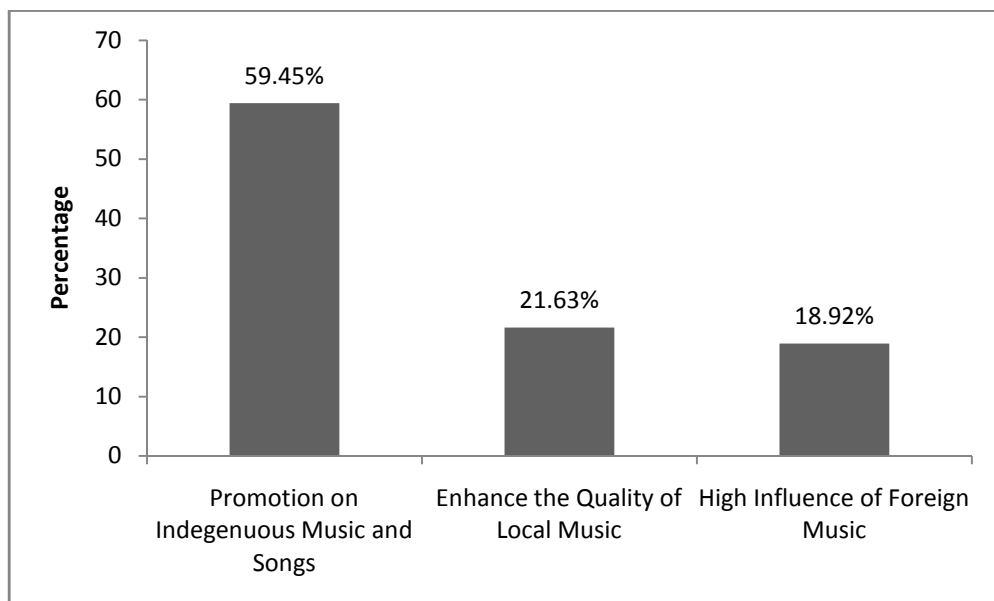
#### **4.2.9 Dressing Pattern**

The people in the host community have their traditional dress. Kamij (Shirt), Nepali cap, Kachhad, Dhara and Ghalek are the traditional dresses of the male and Gunue, cholo, pacheuri, Dhara, Ghalek are the traditional dress of the female. Now there is the impact on the dressing style of the people. Now male persons wear shirt, pants, tousure, Jackets, coat etc. and the women wear blouse, sari, Lungi, Kurtha Suruwal. Out of 37 respondent 25 (67.56%) viewed that there is the great impact on dressing style and remaining 12 respondent which represents the 32.43% of the total respondents viewed that less impact of tourism dressing style because they are other factors such as the people of the host community go to town area or foreign countries for job. This activity is more responsible to bring the change on dressing style.

#### 4.2.10 Impact on Music and Musical Creation

Music and musical creations are based according to the community. They represent the identity and also the property of the community. According to the research work tourism has helped to preserve the music and musical creation. Various cultural programs are organized by playing the local musical instruments. Dates were collected among the 37 respondents. Out of them 59.45 % viewed that tourism has helped for the promotion of indigenous music and songs. Various dances, songs are organized with the local musical instruments, before the development of tourism such programmers were organized only in the special occasions. 21.62 % of the respondents viewed that tourism has helped to enhance the quality of the local music because the feelings of the importance of the local music has developed among the people on the another hand 18.19% respondents viewed that there is the high influence of the foreign music because the foreign tourists who visit in the locality bring their musical instruments and play there. It has adverse impact among the youths in the host community.

**Figure 4.2.9: Impact on Music and Musical Creation**



*Source: Field Survey, 2012*

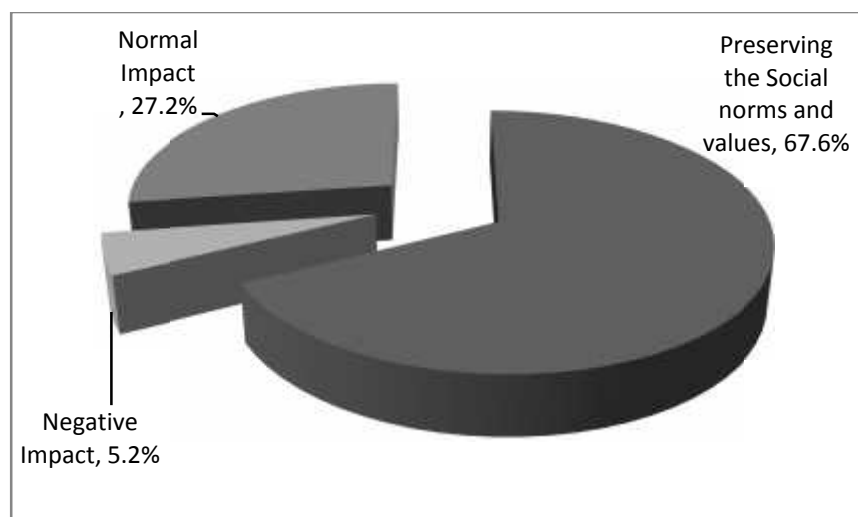
#### 4.2.11 Impact on Value System

The society has its own identity. The people have their own norms and values which help for the smooth running of the society. But there may appear some bad activities which create the problems for the development of the society. The study was carried

out about the impact of tourism on value system in the host community. Three options (Yes, No Neutral) were put forward among the respondents about the impact of tourism on formation of criminal activities. Among them 83.78% respondents viewed that there is no such impact on such bad activities. Tourism has helped to control such bad activities in the society then before. 16.21% of the respondents gave their neutral view.

It is seen that most of the tourist destination have adverse effect of tourism on value system of the society but in Sirubari, 67.56% of the respondents are in the opinion that tourism has created social awareness for the preservation of social norms and values. The people organized various programs which help to create awareness for the preservation of culture, social norms and values. The people in the host community show their due respect to the guests (tourist). The people in the society have the belief that the guests are the incarnation of the god now tourism development has increased this feeling among the people in the society. 27.02% respondents are in the opinion that tourism has normal impact on social norms and values. According to them there can be seen normal change in value system. Tourists come from the different society of different regions. They show their behaviour in the host community which can have some or less impact in the society.

**Figure 4.2.10: Impact on Value System**



*Source: Field Survey, 2012*

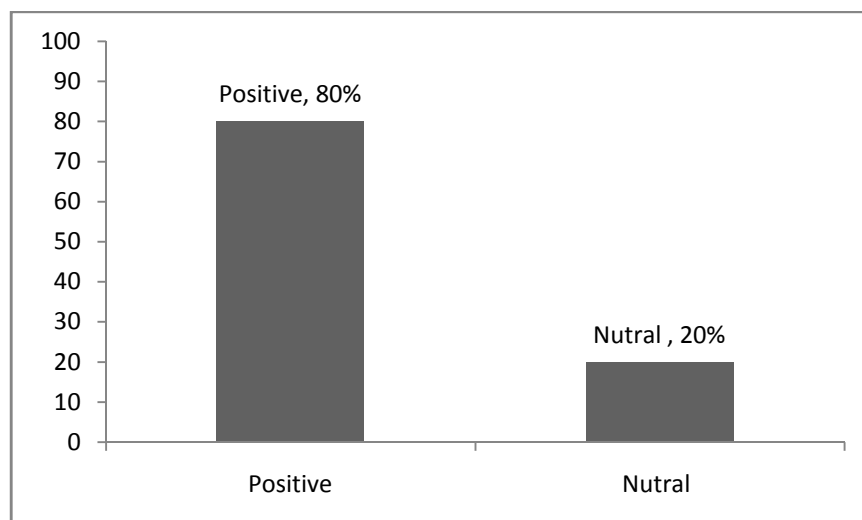
Likewise 5.2% respondents are in the opinion that tourism has negative impact on social norms and values. Before the development of tourism, the society had own type of norms and value but after the tourism development, it has brought adverse impact

on the society. The people concern only profit oriented activities rather than voluntary service.

#### 4.2.12 Impact on Economy

Economic objectives of the tourism have been placed before community concerns as prime target. It is also important to be aware of some of the wider corollaries and ramifications of tourism development. Snowballing effects of tourism development. Snowballing effects of tourism are very difficult to ascribe and assess. The rapid growth of tourism has produced both problems and opportunities on the vast scale for societies, and its consequence has been economic socio-cultural, environmental and political. In the economic sphere, tourists spending can enhance an area by bringing wealth and catalyzing income, employment, enterprise and infrastructure development. According to 80.75% respondents they have the positive impact on their economic condition. Their income has increased after the development of the tourism in their locality. Before the development of the tourism they only depended upon agriculture. 19.25% respondents viewed that there has no influence on their economic condition due to tourism. Majority of the people are able to develop their income generating activities and tourism has become an alternative source of income of the people in the study area.

**Figure 4.2.11: Impact on Economic Condition**



Tourism has helped to uplift the economic condition in the host community. It has the impact on various aspects in the life of the people in the host community.



## **CHAPTER FIVE**

### **SUMMARY, FINDINGS, CONCLUSION AND SUGGESTIONS**

Nepal is overwhelmingly rural dominant country, rural tourism promotion and development can be an important measure to escape and fight with poverty, the national challenge. The concept of village tourism with “Home Stay” has been carried out in some of the villages like Ghanpokhara, Ghalegaun, Sirubari etc. as village tourism programmed in Nepal. Among them Sirubari village in Syangja is the first model village for home stay which is the study area in this research work.

#### **5.1 Summary**

Here the study has been carried out concentrating with the world system and social change theory in sociology and anthropological study. Milligon’s modified model has been used as the measuring framework of the impacts of tourism on the host community (Sirubari).

According to the study the concept of rural tourism is one of the "Home Stay" or "Paying Guest" with an emphasis on interacting and living with the host community. It offers the visitors an opportunity to experience firsthand the culture, customs, and daily life of the household and the community.

Sirubari is the first model tourist village in the country where the idea of retired army Captain and former MP, Capt. Rudra Man Gurung, who approached the government for support to develop Community Base Rural Tourism (CBRT) in Sirubari. An Australian expatriate tour operator, Mr. Toony Parr’s, role is also very important to develop tourism in Sirubari.

The village is situated at an altitude of 1700 m. from the sea level. Natural objects like hills, green forest, wild animals and birds, and manmade objects, religious places i.e. Bouddha Gumba, Park, cremation ground, Thati (rest house), typical houses, stone paved road, clean environment, Gurung culture and homely environment etc are the main attractions for the tourists.

According to this research work it is found that tourism has its impact in various sectors in the life of the people in Sirubari. It has positive and negative impacts in rural life of the people in the host community.

Tourism has its deep impact on the living style of the people in Sirubari. It has also influenced the normal living style of the people of the destination societies. 70% of the respondents of Sirubari have modern living style. 20% people have still traditional type of living style likewise 10% people have normal living style.

Tourism has its impact to the social relationship of the people. It has been developed by the joint effort of the people in Sirubari. The social relationship of 51.35% of people has been helped to intimate the relationship of the people on the another hand 29.72% people's behaviors have been developed there as individualistic behaviors due to the impact of tourism. There can be seen the impact of tourism on the linguistic behavior of the people in the host community. The people have more interest in foreign languages which is the method of interaction with the foreign tourists. It is found that 32.43% people have the knowledge of different languages i.e. English, Hindi etc.

The people in Sirubari have their own traditions and ceremonies which are seemed to be affected by the tourism. It is found that out of total 37 respondents 45.85% respondents are in the opinion that tourism has helped to preserve their tradition and culture. Panchei Baaja, Sorathi, Ghantu and other dances and songs are performed in their cultural programmes. It has helped for the realization of the importance of the ceremonies' but on the other hand there can be seen the impact of other culture due to the development of tourism in Sirubari village.

Likewise tourism has affected to the occupation of the people. More than 90% people used to be engaged in agriculture before development of tourism, but now 40.54% people are engaged in agriculture and other people are engaged in business, tourism and other services (civil and private sector) and foreign employment (army and other labour oriented job). Tourism has helped to reduce the pressure on agriculture. Now tourism is the main income source of the people in Sirubari. Out of the gross income of the people 54.05% is achieved from tourism. The people in Sirubari have their own style in art and craft. They make various things i.e. baskets locally called Doko, Dalo,

Thunse, Soli and others i.e. toys bag, cap etc. The food habit of the people seems to be changed. Before tourism they used to take fried maize, Roti, Rice, Dhido, Gundruk etc. but now they take food items making more delicious and timely. They use purified water by filtering (40.5%), boiling (40.5) and using euro guard (18.9%). Before tourism they used to drink water without using purifying method.

It has been found tourism has affected on dressing style of the people. Kamij, Nepali cap, Kachad, Dharo and Ghalek are the traditional dresses of the male instead of them now they wear shirt, pants, treasure, Jackets, coat etc. Female wear blouse, Sari, lungi, Kurtha Surwal instead of Gunue Cholo, Pachheuri, Dharo, Ghalek which are the traditional dresses of the female. The impact of tourism is found on music and musical creation. It has helped to preserve the music and musical creation. Out of the 27 respondent's 59.45% viewed that tourism has helped for the promotion of indigenous music and songs. But according to the 18.19% respondents there is the high influence of the foreign music. The foreign tourists who visit in the locality bring their musical instruments and play there which has the adverse impact among the youths in the host community.

Tourism has found to bring the social awareness for the preservation of social norms and values. The strong rules made by the local people has helped to control the bad activities in the society. But 5.4% respondents are in the opinion that tourism has negative impact on social norms and values.

Tourism has negative and positive impact in the life of the people in Sirubari village and the people in its surrounding areas i.e. Aruchaur, Dhakalthok and Rajaswara village.

## **5.2 Findings of the Study**

The major findings of this study can be enumerated as follows:

- Sirubari is a clean village which is the most important attraction of the tourists.
- The good hospitality (homely behaviour) of the people of Sirubari is much more remembrance for the tourism development.
- Tourism development in Sirubari has led to bring the social harmony among the people.

- The impact of tourism can be seen on the life style of the people in Sirubari village which has made them busy in their profession.
- Tourism has appeared as one of the important factors for economic development which has led for the standard living style of the people in Sirubari.
- Tourism has helped to preserve the traditional culture of Sirubari. i.e. Sorathi Ghantu, Salaiju, Dohori folk dances and songs.
- Active participation of the local people in development works can be seen in Sirubari. It is one of the major positive impacts of the tourism in there.
- Tourism found to have played a significant role to conserve and refine the traditional music, songs, and dances of the host communities by providing such an environment which impels the local people to preserve their musical creation for touristic purpose.
- The development of tourism has influenced the local people over their attitudes too. It has taught them to be more open, hospitable and a bit extravagant than before.
- Tourism has changed the traditional labour division on the society.
- Language is a social vehicle of communication which is a key indicator of acculturation. The local people give priority to the visitors language which helps to develop the international understanding through the knowledge of different foreign language.
- The demonstration effort of tourism can visibly be seen over the dressing style of the community people, especially in younger generations. They wear sunglasses, long shaggy hairs, blue jeans of different sizes, short and transparent outfits.
- Tourism has a strong foothold of socio-cultural change, development, diffusion, acculturation and assimilation.
- Social and cross-cultural interactions are inherent aspects in the travel process.
- Sirubari doesn't offer the Fabuluos natural vibes but also fairs festivals and other man made cultural heritages like temples, monasteries parks, idols etc.

### **5.3 Conclusion**

According to the facts; active participation of the people is the major factor for the development of tourism in the host community. Homely behaviour of the people, unique cultural activities, cultural heritages, interesting physical object i.e. hills, forest area, ground, waterfalls, caves etc. are the major factor for the tourism development in

the study area. Social unity has helped for the development of tourism in Sirubari. Tourism leads for socio-cultural development in the host community. Tourism does not have only the positive impact in the society. Some negative impacts can be seen in the host community but negative impact can be controlled by the joint efforts of the people. The study area (Sirubari village) narrates the example about this. Social transformation from traditional to the modern social life of the people in the host community has become possible due to the impact of tourism. It is the main economic source of the people in Sirubari village which has help for the development of socio-economic life of the people.

#### **5.4 Suggestions**

Tourism creates both positive and negative impacts in the destination country or region. Thoughtful policy making and planning can do much to lesson or ever remove the negative effects. Tourism can be a very positive means of increasing the economic, social, cultural and environmental life of a country if politicians, planners, developers and local community augment to the challenge and create a truly responsible (and thus acceptable) tourism industry one which brings long-term benefits to residents and tourists a time without damaging the physical and cultural environment of the destination region.

The challenging task facing by tourism management in terms of the acculturation problem is to protect the more isolated and non-commercialized community from abrupt changes in their lifestyle and values. The awareness program among the people of local community can provoke the pride in them for their lifestyle, culture, arts, festivals, customs, traditions and ethnicity thereby understanding the value of their physical as well as cultural heritages. This can address and eliminate the problem of inferiority complex among the people of destination communities.

The stakeholders of the tourism industry should be made aware of the fact that every destination has a life cycle. The uncontrolled and unplanned tourism development impairs the individuality and identity of the host environment and transform into a new hybrid culture eventually leading to a non-appealing, despoiled, charmless and dying destination.

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**APPENDIX-I**  
**IMPACT OF TOURISM ON RURAL LIFE**  
**A Case of Sirubari Village, Syangja**

**QUESTIONNAIRES**

Name: ..... Sur Name: .....  
 Age: ..... Sex: ..... Religion: .....  
 Occupation: ..... Cast: .....

**Family Member**

No.	Age	Sex	Education	Occupation
01				
02				
03				
04				
05				
06				
07				
08				
09				
10				

1. What was your previous occupation?
  - a. Agriculture
  - b. Business
  - c. Service in Nepal
  - d. Indian Army
  - e. British Army
  - f. Others .....
  
2. What is your primary income source?
  - a. Agriculture
  - b. Animal husbandry
  - c. Tourism
  - d. Business
  - e. Others .....
  
3. How long are you associated with this profession/business?  
 Since ..... years.
  
4. When did you involved in tourism sector?  
 Ans: \_\_\_\_\_
  
5. In which extent the people in this community are dependent on tourism?
  - a. Rightly depend
  - b. Partially dependent
  - c. Slightly dependent
  - d. Don't depend at all

6. Why do the people of this community welcome tourists?
- a. For economic benefits
  - b. Guests are Gods Concept
  - c. For professional formality
  - d. Due to occupational obligation
  - e. Others .....
7. How do you welcome to the tourists?
- a. Greeting with Namastey
  - b. Providing bunch of flowers and gallery
  - c. Putting Teeka
  - d. Vermilating on fore head
  - e. Providing Khada
  - f. Showing cultural programmes
  - g. Others .....

8. What types of food items are provided for the tourists?

Local Food	Readymade Food	Modern Food Items

9. What is the pattern of your meal now a days?
- a. Breakfast .....
  - b. Lunch .....
10. Does your food habit have changed after the involvement in tourism?
- a. Yes
  - b. No
- If yes, what type of change do you have?  
 .....
11. What types of rooms do you have for the tourist?
- Ans: \_\_\_\_\_
12. Do you use the water purity method?
- a. Yes
  - b. No
13. How do you rate the availability of facilities/services required for the tourists in this area?
- a. Excellent
  - b. Poor needs to be improved
  - c. Good
  - d. Others .....
14. Do you see any negative impact of tourists on the host community?
- Ans: ..... If yes, please mention .....
15. Do you feel that there is noticeable impacts of tourism on your merry-making and leisure time activities?
- a. Yes
  - b. No

If yes how do you spend your leisure time?

- a. Go to meet friends and relatives
- b. Go for travelling trekking/hiking
- c. Go for movies
- d. Read newspapers, Magazines / read tourism related books
- e. Others .....

16. Do you involve in trekking, excursion, tour travelling, hiking with your family or friends in a year?

Ans: \_\_\_\_\_

17. Do you feel impacts on the dressing style of the people of this society due to the frequent encounters and interaction with tourist?

Ans: ..... If yes, please mention your views .....

18. What do you mostly wear? When you are at

Home ..... Leisure time .....

Office ..... Others .....

19. What type of impacts of tourism do feel on your life style?

- a. More devotion on profession / job than family or relatives
- b. Extravagant
- c. More formal
- d. Busy life
- e. Others .....

20. What are the effects and influences of tourism over this community regarding the traditional belief norms and folklore?

- a. Preserve and promote the traditional belief, norms and folklore
- b. Discourage the traditional beliefs and folklore
- c. Destroy traditional beliefs, norms and folklores
- d. Unnecessary manipulation of them
- e. Others .....

21. What do you think about the effects of tourism on music and musical creations?

- a. Promotion of indigenous music and songs
- b. Enhance the quality of local music
- c. High influence of foreign music
- d. Others .....

22. What are the impacts and influences of tourism on the indigenous people (farmers/tailors) of this community?

- a. Improvement of economic conditions
- b. Improvement of social interrelationship and co-operation
- c. Weakening social knot and co-operation

- d. Increase employment opportunities
  - e. Assistance to development traditional profession and culture
  - f. More materialistic
  - g. Increase martial relation with tourists
  - h. Victim of inferiority complex
  - i. Other ..... elaborate your choice if possible .....
23. Please explain your style of celebrating the following ceremonies/festivals.
- a. Birthday New Year
  - b. Marriage Anniversary
  - c. Others .....
24. How do you think the relationship between tourism and crime in reference to this community?
- a. Control over criminal activities
  - b. Supportive Environment to criminal activities
  - c. No relation between tourism and criminal activities
  - d. Others .....
25. How do you perceive impacts of tourism on this community regarding the sale of sex (prostitution)?  
(Choose as many as appropriate)
- a. Provide social awareness about prostitution
  - b. Growing of sex business
  - c. Providing knowledge of sex to the society
  - d. Relax attitude towards sex
  - e. Assist in spreading STDs
  - f. Awareness about sex related diseases (STDs)
  - g. Others .....
26. How do you think the impacts of tourism on this community regarding the abuse of drug?
- a. Encourage the drug addicts
  - b. Make society aware about drug abuse
  - c. Discourage the drug addicts
  - d. No relation between tourism and drug abuse
  - e. Others .....
27. What is your perception about the impact of tourism on the use of alcohol and gambling in this community?

- a. Favorable environment for the use of alcohol and gambling
- b. Control the use of alcohol and gambling
- c. No relation between them
- d. Others .....

28. Please express your perception about the effects and influences of tourism on the following areas of this community. (Please choose as many as you feel appropriate)

a) On Social Relation

- i. Tightening the knot of social relationship
- ii. Weakening the social cohesion
- iii. Development of individualistic behavior
- iv. Others .....

b) On Social Structure

- i. Emphasis on patriarchal family
- ii. More extended family
- iii. Sting feeling of caste discrimination
- iv. More nuclear family
- v. Decrease the feeling of caste system
- vi. Giving value to the professional
- vii. Others .....

c) On Linguistic Issue

- i. Knowledge of different language
- ii. Priorities the foreign languages
- iii. Popularize of local/Nepali language
- iv. Others .....

d) On the Attitude of the Local People

- i. Developing the feeling of hospitality
- ii. Development of money mind-ness
- iii. Developing the co-cooperativeness
- iv. Others .....

e) On Traditions and Ceremonies

- i. Preserving of traditions ceremonies
- ii. Realization of importance of ceremonies
- iii. Declining the authenticity and originality of festivals/ceremonies

- iv. Others .....
- f) On Labour Division
  - i. Change in traditional labour division
  - ii. Value of the labour
  - iii. No gender division
  - iv. Disappear the demarcation of professional lone
  - v. Others .....
- g) On Behavioral pattern of the people of this community
  - i. Discrimination between tourists and local people
  - ii. Priority to the local people
  - iii. Equal treatment to the tourist and local people
  - iv. Priority to the tourists
  - v. Others .....

29. Choose the points which can better explain the situation of tourism in your community.

(Choose at least one from each box)

a) Visitors are highly respected	a) High enthusiasm for tourism	a) High participation of local for tourism development
b) Visitors seen as cause of all problems	b) Required facilities to be expanded	b) Formal relationship between hosts and guests
	c) Frequent encounters with visitors	c) Tourism's encroachment on local way of life
		d) Deteriorating reputation of the destination

30. Please mention some other impacts and implications of tourism as per your perception on this community other than he mentioned above.

Positive: 1) ..... 2) ..... 3) ..... 4) .....

Negative: 1) ..... 2) ..... 3) ..... 4) .....

31. What are the main items of dealing with the tourists?

1) ..... 2) ..... 3) ..... 4) .....

32. Do you buy these items or you make them yourselves?

..... if you buy: for where .....

33. Please express your perception about the situation of art / craft / handwork / curios?

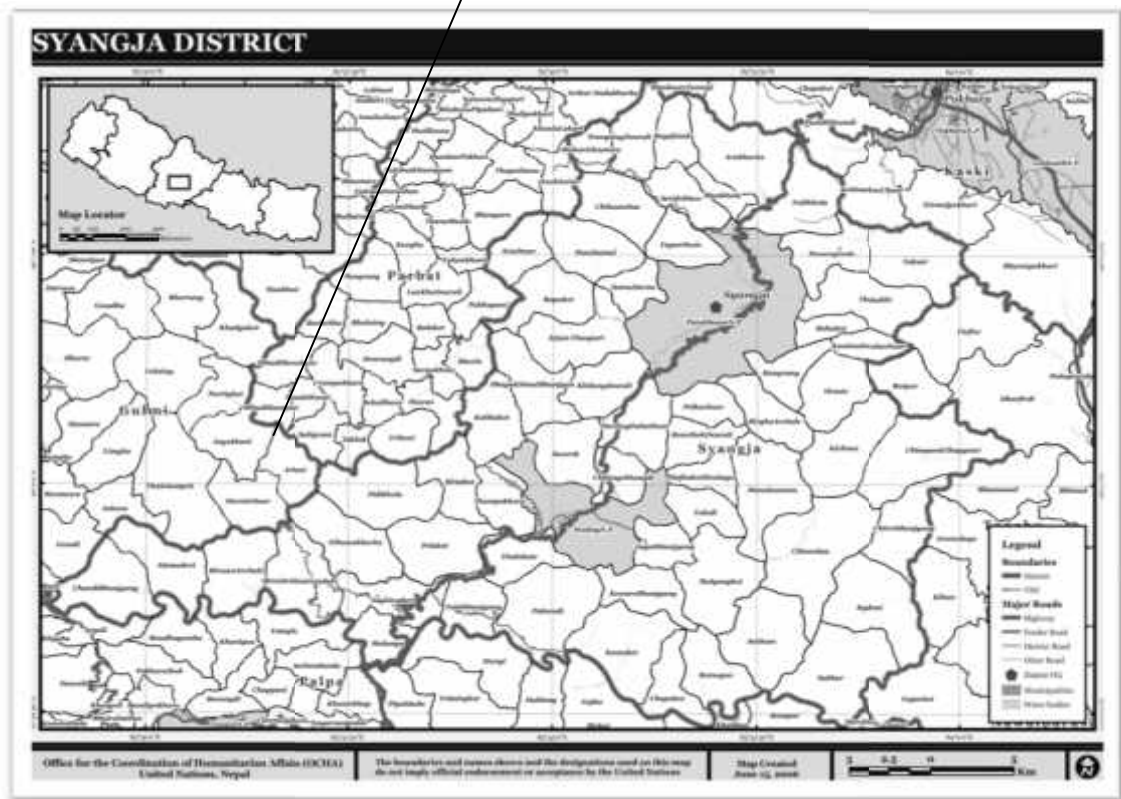
- a. Increase quality / standard
- b. Declined quality / standard
- c. High production
- d. Decrease production
- e. Increase price rate
- f. Decrease price rate
- g. Decline authenticity / originality
- h. Preservation of them
- i) Others .....

34. What are the impacts and implications of tourism over this professions / items in your opinion?

Positive: 1) ..... 2) ..... 3) ..... 4) .....

Negative: 1) ..... 2) ..... 3) ..... 4) .....

## APPENDIX-II



**Sirubari Village, Syangja – The study area**





**Welcome Programme to the Tourist in Sirubari**



**Cultural Program by the Mother's Group (Bouddha Aama Samuha- Sirubari)**

