

CHAPTER-I

INTRODUCTION

1.1 Background

Man is fascinated by travel and tourism from the early historical period. He always has had the urge to discover the unknown, to explore new and strange places, to seek changes of environment and to undergo new experiences. Travel to achieve these ends is not new, but tourism is of a relatively modern origin. Tourism is distinguishable by its mass character from the travel undertaken in the past. This is largely post WW II phenomenon (Ghosh, 2003:3).

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

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

In Nepal there are rich art treasures of the Kathmandu valley. Also there are immeasurable temples and stupas all over the country the countless terraced landscapes, the unspoiled mountains scenic beauty and happy and friendly people of various ethnic cultures have lured tourists to Nepal from all over the world. Natural and cultural heritages and adventures activities are common attractions of tourism in Nepal. Common source of attraction are also its diversity in cultural, natural and unique geographical pattern lives all over the country.

Nepal has also developed another aspect of eco-tourism in the form of rural tourism. These provide visitor chance to observed rural hamlets in habited by different ethnic groups with exotic cultures .visitor can stay typical Nepali village, eat delicious local food and drink, enjoy comfortable accommodations provided by host family and get to their culture , tradition first hand. NTB has proposed village like k, Sirubari Ghela Gaun, Ghandru, Ilam, Palpa, Bandipur, Tatopani and other places that have also been promoted as village tourism. In this context such a tradition rural village of Syangja district also carries a huge prospect for rural tourism.

Promoting rural tourism in Syangja district is possible from several perspectives. This might be taken as a model of rural tourism. The area is situated western part of Nepal and land of vibrant cultural heritages as well as enhancing natural beauty loving sightseeing. This district is covering 1164 sq kms the total area of nation. This district covers 0.79 percent out of whole national area. Syangja district is rich in natural and culture. Cultural and natural diversities are major tourism properties in that area. Through the rural tourism many tourism might be involved as their common destination. Lap of the Machhapuchere, Annapurna, Dhawlagiri and numerous eco-regions may help to regard the rural tourism. As a cultural heritage this region is home to a diverse range of ethnic group the Gurungs, Magars and Newars and their typical culture. The icons of the cultural heritage are monasteries, chhortants and temples too. Traditional farming practices are a way of life and festival of these people living in harmony serve to make the native culture vibrant. The richness of cultured heritages of Syangja district is reflected in both the Buddhist and Hindu communities.

To develop tourism as one of the prime sectors of Nepal's socio-economic activity and for its sustainable development, tourism has to be redefined as not

only “for the people” but largely as “by the people.” So tourism is one of the weapons for poverty alleviation and rural development in Nepal. In this scenario, a study entitled “Prospects and Constraints of Rural Tourism: A Study of Kolma VDC” was proposed.

1.2 Statement of The Problem

Now, Tourism has become one of the most important sectors of the Nepalese economy contributing to major sources of foreign currency earnings. It has also contributed to employment generation, upliftment of rural poverty and regional development of the country. In 2009 the total earnings from tourism sector was USD 377.172 million and its contribution to GDP was 2.16 percent. This sector has provided direct employment to 90 thousand people. Realizing this fact, Nepal Government has announced 2011 as Nepal Tourism Year (NTY) and to make it a success, the year 2011 is being celebrated with the theme “Together for Tourism.” The government has already taken initiatives by giving special priority to expand and extend the tourism industry across the nation. The government aims to increase the annual number of tourist arrivals to 2 million by 2020. The arrival of tourists in head counts in 2009 was 509,956. In comparison to 2008, the growth rate is 1.9 percent. The average length of stay of a tourist is 11.32 days. The purpose of visit of tourists to Nepal observed as holiday & pleasure, trekking & mountaineering, business, pilgrimage, official, convention/conference, rafting, and others. (Nepal Tourism Statistics 2009: GoN/Ministry of Tourism and Civil Aviation)

Tourism industry is a pioneer for economic development of Nepal but there still exist lots of problems. Coordination among various agencies is not in existence. There is also lack of awareness among majority of rural Nepalese people with positive aspects of tourism. Traditional rural area and related cultural pattern are major attractions for tourism which may bring benefits to those local communities. This VDC is situated in eastern part of Syangja district. Gurung, Magar Bramhan, Chettri, Bhujel, Damai, Kami, Newar

community are stay in kolam vdc. Ward no 1, 2, 3 and 4 are predominantly occupied by Magar community and other wards by Gurung community. In total, Kolma VDC is a land of indigenous group as they comprise more than sixty five percent of the population of this VDC. The Magar and Gurung community are rich in traditional culture. The Magar and Gurung people and their cultural traits such as fair and festival, religion and spiritual belief ritual, and custom, folk lore and dance food and drink, dress and ornaments, language and dialect, traditional way of life and traditional farming practices etc. can prove to be attractive matters for tourists.

The blends of cultural and natural heritage of Kolma can be significant tools to promote rural tourism which is grown phenomenon in Nepal. However, to date, Kolma has not been getting considerable attention from concerned ones in terms of promoting rural tourism. It is yet to get an identity of touristic destination like Sirubari, Syangja. This must have happened due to certain problems. Unless solved these problems rural tourism cannot be promoted as we expect. Therefore, this research revolved around answering the following research questions:

- i) What is the state of traditional indigenous culture of Kolmeli people?
- ii) What are the different factors favoring rural tourism in Kolma VDC?
- iii) Why is tourism needed to be promoted in Kolma VDC?
- iv) How do local people perceive tourism and rural tourism?
- v) How are different constraints hindering rural tourism promotion?

1.3 Research Objectives

The general objective of this study is to analyze the Prospects and Constraints of Rural Tourism in Kolma VDC. The specific objectives of this study are:

- (i) To analyze the traditional indigenous culture of people and other factors favoring rural tourism in Kolma.
- (ii) To analyze the existing constraints of rural tourism in and around the study area.

1.4 Definition of terms

Rural Tourism: Rural Tourism is a small-scale tourism where the local population gets income and work from the activity because of the possibility to exploit its own resources in the form of labor force knowledge skills, land, local machinery and building materials which offers vacationing opportunities not only to but to the less wealthy population segments as well.

1.5 Significance of the Study

Rural tourism carries a great prospect in a country like Nepal. In the last 10 years or more, rural tourism has gained a tremendous attraction. Due to its rich indigenouslyness, Kolma carries a great prospect for rural tourism. However, it is yet to receive the much needed momentum in this regard. This study has endeavored to highlight the reasons behind the vital lack of rural tourism promotion in a much prospective area. So it is expected that the agencies concerned with the rural tourism promotion would be benefited from the findings of this study.

However, most importantly, the immediate significance of this study was purely academic one of achieving M. A. Degree in Sociology. In addition to this, this study may have some applied significance too. It is expected that it would be able to provide local people, planner, tourist and other concerned agencies about the scope of rural tourism development, and the constraints that hinder the rural tourism promotion. The study has tried to show rural tourism is better activity to both tourists and local people. The local people would be benefited from created employment opportunities, increased income, etc. In one hand and in the other hand the tourists would take satisfaction and pleasure through observing local traditional way of life and housing pattern fair and festival custom and ritual religion and beliefs. Similarly that area might be a trek circuit to Millennium (which is the fastest developing trek at middle hill area for tourism). Since, no similar study have been taken place in this VDC so far, so this study is expected to become fruitful and base at local planning process of policy makers, planners, donor agencies and development planners.

1.6 Limitation of the Study

This was an academic research. Therefore, it was undertaken within boundary to certain time, budget, place as well as other resources. The present study was based on Kolma VDC in Syangja district. Similarly, the study had the following limitations:

- (i) This study was strictly limited to the Kolma VDC in general; ward Number 3, 4, 6, 7 and 8 particular considering their cultural richness.
- (ii) This research was primarily conducted for the partial fulfillment of the master's degree in Sociology.
- (iii) The findings of this study may not exactly be generalized in the other cases of rural tourism in Nepal; however, some inferences may be drawn.

1.7 Organization of the Study

This study is divided into seven chapters. First chapter introduces the background of the study, statement of the problem, objective, limitations and rational of the study along with the organization of the report. The second chapter overviews some theoretical approaches and reviews some of the previously accomplished researches and studies.

Similarly, the third chapter is about the research methods adopted in this study and the fourth chapter depicts a short description of the study area and selected background characteristics of the respondents. The fifth chapter is about the assets favoring rural tourism in Kolma, and sixth chapter explains local people's perception towards rural tourism and challenges of rural tourism in Kolma village and the last chapter presents the summary and conclusion made from this research.

CHAPTER-II

LITERATURE REVIEW

2.1 Theoretical Overview

2.1.1 Concept of Tourism

Man always becomes eager to see and know something new in his life. Because of his eagerness, he has started his journey and travels from place to place, such travelers are tourists (Regmi, 1991). Etymologically the words 'tour' is derived from the Latin word 'tornave' and Greak 'tomos' meaning lather circle, the movement around the central point of axis. Suffix 'ism' is defined as action. Most widely accepted but technical definition of the tourist was proposed by IUOTO in 1963 and approved by WTO states that tourists are temporary visitors staying at least 24 hours in country visited and the purpose of visit is classified under one of following heading: One leisure (recreation, holiday, health, study, religion and sport) and other business (family mission, meeting) (Kunwar, 2002).

Tourism is a human activity, which has proved important for all nations since it fosters international brotherhood and understanding. With the passage of time and increasing affluence, tourism is becoming more popular as well as important day by day throughout the world (Shrestha 2000). Tourism is anything which is designed for the pleasure and comfort of tourists. Tourists travel different places in order to satisfy their wants. To gain new knowledge and to explore new places are the main theme of traveling.

2.1.2 Rural Tourism

Village tourism / Rural tourism concept development in Nepal is a new agenda in travel and tourism industry institutionally propounded by Kathmandu Research Center. The concept is Nepal's own creativity and innovation exhausted from the Nepalese soil. Nepal's rural tourism can lead the global

truism village development to the whole world at largest extent. Nepal shed light on the new vision enlightening rural tourism industry meeting hand and with village and villagers. It is village tourism propagated on the fantastic model of new tourist's destinations in the country of villagers (Pradhanang, 2000; 2002; 2005). This concept about rural tourism or community based tourism has surged worldwide in the field of tourism at present. This has brought in the sustainable tourism (Devkota, 2060 B.S.).

Villages have been transformed in to model tourism in places where there were no traces of tourism activities earlier. These villages have undergone lots of changes in construction of physical infrastructure, employment for rural community, provision of income generating trainings and access to easy loan facilities to let the skills materialize (Mahat, 2005). Rural tourism has long played an important role in tourism and a wide range of outdoor leisure within the developed world. Rural areas are received variously; as untamed wilderness which can rekindle the human spirit (Shaw et. al, 2000). Community Based Rural Tourism (CBRT), a new concept and initiatives in the context of Nepal, has surged worldwide in the field of tourism at present (Nirula, 2004;2005). It has become a model of responsible tourism for community development (K. C. 2005b). This type of tourism not only trains the communities to enhance the capability but also have created environment to carry out income generating activities and created fund in local levels (Dangol, 2005).

It is slowly changing the livelihood of the people without losing their identity and culture (Adhikari, 2004b). It is important to lengthen tourists staying which becomes vital if the industry is to sustain (Gautam and Adhikari, 2005). Over 80% of the total area in Nepal is covered with villages and majority of rural populace are deprived of even the basic facilities like food, sanitation, health, and education. Due to high illiteracy cases and fewer opportunities for

entertaining income, many are doomed to lead a low standard and unhealthy life style. And this is exactly where rural tourism can step in (Shakya, 2005).

It has been seen as vehicle to drive through several economic activities. In this sense, we have immense opportunities and potential to develop local community. The village tourism plan aims to integrate the effectiveness of sound mobilization to alleviate poverty development. The village is a store house of nature and culture. The villagers should know their tourism products by which they can earn a lot of money (Pradhanang, 2000; 2002).

Rural tourism is the poor man's tourism (Kunwar, 1997). It holds an immense potential of raising the socio-economic standards of indigenous people and solves unemployment problems through development of tourism in Nepalese villages (Shakya, 2005; Pradhanang, 2060 BS). It was only 8th five year national plan when rural tourism was coined to be a major tool in combating poverty in rural areas. In 10th plan the government has extended its full support and commitments to capitalizing tourism as the vehicle for poverty alleviation. Significant steps have been taken towards identifying and promoting tourism potentials in rural areas over the years (Shakya, 2005). One of them is tourism, the new concept of rural tourism to promote agriculture as tourism.

One who is looking upon the world's best tourism or accommodation center should think about tourist village and village tourism can be real tourism industry as the top business activity in the world. Nepal in this circumstance, can lead the village tourism concept to the world. There is no longer a small world than a tourist village in Nepal. Nepal based village has its own special meaning and understanding (Pradhanang, 2000; 2002).

Village tourism such as Sirubari type of concept is to be encouraged throughout Nepal where almost every house has been converted into a hotel (Upadhyay,

2005). It has both prospects and problems. So, it is necessary to overcome the problems if the prospects are to change in reality. The first and foremost need is to prevail peace in the country (Gautam and Adhikari, 2005). It is a type of holiday based in principle on being housed on a farm and organized around activities connected with the farm (Kunwar, 1997).

2.1.3 Cultural Tourism

The concept of cultural tourism was emerged in 1970s. This form of tourism was recognized by UNESCO in 1976. A joint World Bank and UNESCO study in 1976 of the social and cultural impacts of tourism endorsed a gradualist approach to tourism development. The study emphasizes that this would be even more important in small countries (De Kadt 1979). A related implication, stated by de Kadt, is that social interests of host communities are probably better served by facilities that are similar in scale and widely dispersed, then by developments at a large scale. Cultural tourism by definition is 'a force of cultural preservation'. Smith (1989:2-3) defined cultural tourism as the "absorption by tourists of features resembling the vanishing life style of past societies observed through such phenomena as house styles, crafts, farming equipment and dress." Cultural aspects of tourism are considered to cover all those aspects of travel whereby people learn each other's ways of life and thought. Personal international contacts have always been an important way of spreading ideas about other cultures. Cultural tourism has been defined by Ritchie and Zins (1978-257) as an element in the attractiveness of tourism regions. They isolated twelve elements of culture which attract tourists to the particular destinations. (1) Handicrafts (2) Language (3) Traditions (4) Gastronomy (5) Art and Music, Concerts, Paintings and Sculpture (6) History (7) Work and Technology (8) Architecture (9) Religion (10) Educational System (11) Dress (12) Leisure Activities.

Similarly, Lea (1988) presents three major forms of culture, which attract visitors:

1. Forms of cultures, which are inanimate or which do not directly involve human activities. Tourist visiting places of unique architecture and art. Historical buildings, monuments, and purchasing traditional arts and crafts are notable example;
2. Forms of cultures, reflecting the normal daily life of destination. Visiting 'foreign' peoples to observe their social, economic and leisure activities in an attempt to understand their life style, ideologies and customs is common tourist motivation;
3. Forms of cultures, which are specially animated and may involve special events or depict historic or famous occurrences. Examples include musical festivals, carnivals, and festivals reflecting old traditions and behavior, reenactments of battles and displays of world machinery.

Cultural tourism draws on specific aspects of destination area, and concern has grown over the impact of tourism on local cultural environments. In this respect, the discussion of cultural tourism has largely focused on specific area, including remote regions of developed countries such as Lapland, Upland Wales and Switzerland (Grahn, 1991), and developing countries like Nepal, Thailand and Bali (Kaur and Singh 1990; Mackean 1976). Research emphasis on such areas may reflect a narrow view of the nature of indigenous culture and stereotyping of the 'native' (Cohen 1982). It is only recently that the literature began to widen the discussion to include aspects of culture and heritage in urban areas. For example, the "high culture" of major urban centers is a key attraction in city tourism. At the same time a significant tool of cultural tourism is a growing phenomenon of culture, or heritage interpretation. Gone are the days of the tour guide reciting his mantra of the names and the dates of each sight-to-see. Bored tourists, who have been dragged to the Tower of London,

the Tower of Pisa, The Eiffel Tower and endless towers, monuments are finally saying 'stop! where are the real people? where is the modern country?'"

Often, social and cultural aspects of the environment of a host area are seen as synonyms in the tourism literature. Alternatively, however, cultural attributes (and impacts) may be regarded as a sub-set of social conditions (e.g. Mathieson and Wall 1982), or the two may be viewed as covering separate sets of environmental attributes. The brief overview of tourism impacts which follows and adopts the terms 'culture' and 'culture' in abroad sense to encompass many 'social' impacts (such as the position of women, moral, conduct, prostitution and crime) have been the subject of social/cultural discussion in the tourism literature.

Equally important are planning and developing tourism to conserve and area's cultural heritage. Archeological and historical places, distinctive architectural styles, social dance, music, drama, ceremonies, arts and crafts, dress, customs and value systems all comprise the culture of an area. This cultural heritage offers attraction for tourists and can either be selectively conserved and enhanced by tourism or degraded by it, depending on how tourism is involved and managed. The most essential is thing in any type of development is maintaining of the unique sense of historic, cultural and community identity. The cultural events, museum, monuments, historic places, shopping, entertainment and conference and convention facilities of urban areas can attract large number of tourists.

The existing infrastructure may have sufficient carrying capacity for visitor or the capacity can be expanded as needed in ways that also benefit the local population. However, the influx of too many tourists can lead to congestion, pollution and reduced access to amenities, Indonesia is an example of having a balanced approach of tourism planning. While promoting cultural tourism in

Indonesia particularly in Bali, the approach as one planner indicated, did not rely solely on an economic perspective. Because the Balinese cosmology is rooted in the concept that stability within the change of the Balinese culture is resilient. It has the ability to respond to and adapt to change while maintaining essential values. Therefore, the successful approach acknowledges this cosmology by working with (rather than against) the human to god relationship of the culture and religion and the human to nature relationships of nature. The tourists come to see the glories of the past and to enjoy the beauties of the present. The more perfectly preserved the monuments, the more vital the living things.

2.1.2 Tourism in Nepalese and Global Context

Nepal has wider prospect in promoting tourism because it is probably one of the most fascinating and beautiful country in the world. It is no doubt, that there is a great scope of developing tourism in Nepal (Ranjit, 1984).

Tourism industry is regular and fastest growing industry last 60 years. 93.5 Billion Tourist in the World tourism market. Current situation, 57.7 percent of total tourist in Europe 0.9 percent South Asia and 0.08 percent tourists are attracted in Nepal. Tourism industry has taken 8.1 percent of total foreign exchange and 44.5 percent of total foreign export. In the term of international standard if the country has more than 10 percent contribution from tourism industry to the total foreign income, the country is called tourism country. Nepal is a tourism country. (Shrestha, 2011)

In this modern world, tourism industry has been growing at an outstanding rate and it has appeared as the world's largest and greatest export industry. Following the advanced development of science, information and technology, the world from some years new has been global village. The basic information of the particular places through internet and electric Medias such as television

and radio and the easy access with speeding transportation, the human desire of traveling across has been increased more than ever in this country has been the fastest growing industry of the world. Tourism has been regarded as the world's biggest industry with the turnover as large as that of the oil industry. Many nations with tourism potential have made heavy investments in this sector.

There is a wider prospect of developing village tourism because all villages have something new and unique to offer tourists. At the time, when the world is converging into global village, the impervious culture added by unique geographical location, altitudinal variation and rich biodiversity can offer unique experience for tourists who come to see adventure in Himalayan Kingdom of Nepal. Thus, we can develop model eco-tourism, which would ultimately benefit the local people (Gautam and Adhikari, 2005).

The dismaying scenario raises the question that why the influx of tourists is so low in spite of lots of prospects? A couple of facts are responsible behind such question, first being deteriorating security situation in the country. The warring forces in the name of insurgency and counter insurgency threaten people's lives and they feel insecure even inside the four wall. The rural areas of Nepal are mostly affected by such activities. It is impossible to attract an outsider when the locals are feeling from their homelands for security reasons. The next problem faced by the tourism industry is lack of publicity and marketing. Lack of publicity of marketing often makes the tourists destinations ignored and neglected. Many places of historic, archaeological and religious importance are on the verge of extinction due to lack of publicity and marketing (Gautam and Adhikari 2005). Sanitation and hygiene are the major problems facing by tourists (Ranjit, 1984).

Tourism not only brings economic prosperity, but also damage natural and cultural environment and influences social fabric of the host area. Non-regulated tourism endangers and depletes the vary natural resources and attributes that attract tourist in the first place (Shrestha 2000).

Tourism is instrumental in the economy of Nepal in the process of regional development of an economically backward region which has insufficient resources for development of agriculture and industrial sector. Nepal has immense potential for tourism development as it is full of places that attracts tourist throughout the globe. There is only one Everest and Lumbini in this world which are unique products of tourism. So a landlocked, mountainous and poorly resource based economy, like Nepal can be benefited from the development of tourism. Tourism is significant form the viewpoint of butter and bread in this beautiful Himalayan country besides including other activities of the economy .Therefore, tourism sector plays significant role in this Himalayan kingdom.

We have not accomplished sufficiently for developing necessary infrastructure in the country in the past but we have developed infrastructure to certain extant at present. We have 14.30 percent of Nepal's land (20,272sq km) under national parks which is very important infrastructure for potential tourism development. Thus, we can sell our environmental strength as a tourism product. It is in this context that the objective of the present exercise has been to create a vision of Nepal's development based on tourism development. We are yet to create a vision of Nepal's development based on tourism development. Time and again we might have talked about tourism master plan, tourism action plan, tourism promotion scheme and tourism strategy schedule but they all have been short term oriented or sectoral exercise rather than using tourism as a leading sector to play a major role in total Socio-economic development of the country.

Tourism is an ancient phenomenon. At present tourism is recognized as one of the chief industry throughout the world. Every country tries to get benefit from tourism. In many countries, it is one of the major sources of foreign exchange and employment. Beside this, tourism has also encouraged the growth of an international society of social and cultural attributes to much extent.

Modern transportation and communication system have narrowed down the world. The curiosity about distant land and cultural, enjoying leisure and luxury in different places, exploring and enjoying the natural beauty, pilgrimage, education, business trips, excursion and seminars are the motives behind traveling from one country to another. Tourism is an industry based on human motives. Over last two decades, tourism has grown to become the biggest and fastest growing industries in Nepal. Nepal is known all over the world as the Himalayan kingdom. The existence and viability of multiethnic and multicultural communities are the major cultural tourism attractions.

2.2 Review of Previous Literatures

To make more relevant and to add input in this study some of the useful literatures were reviewed. The following section presents the review of previous literatures.

Bhatia (1991) writes: Nevertheless, the first appearance of tourism in the world had a cultural motivation, and tourism has always stood as a unique vehicle for the cultural propagation that is necessary to a deeper understanding of peoples. Tourism, with its basic element of movement, stands for the possibility of communication between differing civilianization and it has always been an essential medium for broadening the limits of human knowledge. From the very early times, a main spring of the urge to travel has been that based on cultural interest. Even today, we can witness large number of people traveling

to foreign countries to become acquainted with the uses and customs, to visit the museums and to admire works of arts. Every type of civilization, from the most sophisticated and advanced to the most primitive, is a source of attraction and curiosity for mankind.

Shrestha (1993) summarized that when tourists temporarily visit on destination are their physical presence, expenditure and use of local resources can cause several desired and undesired impacts on host environment. These impacts result from a complex process of interchange between tourist's host communities and destination environment. As whole the impacts of tourism can be classified into: i) socio-cultural ii) economic iii) physical.

Herbert(1995), provides as many question and answers concerning the phenomenon of heritage tourism, he referred heritage in deferent senses, like business, cultural components historical reality, formal education, informal education and national identity as well as in political sense. As title suggests this book is concerned with the development of heritage as attraction for visitors and tourist and with the impacts upon the localities within they are placed.

Nash (1996) carried out the study of tourism from anthropological perspectives, which have provided the basics frame work for anthropologist to approach this multifarious subject. First, that involves social contact between people from different cultures or sub-cultures. Second, the social relationship has consequences for the individual and their cultures or sub-cultures. Third, the more or less autonomous groups involved in tourism transaction may be seen to be producing cultures in which tourism plays apart.

Bantawa (1997) prepared a dissertation on cultural tourism, An Anthropological perspectives. According to her tourists were found to be

worried about political and social disturbances. Also international disturbances affect Nepal tourism Tourists to some extent have had opportunity to enjoy the fascinating and exciting activities such as festivals, food and funfair, stick dances performances, faith healing performances, and lama drumming in full moon, funeral rites and weeding. Although she has worked under theme of cultural tourism, she has mentioned anything about the concept of cultural tourism in her thesis.

Satyal (1999) focuses only the general information about the tourism and tourism condition in Nepal. He tried to identify the impacts of tourism in the society and cultures, but it is not sufficient for readers as well as the student of tourism. His special is attention to international tourist's organization. And, how the tourism industry organized worldwide and how Nepal fits into this larger picture.

Mitchell (2000) gave his view about Bhaktapur, published in the heritage tourist magazine as one of the most intact of south Asian cities from the medieval period and the anchor of an important Trans-Himalayan caravan route which was the seat of Nepali royalty until 1769A.D. The perfectly preserved majestic places of former malla rulers, Hindu temples, Buddhist monasteries and seized ponds, art fully carved community stone spots and quaint streets constituted an unparallel historic urban assemblage. Most of the peoples in around this historic city are Newars, who have retained their generation-old traditions of art, culture and craftsmanship in their colourful festivals, pottery, woodcarving and others crafts.

Sharma (2000) has provided various case studies of tourism as development in Himalayan region. First chapters includes, mountains, tourism and development, Second chapters, resources extraction for revenue, and Third chapters problems of tourism and common property resources in Phewa lake

and linking high value tourism with local development in upper mustang has been beneficial in analyzing the prospects, challenges related socio-cultural and socio-economic aspects of rural development in Nepal.

Modi (2001) studied socio-cultural impact of tourism in India. As a prospect of India she, has written the historical evolution and development of the tourism in the world and India. In this chapter she explained the different stages of the tourism evolution which help to get knowledge of the tourism evolution. This is necessary for the student of the tourism. Another chapter, socio-cultural impact of tourism explained the tourism and cultural change, effects on culture tourism and material forms of culture, the renaissance of the traditional art forms, tourism and non-material forms of culture, culture arrogance and commoditization of tourism. Her study focuses on the impacts of tourism in the developing country. As Nepal is also developing country several cases from the book could be generalized in the context of Bungmati.

Kunwar (2002) used the analytical perspectives for better understanding the complexity of culture dynamics involved in motivating tourism and the encounter between host and guest, in this book, provides the answers to the questions like what causes of tourism. Are there different kinds of tourism and tourist and what are they? Another chapter focuses on the impacts of tourism. These books examined the cultural aspects of Sauraha as well as the changes undergone in the arts and crafts, customs traditions and their life way as a whole. These book also help us to the culture motivating factor to influences the tourist to visits the destination, it also examined the host and guest relationships.

Gunn and Var (2002) has published a book providing decision makers and planners with guidelines and insight into basics tourism and planning concepts with international, regional, destination and site related case studies. It has

emphasised on the need for balance between tourism and ecological sustainability when planning all aspects of tourist based on the interests of all stake holders concerned. This book has two parts (the basics concepts and tourism planning) and is valuable standard text for all readers, scholars, researchers and tourism sector planners.

Ghosh (2003) has covered all the important areas of tourism .which is useful for beginners on the subjects and the students of tourism. It has defined all the basics terms related to tourism and covers almost all the matters related to tourist and tourism. Since the book seems oriented for Indian colleges students it so more focused on Indian context

In his research study “Socio-cultural Impacts of Tourism on Host Community: A Case of Pokhara and its Vicinity”, Sharma (2005) investigated, reviewed and assessed the implications of tourism on host community from socio-cultural dimension. Considering the intensity of tourists-hosts interactions and encounters, Lakeside catchment area of Pokhara and the settlement around the Tower of Sarangkot, Kaski were selected in this work as the study areas where most of the residents depend, directly or indirectly, on tourism as their major source of income. The study has revealed that the development of tourism is like double-edged sword. On the one hand, it appears as an economic redeemer while on the other, it rolls up as a strong agent of socio-cultural diffusion, acculturation and assimilation. Its prosperity and growth may be symbiotic in relation to the visitors and visited. In certain conceptions, this service-oriented industry is the foundation of the economic, social, cultural, technological and even human environs, while in most others it is a paramount insignia of change and alterations; the growth of it as a tumor. Nepal has been an ideal place to visit for a variety of visitors from the backpackers to the researchers. These varieties of tourists not only bring money, they also carry an explicitly discernible and demonstrable life-style along with them. He concludes that

their outfits, food habits and entertaining style all bring some novelty and distinctiveness to the area of their visit. Thus the effect of tourism might appear in a various forms and guises.

In his study, “Impacts of Conflict on Tourism Industry: A Case of Fewa-Lakeside, Pokhara”, Baral (2005) found that the tourism industry is severely affected by the conflict in the country. The number of tourist was found to be smoothly increasing till 1999 but after 1999, the number started declining. The major cause behind it is the feeling of insecurity among tourists due to the conflict. The Chakka Jam, Nepal Bands, Strikes, donation, threatening, violence and cross-firing etc. are significant for affecting it. The situation has not only decreased the number of tourist, but whole tourism industry is affected by that. Many business spots were already closed, and some on the way towards that. Many individuals have already lost their jobs. With loss of peace and harmony, many social crimes and abuses are also increasing. Many people are found to manage their expenditures with the income else than the existing business. The International Medias advertise Nepal negatively. As a result of negative publicity, the number of tourists visiting Nepal is continuously declining. Thus, tourism industry of Nepal and Pokhara is adversely affected by the present conflict. After resolution of the conflict, it is hoped that Nepal's tourism industry will be promoted, which will be the positive change brought by conflict. The symptoms are being seen.

The reviewed literatures mentioned above have helped a great deal for this study. This study is quite relevant as well, since the growing industries of tourism in our country need to be well organized and they need proper guidelines. Tourism, very potential industry, which can solve the problem of unemployment of the greater extent to contribute a lot in earning foreign exchange, also need development of its infrastructure and should seek for sustainable development.

CHAPTER-III

RESEARCH METHODOLOGY

3.1 Rationale for the Selection of the Study Site

This study was undertaken in Kolma VDC, a potential rural tourism place, which is situated in eastern part of Syangja district at Gandaki Zone. It covers the 12 sq km total land of nation. It is a land of indigenous group, the Gurung and Magar community. This VDC lies a height of 1566 m from the sea level. More than forty five percent people are of Magar community and more than twenty two percent people are of Gurung community in this VDC. This VDC is in the trek circuit route of Millennium.

Rural Tourism is a means of sustainable tourism development. It requires tourist's staying in or near village, often traditional village in remote area and learning about the village way of life. This kind of tourism involves provision of local style accommodation, locally produced food items on tourist means and the organization of tourist participation in village activities. Kolma VDC is also important from this point of view, however, it is necessary to identify and analyze problems and prospects of rural tourism in this VDC. Similarly, the other reason to select the study area is that the researcher is the native person of this VDC. Only ward number 3, 4, 6, 7, and 8 are selected as the study area because these wards are the main places of tourist and visitors to visit and transit frequently in this VDC.

3.2 Research Design

The major focal point of this study was to analyze the problems and prospects of rural tourism in Kolma VDC. It also focused to analyze the potential destinations of rural tourism, to highlight the traditional culture of indigenous people and benefit to the local people through rural tourism, to identify the

existing problems of rural tourism in and around the study area. Thus, considering this fact, the study employed both exploratory as well as descriptive research designs.

3.3 Universe and Sampling Procedure

There are 488 households in this VDC. The study was undertaken in ward Number 3, 4, 6, 7, and 8 only which contain 301 households. Thus the universe of this study was the 301 households. Among the total 301 households, only 102 households were sampled as informants by following stratified sampling with a caste/ethnic group forming a stratum. The unit of the analysis was the households.

3.4 Nature and Source of Data

The study was mainly based on primary information. The primary data collection method is very important which provides fresh information. The primary data were collected during the field work. The primary data were both qualitative as well as quantitative. Some secondary data were collected from the different sources as per the need. Source of secondary data reference were taking from published and unpublished works, document and reports and article and journals for present study.

3.5 Tools of Data Collection

Research is very serious work, so data become important information. Data are basic complements of study. The study adopted both primary and secondary or contextual and textual data collection method they are:

3.5.1 Observation

To meet the objectives of the study, researcher was involved in observing various aspects of rural tourism in Kolma. Using this technique, assets for rural tourism in Kolma were observed and noted.

3.5.2 Interview Schedule

The set of Interview Schedule was prepared intending to capture of tourism products and the perception of local people towards the rural tourism. The semi-structured questions were prepared and finalized through discussions with various stake holders. The questions were pre- tested in non-sampled area for its proper designed. Information was acquired about subject matter and its existing problem of the area.

3.5.3 Focus group discussion

Some of the important qualitative data were gather through focus group discussion. This information was helpful to triangulate quantitative information. Focus group participants were the various stakeholders such as social worker, tourism business person, youth club leaders, mother group leaders, etc. A checklist was prepared and finalized by the help of supervisor and stake holders.

3.5.4 Key informant interview

For getting more insights on the study and for collecting more important qualitative data, key informant interview with various stake holders was carried out. This information was helpful to triangulate quantitative information. For the key informant interview, a checklist was prepared and finalized by the help of supervisor and stake holders.

3.6 Method of Data analysis and presentation

The primary and secondary collection data were coded, edited, tabulated, and analysis in appropriate format. Quantitative data were analyzed using SPSS program in computer. The quantitative collected data of the study were analyzed and verified comparing with the information obtained from other source. For analysis, some basis statistical tools like frequency and percentage distribution have been used. Apart from this map, tables, chart, diagrams, figures, have also been used. Data analysis was done in close supervision of the advisor. Descriptive method was used for the quantitative data.

CHAPTER IV

THE STUDY AREA AND THE RESPONDENTS AT A GLANCE

4.1 Study Area at a Glance

4.1.1 Physical Setting of Kolma Baraha Chaur VDC

4.1.1.1 Location

Kolma Baraha Chour VDC is situated at the eastern part of Syangja district. It has covered an area of 12 sq kms. This VDC lies 1556 m high from the sea level. It is located 28⁰3” and 28⁰12” north latitudes and 83⁰55” and 83⁰56” east longitudes. Politically, this VDC lies in election constituency no 1 of Syangja district. It is about 12 km far from Putalibazar Municipality; the headquarter of Syangja district due east. It is bordered with Raipur VDC of Tanahun District in the east, Bahakot VDC of Syangja and Firfire VDC of Tanahun in the north, and Oraste VDC and Kichnas VDC of Syangja in the south.

4.1.1.2 Altitude, Landscape and Climate

This VDC is located at an altitude of 1566 meters from the sea level. It is rich in natural beauty. Many parts of Parvat, Tanahun, and Kaski districts can be observed from its hill station called Kolmadanda. Annapurna, Dhaulagiri, Machhapuchre, Nillgiri and other mountains can also be observed from this Kolma Baraha Chour VDC. The vast majority of the landform of this VDC is sloppy. Since it is a VDC of a hilly district, its climate is of sub-tropical type.

4.1.2 Social and Cultural Setting

4.1.2.1 Caste/Ethnic Composition and Population

From socio-cultural point of view, people of various caste/ethnic groups like Gurungs, Magars, Bhujels, Barmahan, Newars, Chhetris and Dalit groups live in this VDC. There are 39.4% Magar people, 27.4% Gurung People and 22%

Dalit communities are living in this VDC according to the VDC Profile (2067/68). The following table presents the population status of Kolma Barahachaur VDC.

Table: 4.1

Population of Kolma Baraha Chour VDC

Ward No	1	2	3	4	5	6	7	8	9	Total
No of Settlements	1	1	1	1	3	3	4	2	3	19
No of House	23	37	52	66	31	78	59	72	41	459
Total Population	144	286	338	390	177	375	338	284	214	2546

Source: VDC Profile, 2067/068

Out of its nine wards, ward number 1, 2, 3 and 4 is chiefly inhabited by Magar community and other wards by Gurungs. Gurungs and Magars communities are rich in traditional culture. The Gurungs and Magars people and their culture such as fair and festival , religion and spiritual belief, ritual, and custom, folk lore and dance, food and drinks, dress and ornaments, languages and dialect, traditional way of life and traditional farming practices etc. are attractive matters for tourists. Especially Gurungs and Magars cultures and its natural beauty are the major components of rural tourism development in this VDC. Rituals, fair and festivals of this VDC are very famous in Syangja district.

4.1.2.2 Religion and Festivals

From religious point of view, people of this VDC predominantly follow Hinduism and Buddhism. Therefore, people observe both Hindu and Buddhist festivals like Dashain, Tihar, Buddha Purnima, Lhoshar, Teej and others.

4.1.2.3 Main Settlements

Like other VDCs of our country, Kolma is also politically divided into nine wards. These nine wards include a number of settlement areas. Out of these, the major settlement areas are Namche, Kalkhu, Kalsyangdi, Kolmadanda,

Barahachaur, Naudanda, Gairithok, Pokharichhap, Sanahi Barahakhola, Kewarepani, etc.

4.2 Selected Demographic Characteristics of the Respondents

4.2.1 Distribution of Respondents by Age Group

Age is an important demographic variable. The respondents of this study belonged to different age categories. The following table presents the age group wise distribution of the respondents:

Table 4.2
Distribution of Respondents by Age Group

Age Group	Number	Percent
below 25	24	23.5
25-35	11	10.8
35-45	19	18.6
45-55	20	19.6
above 55	25	24.5
Not willing to tell	3	2.9
Total	102	100.0

Source: Field Survey, 2012

The table above shows that 102 respondents of this study were distributed in various age categories. From the age group below 25 years, there were 23.5 percent of the respondents, while 10.8 percent belonged to 25-35 years age group. Likewise, from age group 35-45, there were 18.6 percent of the respondents, from 45-55 years age group, there were 19.6 percent of them and 24.5 percent of them were from the age group of above 55 years.

4.2.2 Distribution of Respondents by Sex

Like age, sex is another important demographic variable. The table and figure given below show the sex composition of respondents of this research:

Table 4.3
Distribution of Respondents by Sex

Sex	Number	Percent
Male	33	32.4
Female	69	67.6
Total	102	100.0

Source: Field Survey, 2012

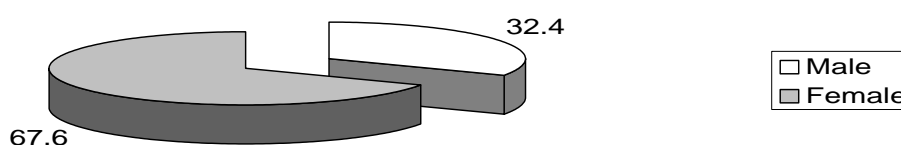


Fig 4.1 Distribution of Respondents by Sex

The table and figure above show that majority of the respondents i.e. 67.6 percent were female and rest 32.4 percent were males. Since most of the household males are away from houses largely for employment, this was the main reason behind such majority of females in respondents.

4.2.3 Distribution of Respondents by Educational Qualification

Educational qualification is another important variable in social and cultural researches. It can determine the level of knowledge and awareness among people. The following table presents the educational qualification of the respondents of this research:

Table 4.4
Distribution of Respondents by Educational Qualification

Educational Qualification	Number	Percent
Literate Only	78	76.5
SLC passed	12	11.8
+2/PCL	4	3.9
Bachelor or Above	2	2.0
Illiterate	6	5.9
Total	102	100.0

Source: Field Survey, 2012

The table above indicates that a large majority of the respondents i.e. 76.5 percent were just literate, while 11.8 percent were SLC passed and 3.9 percent of them were +2/PCL passed. Similarly, 2 percent were Bachelor Level passed and 5.9 percent were illiterate. This educational status clearly coheres to the age group of the respondents.

4.2.4 Distribution of Respondents by Religion

In this study, religious affiliation of the respondents was also taken into account, which has been presented in the table given below:

Table 4.5
Distribution of Respondents by Religion

Religion	Number	Percent
Hindu	75	73.5
Bouddha	15	14.7
Hindu-Bouddha	10	9.8
Others	1	1.0
Not answered	1	1.0
Total	102	100.0

Source: Field Survey, 2012

As divulged by table above, about three-fourth i.e. 73.5 percent of the respondents said that they are Hindu, whereas 14.7 percent revealed that they are Buddhists and interestingly 9.8 percent of them said that they are both Hindu and Buddhists.

4.2.5 Distribution of Respondents by Caste/Ethnicity

Caste/ethnicity is another important demographic indicator. Thus, the caste/ethnicity of the respondents was also taken into account. The table and figure given below demonstrate the caste/ethnicity of the respondents:

Table 4.6

Distribution of Respondents by Caste/Ethnicity

Caste/Ethnicity	Number	Percent
Gurung	24	23.5
Magar	34	33.3
Dalits	33	32.3
Others	11	10.8
Total	102	100.0

Source: Field Survey, 2012

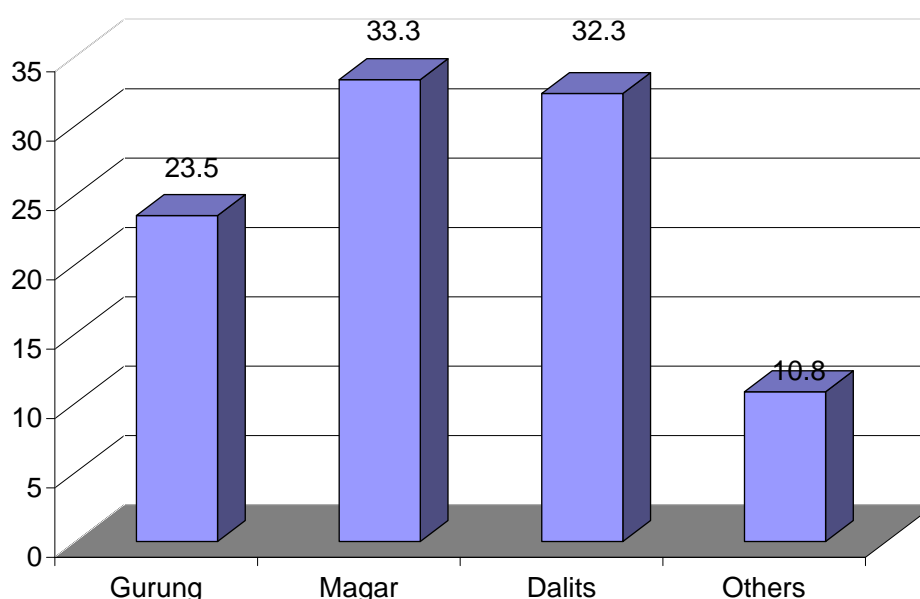


Fig 4.2 Distribution of Respondents by Caste/Ethnicity

The table and figure presented above show the caste/ethnic affiliation of the respondents. Out of a total of 102 respondents, 23.5 percent respondents were Gurung, 33.3 percent were Magars and 32.3 percent were Dalits. Likewise, 10.8 percent were the people of other caste/ethnic groups, which include Brahmin, Chhetri, Bhujel, Giri, etc.

4.2.6 Distribution of Respondents by Family Type

Family type of the respondents was also given due importance while collecting their demographic characteristics. The following table and figure demonstrate the family type of the respondents:

Table 4.7

Distribution of Respondents by Type of Family

Type of Family	Number	Percent
Nuclear	61	59.8
Joint	41	40.2
Total	102	100.0

Source: Field Survey, 2012

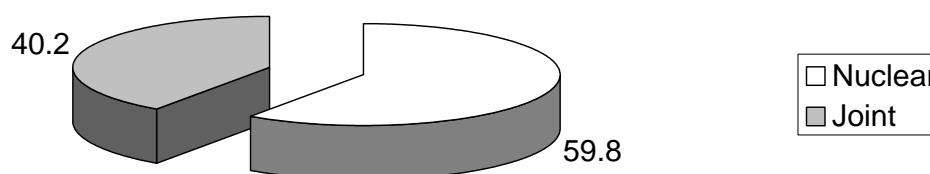


Figure 4.1: Distribution of Respondents by Type of Family

Above table and figure are indicative of the family type of the respondents. As shown by them, more i.e. 59.8 percent of the respondents were living in a nuclear family and the rest 40.2 percent were living in a joint family. As the respondents reveal the number of joint families is gradually decreasing year after year.

4.2.7 Distribution of Respondents by Family Size

After knowing their family type, the respondents were further asked about the size of their families. National data have continuously been indicating that average household size of the respondents is gradually decreasing. Here comparable data were not found; however the present family size has been recorded, which has been given below:

Table 4.8
Distribution of Respondents by Family Size

Family size	Number	Percent
4 or less	40	39.2
5-7	44	43.1
8 and above	18	17.7
Total	102	100.0

Source: Field Survey, 2012

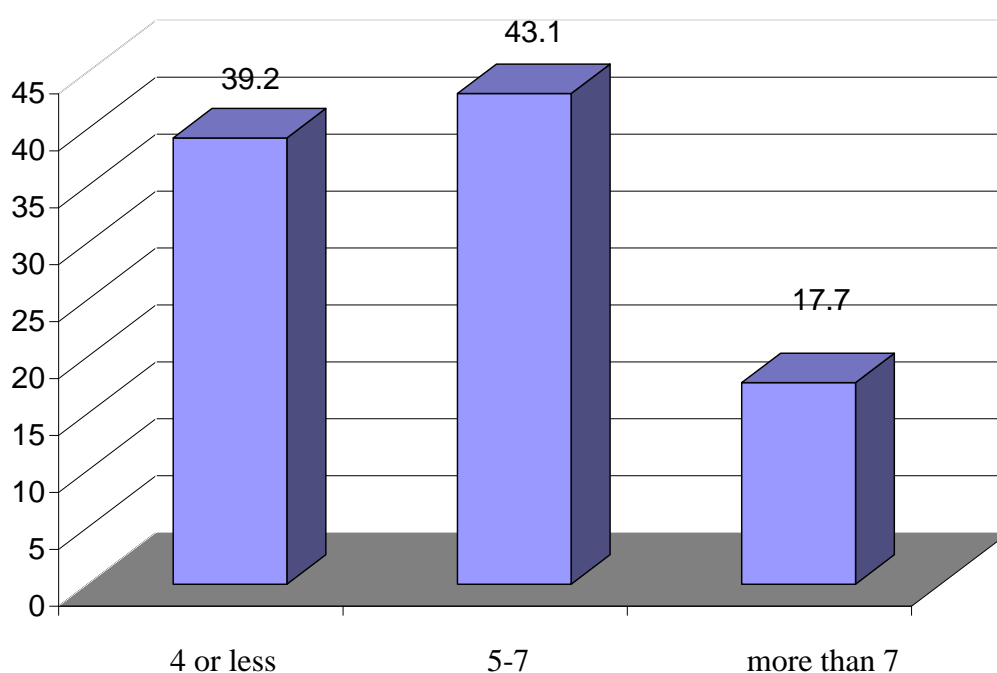


Figure 4.2 : Distribution of Respondents by Family Size

As revealed by above table and figure, most 43.1 percent of the respondents had 5-7 members in their family, 39.2 percent had 4 or less members and 17.7 had more than 7 members. The families with members more than 5 can be considered bigger one in the changed context or world, so it would be fair to argue that most of the families of Kolma Baraha Chaur VDC are relatively bigger ones.

4.2.8 Distribution of Respondents by Occupation

Occupation is important demographic information like age, sex, caste, etc. It is responsible for determining the income of people. More importantly, in a

society like ours, it also plays important role to reflect and represent people’s social status and position in the social hierarchy. The following table and figure show data about this:

Table 4.9
Distribution of Respondents by Occupation

Occupation	Number	Percent
Service	8	7.8
Trade/business	10	9.8
Wage laboring	4	3.9
Farming	72	70.6
Others	6	5.9
Unanswered	2	2.0
Total	102	100.0

Source: Field Survey, 2012

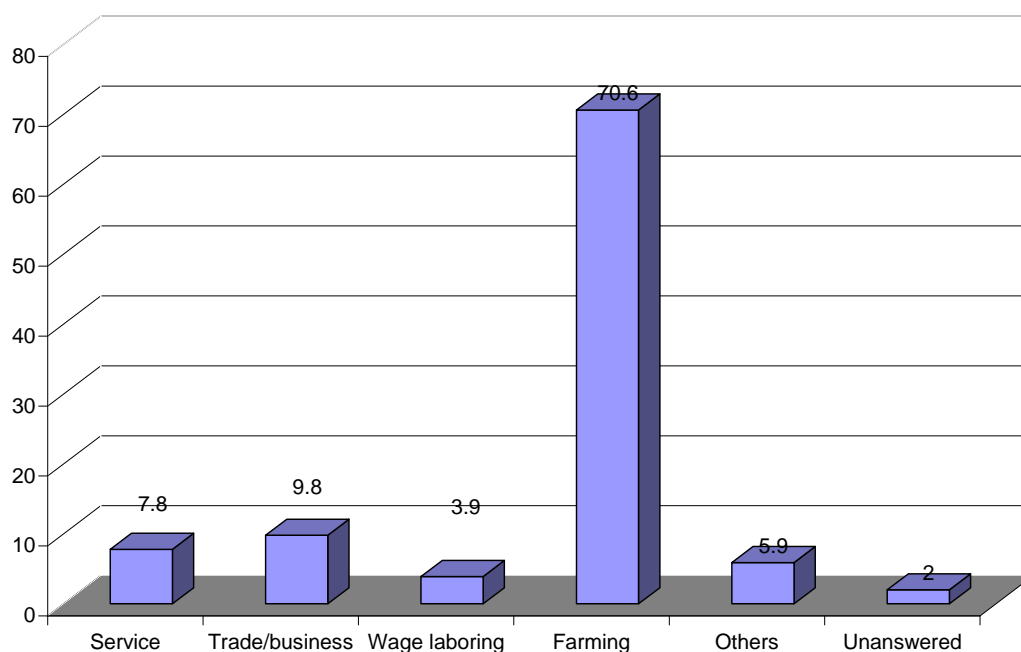


Figure 4.3 : Distribution of Respondents by Occupation

As revealed by the table and figure above, most of the respondents’ i.e. 70.6 percent had farming as their main occupation in their words and the remaining

29.4 percent respondents revealed occupations like service, trading/business, wage laboring, and others as their premier occupation.

4.2.9 Distribution of Respondents by Income and its Source

Income is an important factor that decides the position of a person in the social hierarchy. It has been one of the important bases for social stratification. Table 4.9 has already shown the main occupation of the respondents. There most of the respondents had furnished the popular answer farming as their main occupation. This encouraged the researcher to inquire further about their main income source. This was necessary to understand the correctness of respondents' answers. The results obtained from this inquiry have been shown in the table given below:

Table 4.10
Distribution of Respondents by Sources of Income

Sources of Income	Number	Percent
Service	7	6.9
Trade/business	11	10.8
Wage laboring	4	3.9
Farming	33	32.4
Pension	33	32.4
Foreign employment	14	13.7
Total	102	100.0

Source: Field Survey, 2012

As the table above depicts that each 32.4 percent of the respondents had farming and pension as their chief income source, whereas for 13.7 percent respondents' households the main income source was foreign employment and 10.8 percent has trade/business as their main income source. Likewise, 6.9 percent had service as their main income source and for 3.9 percent, it was wage laboring. Clearly, the diversity of income source is indicated by the data.

After discovering people's main source of income, attempts were made to find out the tentative monthly average income of the respondents.

Table 4.11
Distribution of Respondents by Average Monthly Income

Average Monthly Income		From Agriculture	From Non-Agro Sources
Below Rs. 5000	Number	7	12
	Percent	6.9	11.8
Rs. 5000-10000	Number	13	26
	Percent	12.7	25.5
Rs. 10000-20000	Number	57	54
	Percent	55.9	52.9
Rs. 20000-30000	Number	24	9
	Percent	23.5	8.8

Source: Field Survey, 2012

Table 4.11 reveals that the average monthly income of the respondents from both agricultural and non-agricultural sources ran from Rs. 5000- Rs. 30000. For most households i.e. 55.9 percent (agriculture) and for 52.9 percent (non-agriculture) Rs. 10000- Rs. 15000 was the premium monthly income level.

CHAPTER V

ASSETS FAVORING RURAL TOURISM IN KOLMA

This chapter presents the traditional and indigenous culture of Kolma Baraha Chour and other factors that may help promote rural tourism there. At any place, the rural tourism is built around such culture or such culture serves as the main asset for rural tourism. The study of culture of Kolma Baraha Chour could have been done in a more general ways. However, the researcher followed more specific way by selecting representative households as samples and exploring the state of traditional and indigenous in each of the sampled households.

Since, Gurung and Magar form more than a half population of Kolma Baraha Chour VDC, in the first part of this chapter, the indigenous cultural of Gurung and Magar communities have been explained considering them as the most important aspects for rural tourism promotion. After that, the state of traditional indigenous culture in each of the sampled households has been described and analyzed.

5.1 The Gurung and Magar Cultural Heritages

Western regional of Nepal is the origin of Gurung and Magar people. Syangja district is also a Gurung and Magar people's settlement area. And the Kolma Baraha chour VDC is the Magar and Gurung people dominant villages. Magar and Gurung community is the rich in traditional cultural among ethnic group people. There are three wards of Magar community in Kolma Baraha Chour VDC, viz. ward no. 2, 3 and 4. And other 6 wards are major hold Gurung community. All those villages are rich in cultural heritages of their own. Magar and Gurung community has their own separate culture, rituals, customs, and tradition as well. Those all types of culture, rituals, customs, and tradition of Magar Gurung people can be easily observed in this Kolma Baraha Chour

VDC. The Gurung culture can be the base of rural tourism development in Kolma Baraha Chour VDC. Magar and Gurung people are different than other people. They have separate languages, separate dialect, different types of ornaments and dress, and food and drinks etc. Those all system can be the observable matters for tourists.

Gurung people has their own indigenous knowledge, like making carpet , making wine, ,Bhangra bunne, Jaad banune, etc. most of the Gurung people are doing occupationally these types of jobs. Other hands Gurung and Magar people join in army like as British, Indian and Nepal army. It is the main income source of their. They have separate culture at the time of birth, wedding, death and other religious days as well. Arghun is an important ritual his is a death culture. Rodhi is another very famous culture of Gurung people. Especially this is a singing program , at the time of evening after dinner every house member or whole family come to Rodhi Ghar (especially come youngest) they song each other as question and answers (*dohori*) and enjoy fully. No one is restricted by their parents to enjoy there. It is the very tradition culture of Gurung people. Till now it can be observed in Kolma Baraha Chour sometime. It will be the very interesting for the tourist.

Kauda and Sorathi dances are the very typical dances of Magar people. These dances are dance with combine male and female both. Thote is another most important festival of the Gurung community. So the Gurung and Magar culture is the property of the nation and this VDC as well. These all Gurung culture can be seen in Kolma Baraha Chour VDC. It might be the backbone of rural tourism development in Kolma Baraha Chour VDC.

5.2 Type of Houses of the Respondents

Traditional housing is one of the important assets for promoting rural tourism as it may serve to attract tourists due to its peculiarity. Keeping this in mind,

the researcher observed the houses of the respondents. The following table presents the findings of that observation:

Table 5.1
Distribution of Respondents by the Type of House

Type of House	Number	Percent
RCC	4	3.9
Traditional House with Roof of Zinc	88	86.3
Traditional House with Roof of Slate	2	2.0
Traditional House with Roof of Straw	8	7.8
Total	102	100.0

Source: Field Survey, 2012

As demonstrated by the above table, out of 102 sampled households, only 4 were RCC houses and all the rest houses were traditional ones. However, there was difference among these traditional houses in terms of roofing materials. A dominantly high 88 traditional households had roof of zinc sheets. This dominance of zinc roofing was prevailing in the non-sampled households too as noted in field observations. Importantly, 10 houses had roofs of more traditional material i.e. *khar* (straw) and slate; surely these houses can be the matter of attraction for tourists.

5.3 Type of Foods Eaten Most by the Respondent Families

Like housing, traditional and indigenous foods also play a very important role in promoting rural tourism. Therefore, attempts were also made to discover the main foods characteristic to Kolma Baraha Chour and the practice of taking that food by the respondent households. The following table gives data regarding this.

Table 5.2

Distribution of Respondents by the Type of Foods Eaten Most Frequently

Type of Food Eaten Most	Number	Percent
Traditional Foods	21	20.6
Bought form market	81	79.4
Total	102	100.0

Source: Field Survey, 2012

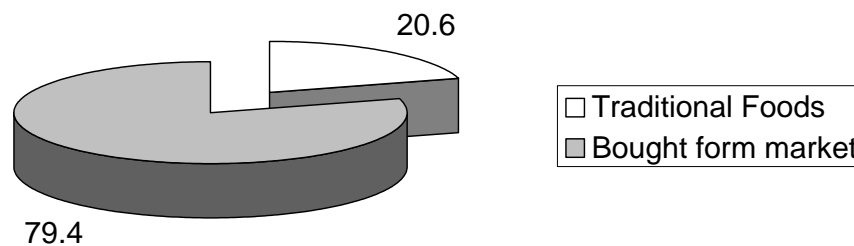


Figure 5.1 : Distribution of Respondents by the Type of Foods Eaten Most Frequently

The table above is evident that only 20.6 percent of the respondents eat traditional foods most frequently, whereas large 79.4 percent eat foods bought from the market mostly. Mostly eaten traditional foods include *dhindo*, *daal*, rice, locally available vegetables, etc. These data clearly show the penetration of foods available in the market in Kolma Baraha Chour village.

As one of the participants of FGD maintained such domination of market food items may be counter-productive for promoting rural tourism in Kolma. However, most of respondents and the participants of said that they still haven't given up traditional and indigenous food items completely. They are still prevailing though in lesser frequencies. They even revealed that they can decrease the domination of market food items if rural tourism takes a concrete form in their village. During interviews, the researcher got opportunities to taste *dhildo* of millet in three respondent households.

5.4 Wearing of Caste/Ethnicity Specific Traditional Clothes by Respondents

Traditional dress/clothes can also serve as an important base for rural tourism. As discussed in Chapter IV, Kolma Baraha Chour VDC is inhabited by ethnic groups like Gurung, Bhujel and Magar. All of these ethnic groups have their own traditional dressing. Similarly, other castes like Brahmin, Chhetri, etc. too use to wear specialized type of clothes. In this regard, attempt was made to discover the habit of wearing traditional clothes by local people. The following table presents figures about this:

Table 5.3
Distribution of Respondents by Wearing Habit of Traditional Dress

Response	Number	Percent
Yes	57	55.9
No	44	43.1
Not answered	1	1.0
Total	102	100.0

Source: Field Survey, 2012

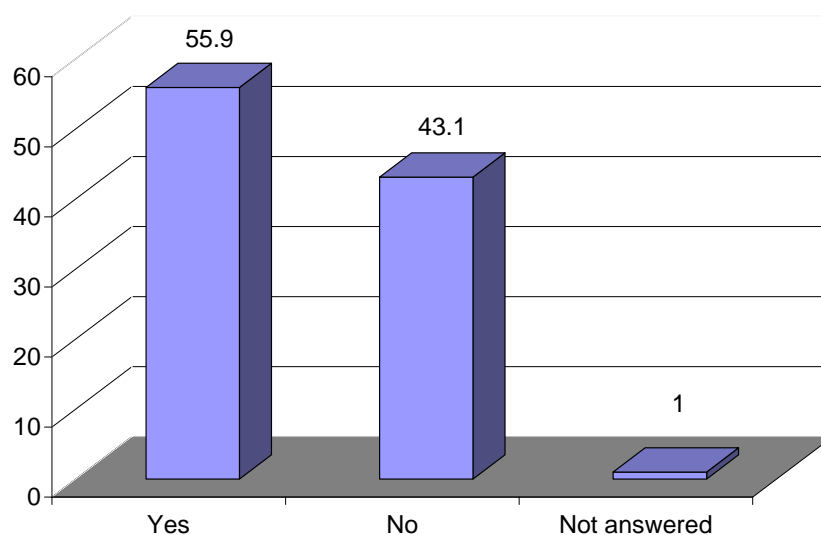


Figure 5.2 : Distribution of Respondents by Wearing Habit of Traditional Dress

The table above is evident that only 57 (55.9%) respondents have the habit of wearing their traditional dresses. Here it is important to note that these are the respondents are of ethnic groups. These respondents were further inquired about the frequency of wearing such dresses, in which all of them, except one, said that they wear their traditional dresses only in special occasions.

During interviews and other field works, the researcher observed these people wearing traditional dresses in more than three occasions. As stressed by some of the participants of FGD, local people will definitely wear such dresses in a regular basis if rural tourism is going to start effectively in their VDC.

5.5 Practice of Singing and Dancing Traditional/Indigenous Songs and Dances by Respondents

Traditional songs and dances have already proved to be one of the most important contributing factors for attracting tourists. So, the prevalence of this factor can help to a greater extent for the promotion of rural tourism in any village like Kolma Baraha Chour. Keeping this point in mind, the respondents were asked about this. The following table shows gives data about this:

Table 5.4
Distribution of Respondents by Practice of Singing Traditional Songs

Response	Number	Percent
We sing regularly	58	56.9
We don't sing	44	43.1
Total	102	100.0

Source: Field Survey, 2012

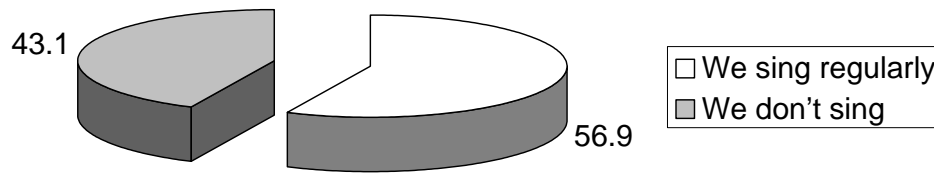


Figure 5.3 : Distribution of Respondents by Practice of Singing Traditional Songs

As demonstrated in the above table, 58 (56.9%) of the respondents answered that they sing their traditional indigenous songs and dance their traditional dances on a regular basis. Similar to the case of dressing, these respondents belong to ethnic communities. During field works, the researcher got chance to participate in two of such occasions of traditional indigenous singing and dancing. Their uniqueness was clearly observed in that practice. In other words, traditional indigenous songs and dances are still alive in Kolma Baraha Chour and it can be argued that the prospect of rural tourism is very high in this Kolma Baraha Chour VDC.

5.6 Other Factors Promoting the Growth of Rural Tourism in Kolma Baraha Chour VDC

Besides the indigenous culture and society, other factors that may promote rural tourism in the VDC were outlined by the participants of FGD, key-informants and some of the respondents. These factors have been discussed below:

5.6.1 Natural Assets:

There is lot of nature gifted assets available in Kolma Baraha Chour VDC. Among them Kolma kot is the highest peak in the Kolma Baraha Chour VDC situated at top of the Kolma Baraha Chour. The major attraction is the

breathhtaking panoramic views of Machhapuchre, Annapurna, Machhapuchhare, Dahulagiri, Gannesh himal of Lamjung . Especially major eastern part of Syangja district can be seen from Kolma Baraha Chour VDC, which is little bit described already in a beautiful natural scene of this VDC. It is a famous religious place of this area. Naturally, it is very attractive. Almost whole area of Syangja district and many areas of Kaski, Parvat, Tanahun, Baglung, Lamjung, Gorkha Palpa districts can be easily seen from the hill of Kolma Baraha Chour Kot Kalika. Some important Himalayan peaks also can be observed from this kot.

From the religious perspective, Kolma Baraha Chour kot and Tsharin Boudh Gumba are famous in whole Syangja district. Especially Hindu and Buddhist peoples believe upon this kot. People from Kolma Baraha Chour, Oraste, Bahakot, Kichanas, Putalibazar Municipality and others VDCs and Tanaun, Kaski and Parvat districts visit this place for prying. At the time of Dashain, there occurs worshipping and praying for Nabadurga Bhagabati for nine days. At that time, many people visit there from different VDCs of Syangja district and from other districts too. Kolma has an opportunity to be the most important tourist destination in Syangja district. It will also help in the development of tourism sector in future.

Kolma Baraha Chour VDC is the very famous of community forest. Bajthum community forest lies in Kolma Baraha Chour VDC ward no 6, 9 and Bahakot VDC 1, 9. The community forest is well managed by Kolma Baraha Chour and Bahakot VDC. It was a camping place of tourists at the time of trekking route to millennium. It is the very important forest from the point of view of bio-diversity. This community forest can also be very much fruitful to develop the eco-tourism, bird watching place wildlife observation. Major wild life found in this forest includes leopard, bear, Rabbit, monkey, Jackal, deer etc.

The forest managed under a forest management plan that specifies the rules and regulation regarding the harvesting and distribution of forest products to its users.

5.6.2 Millennium Teak route

The Millennium Teak is the major trekking route of the mid hill of Nepal. It is start from Gachhepani Tanaun district. It is 6 day 5 night long trek. Kolma Barachour is the main touristic station of the route. Taker's spend a whole night with sight seen and culture function. A Cultural hall is ready to function in Pokharichhap. Also Kalkhu and Pokhari Chap villages are ready to welcome tourist for home stay.

5.6.3 Motto of the VDC

This VDC was declared *Peace and Tourism Area: Kolma Baraha Chour* in 2054 BS. In that time, Mr. Nabin prakash Gurung was the VDC Chairperson. His team had developed a concept the *Peace and Tourism Area: Kolma Baraha Chour*. Village Council was statutory the policy. This policy had created a movement in this VDC for peace and tourism development. During the period, the Maoist insurgency blocks the movement. Kolma Baraha Chour is going to pick up the movement slowly.

5.6.4 Transportation Facilities

Transportation is the key factor of the tourism development. The transportation needs must be met. The transportation facilities make it possible the travel from one place to another place. The tourist spends about half of their total holiday money on transport and travel and other half on accommodation and other activities. It is estimated that travel costs are typically about 40 percent of total holiday expenditure. It shows that the importance of transportation in tourism. There are three main trails leading to Kolma Baraha Chour from the Siddhartha highway. The main trail leads from Syangja (district headquarters); it takes

about 45 minutes' drive by rough road. Another trail starts from Badkhola it takes one and a half hour by foot trail. The third trail goes from Dhulegauda Tanahun District to Ganapati and Raipura, it takes two hours by rough road.

5.6.5 Communication and Infrastructure

Communication is also another important part of tourism development. The Kolma Baraha Chour VDC has sufficient facilities to the point of communication view. Every ward has more than two telephone services in Kolma Baraha Chour VDC. There is also available one postal office. Mobile phone service is available there. Now there is a telephone tower in Kolma Baraha Chour Kot. This tower covers the eastern part of Syangja and Tanahun district also. Television Cable network is sufficient each ward also connects the DTH system in VDC so national and international channels can be seen easily.

5.6.6 Health Service

Health service is also a major component of rural tourism development. If the tourist does not get first aid at the time of sickness, they will think bored and never can be back. So the health service is an assistance part of tourism development. There is one health post in Kolma Baraha Chour VDC, which is provided by governments. It is situated at ward no 6 Baraha, it is an administration centre of Kolma Baraha Chour VDC. And there are 2 private clinic services also available in Kolma Baraha Chour VDC. So the health service in Kolma Baraha Chour VDC is a satisfactory situation.

5.6.7 Security

Another factor needed for the promotion of rural tourism is security. Security is an essential factor for tourists. It plays a vital role in tourist flow. Nobody wants to go and stay there where security is lacking. A condition of insecurity is created by robbers, thieves and also by wild animals. Even of murder and disappearances of tourists would discourage the other travelers to visit such

destination. Viewed in this way, Kolma Baraha Chour may be regarded as peaceful and fearless.

5.6.8 Electricity

Electricity is an essential part of tourism development. All wards of Kolma Baraha Chour VDC have got electricity facilities. Electricity facility in Kolma Baraha Chour VDC is provided by OKBARA, the community electricity consumer group.

In this way, the potential assets of Kolma Baraha Chour VDC for rural tourism promotion have been elaborated, explained and analyzed in this chapter. In this course, social and cultural heritages of Kolma Baraha Chour VDC have been elaborated, the state of indigenous culture have been documented and analyzed. Similarly other favoring factors for tourism promotion have also been discussed and analyzed.

CHAPTER VI
LOCAL PEOPLE’S PERCEPTION TOWARDS RURAL
TOURISM AND CONSTRAINTS OF RURAL TOURISM IN
KOLMA VILLAGE

This chapter deals with the analysis of local people’s attitude towards rural tourism, and its prospects in Kolma Baraha Chour VDC. Besides, the challenges that have been hindering the tourism development here have also been elaborated.

6.1 Knowledge and Understanding of Tourism and Rural Tourism among Respondents

Generally, visiting different places is not an unknown phenomenon for rural people. However, the formal concept of ‘tourism’ and ‘rural tourism’ may be familiar to these people. Keeping this assumption in mind, attempts were made to discover the knowledge of these two concepts among the respondents. In this attempt, all the respondents were found to have understood ‘tourists’ as ‘visitors’ to different places. However, there was found a marked difference among respondents among who those people are as demonstrated in the table below:

Table 6.1
Distribution of Respondents by Understanding of a Tourist

Response	Number	Percent
Foreigners	34	33.3
Visitors from in or out of country	68	66.7
Total	102	100.0

Source: Field Survey, 2012

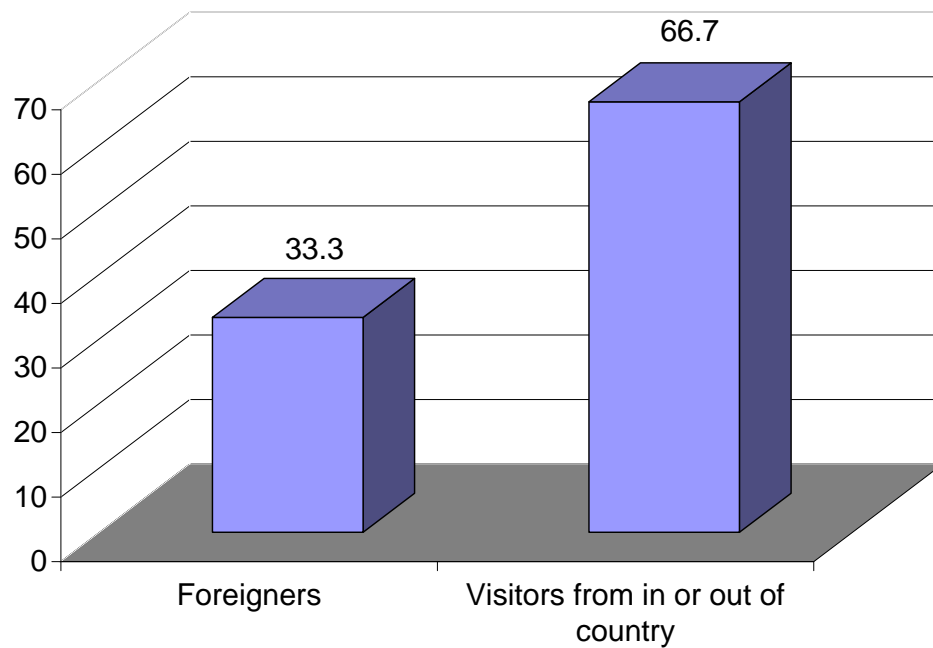


Figure 6.1 : Distribution of Respondents by Understanding about who a Tourist is

As the table above shows for two-third (66.7%) of the respondents, tourists may be native people or foreigners who comes to see new places. But, for one-third (33.3%) of them, tourists are only those foreigners who come to visit others places. On the other hand, for the participants of the FGD and the key-informants tourists can be any one who tours new unknown or less known places.

However, the concept of ‘rural tourism’ was found to be a difficult affair to conceptualize and express the understanding concretely for most of the respondents. In most of the respondents’ answer there appeared a great deal of speculation regarding this concept as they responded saying rural tourism may be this or that. For example, some of them guessed rural tourism as the trekking to villages, while some others speculated it as the practice of visiting villages and observing around them. Similarly, some of them predicted it as a process of introducing culture and welcoming tourists in a village. Here the guesses and speculations of the local people are obviously within the scope of rural tourism,

though they could not concretize it. This must be the result of lack of significant awareness and orientation among the local people about rural tourism.

Most importantly, almost all the respondents were much inquisitive to understand the real concept of rural tourism when they were asked about their understanding towards this. Due to this, the researcher had to interact for a long time with them discussing about rural tourism. Most of them had said they understood it once the researcher took thereference of ‘Sirubari’, the first ever village to start rural tourism in Nepal.

6.2 Local People’s Attitude towards the Possibility of Rural Tourism in Kolma Baraha Chour

In previous chapter, the features of Kolma Baraha Chour VDC that may serve as important assets for promoting rural tourism in Kolma have been explained. After discovering the knowledge and understanding of people regarding tourism and rural tourism, the researcher tried to find out the attitude of local people towards the possibility of rural tourism in this VDC. The following table gives the results of this inquiry:

Table 6.2
Distribution of Respondents by Attitude towards Kolma as a Touristic Destination

Response	Number	Percent
There is a great possibility.	95	93.1
No, there is not.	7	6.9
Total	102	100.0

Source: Field Survey, 2012

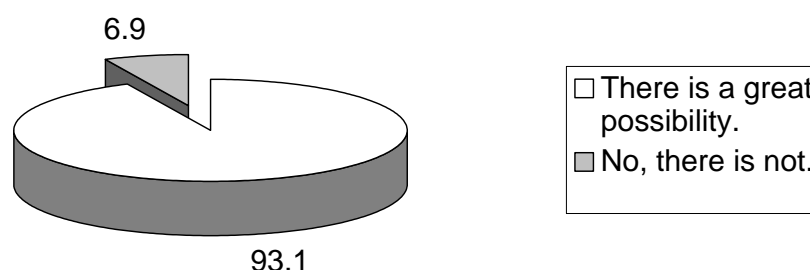


Figure 6.2 : Distribution of Respondents by Attitude towards Kolma as a Touristic Destination

The table above is evident that a great large portion i.e. 93.1 percent of the respondents saw a great possibility of rural tourism in their village. Only 6.9 percent didn't see so, who went on to refer to different challenges characterizing Kolma Baraha Chour as the reasons behind such feeling. These challenges have been elaborated in the latter part of this chapter.

6.3 Local People's Attitude towards the Suitability of Home Stay in Kolma

Home stay is an integral part of rural tourism at any village. After understanding respondents' attitude on possibility of rural tourism in Loma, attempt was made to find out their attitude about the suitability of home stay in Kolma Baraha Chour village. The following table presents the data regarding this:

Table 6.3
Distribution of Respondents by their View towards Suitability of Home Stay in Kolma

Response	Number	Percent
Yes, it is suitable	80	78.4
No it is not	12	11.8
Can't say	10	9.8
Total	102	100.0

Source: Field Survey, 2012

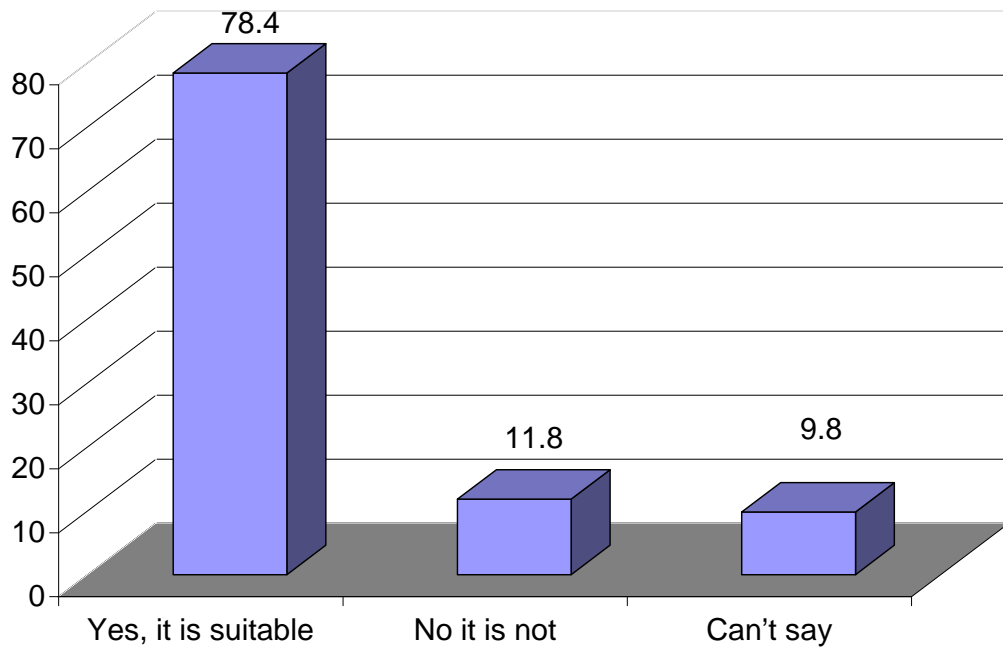


Figure 6.3 : Distribution of Respondents by their View towards Suitability of Home Stay in Kolma

It is clear from the above table that a large number (78.4 %) of the respondents felt home stay suitable in Kolma Baraha Chour while 11.8 percent didn't see its scope in Kolma and 9.8 percent were not sure about this. Those respondents who didn't see its scope here were pessimistic saying 'who would come to see this place?' etc. Here, the prevalence of the positive attitude of a large number of respondents can be a huge supporting factor for boosting rural tourism in this village.

In this process, efforts were made to understand the respondents' willingness to participate in home stay program if it starts in their village. The following table presents data about this:

Table 6.4
Distribution of Respondents by their Willingness to Participate in Home Stay Program

Response	Number	Percent
Yes, I'd participate	55	53.9
No, I will not	6	5.9
Cannot say	41	40.2
Total	102	100.0

Source: Field Survey, 2012

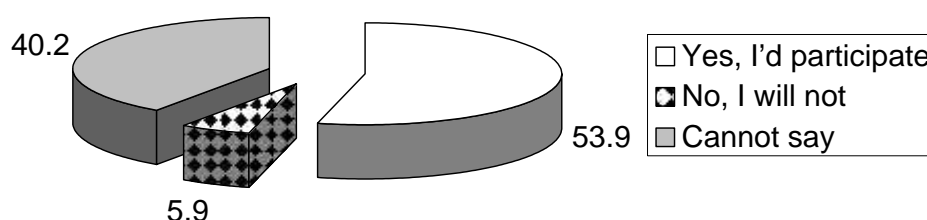


Figure 6.4 : Distribution of Respondents by their Willingness to Participate in Home Stay Program

The above table depicts that more than half i.e. 53.9 percent of the respondents showed their willingness to become a part of home stay program if it starts in the village. 5.9 percent of them showed reluctance towards this, and significant 40.2 percent were undecided regarding this issue. During interviews, one of the informants had argued “I can guarantee that 99 percent villagers will take part in home stay if its starts”. Likewise, one of the participants of FGD, who is also a local political figure, also added that once people understand that the home stay could ensure a sizable income, most of them would turn positive. The willing respondents further went on to reveal that they can keep 1-8 guests in their home at a time; most preferring to keep 2-3 guests at a time.

Surely, the local people have eagerness to launch home stay; however, there appears a dearth of initiatives in order to materialize it. The researcher further

wished to know if they have started their own initiatives towards it by discussing with neighbors about it. The following table gives data about this:

Table 6.5
Distribution of Respondents by Discussion with Neighbors about Practicing Rural Tourism and Home Stay

Response	Number	Percent
Yes, I'd talked	6	5.9
No, I had not	96	94.1
Total	102	100.0

Source: Field Survey, 2012

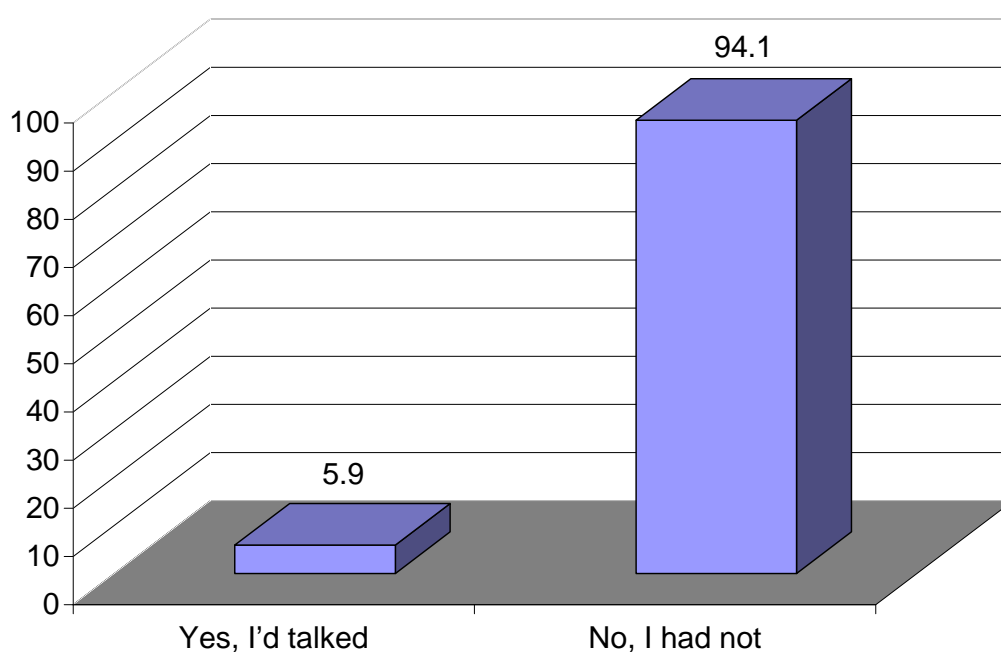


Figure 6.5 : Distribution of Respondents by Discussion with Neighbors about Practicing Rural Tourism and Home Stay

The table above shows that mere 5.9 percent of the respondents had talked to the neighbors about launching rural tourism. These respondents further informed that the idea of promoting rural tourism in Kolma Baraha Chour after visiting Sirubari village. As one of the informants revealed in informal talks

“When I had been to Sirubari for the first time I got to see the success of rural tourism over there. Our village has similar features like Sirubari in terms of social and cultural characteristics, why cannot we launch a similar program there? This question kept me pondering for a long time; however I was clueless how to begin.” The participants of FGD had also commented in the same way, highlighting the lack of appropriate agencies to take initiatives. This kind of lacunae was prevalent in the time of field survey as well.

6.4 Main Reasons for Promoting Rural Tourism in Kolma Baraha Chour

From the discussion made in sections 6.2 and 6.3 above, it is clear that the prospect of rural tourism is high in Kolma Baraha Chour VDC. After getting positive response from a significantly high proportion of the respondents, they were asked the reasons for which rural tourism has to be promoted in the VDC. The respondents furnished a variety of reasons, which have been presented in the table presented below:

Table 6.6

Distribution of Respondents by the Reasons for Promoting Rural Tourism

Response	Number	Percent
For accelerating local development	31	30.4
For alleviating poverty	43	42.2
For creating employment opportunities	11	10.8
For popularizing the name of the village	10	9.8
Don't know	7	6.9
Total	102	100.0

Source: Field Survey, 2012

As demonstrated by the table above, a large 42.2 percent of the respondents felt that rural tourism has to be promoted in the village in order to alleviate poverty, while 30.4 percent of them reasoned that it is needed for accelerating local development. For 10.8 percent, it is needed for creating job opportunities and for 9.8 percent it is important for popularizing the village. Each of these reasons bears a worth in itself. Altogether, respondents' expectations are high,

which can largely be viewed as a result of years long deprivation, lack of development and ever increasing poverty. Surely, the success of rural tourism in the village can bring all or most of the benefits to the village.

6.5 Respondents' Attitude towards Rural Tourism as Income Source and a Means of Poverty Alleviation

The researcher then tried specifically to find out the respondents' attitude towards rural tourism as a source of income for the people and a means of poverty alleviation in Kolma Baraha Chour . The results of those inquiries have been shown in the table given below:

Table 6.7

Distribution of Respondents by Attitude Tourism as Income Source and Means of Poverty Alleviation

Response	Tourism as Income Source	Tourism as a Means of Poverty Alleviation
It can be	82 (80.4 %)	80 (78.4 %)
Not sure	20 (19.6 %)	22 (21.6 %)
Total	102 (100.0)	102 (100.0)

Source: Field Survey, 2012

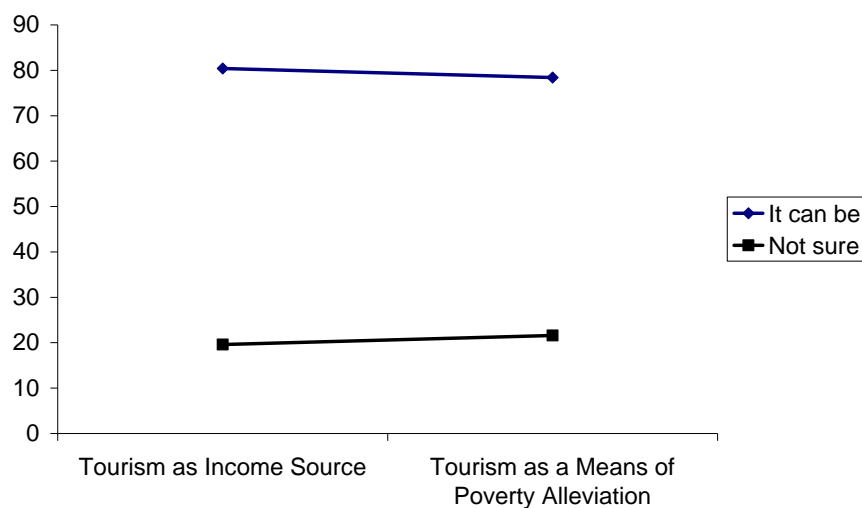


Figure 6.6 : Distribution of Respondents by Attitude Tourism as Income Source and Means of Poverty Alleviation

The above table divulges that huge 80.4 percent respondents saw potential of tourism as a source of income, while rest 19.6 percent was not certain about it. Likewise, large 78.4 percent of the respondents viewed tourism having a great prospect for poverty alleviation, whereas rest 21.6 percent were not sure about it. Those seeing prospect of rural tourism as a source of income and a means for poverty alleviation in Kolma village further clarified the reasons for their optimism. They maintained that when promoted appropriately, rural tourism creates new job opportunities in the village for its people. They went on to add that with promoted rural tourism home stay; hotels, restaurants, etc. are set up, which can be good source of income for local people. They also increase the use of locally available means and resources. These collectively contribute in poverty alleviation.

6.6 Possible Benefits of Rural Tourism for Kolma Baraha Chour

Tourism can bring benefits to a community in a variety of different ways. This is especially true in Nepal where opportunities for economic stability and cultural exchange are severely limited. Tourism provides a substantial proportion of the money that supports our heritage and culture, and is one of the main focuses for economic regeneration in many areas. It makes an important contribution to the quality of life, supporting facilities and services that benefit the whole community. Based on the talking with the local people, the following are some ways in which tourism can benefit them:

6.6.1 Economic benefits

This is the immediate benefit of tourism. As respondents replied, tourism opens up income opportunities for them in a number of ways. This includes patronizing hotels, running restaurants, running bus, etc that are privately owned and employing drivers and tour guides. Local people of Kolma Baraha Chour can sell their indigenous products such as fruit, locally-produced handicrafts and cd's of Nepalese music. Not only do all of these activities tend

to improve the overall welfare of locals, they are all generally associated with increased opportunities for women.

6.6.2 Employment Generation

With the increased flow of tourists and development of infrastructures needed for them such as hotels, restaurants, lodges etc. local people can get a variety of job opportunities. They can work there or even be a guide for tourists. This to some extent can be helpful to solve the uprising problem of unemployment in Nepal.

6.6.3 Increased Awareness about Locality

People who have visited a country or a place in the past and who developed relationships with the local people are far more likely to pay attention to news about events that take place there than someone who can't even locate Nepal on a map. Even friends and family of the tourist who will inevitably hear stories about the trip and see photos of this beautiful people and places, they are likely to be far more receptive to Kolma Baraha Chour and Syangja-related information than they otherwise would have. In the words of a key-informant, if a tourist wants to continue to benefit them upon returning home, they can engage in campaign of our locality to spread awareness.

6.6.4 Cultural and Language Exchange

With the increased contact with tourists, many local people crave exposure to foreign ideas and cultures. For those people in society who will never be able to leave the country, the only way they will have these cultural experiences is if people come to visit them and while they can learn about the outside world in books and on the internet, there is no substitute for personal interaction.

Socially tourism has a great influence on the host societies. Tourism can be both a source of international amity, peace and understanding and a destroyer

and corrupter of indigenous cultures, a source of ecological destruction, an assault of people's privacy, dignity, and authenticity.

Major possible positive effects of tourism in Kolma Baraha Chour and Syangja can be

-) Developing positive attitudes towards each other
-) Learning about each other's culture and customs
-) Reducing negative perceptions and stereotypes
-) Developing friendships
-) Developing pride, appreciation, understanding, respect, and tolerance for each other's culture
-) Increasing self-esteem of hosts and tourists
-) Psychological satisfaction with interaction

So, social contacts between tourists and local people may result in mutual appreciation, understanding, tolerance, awareness, learning, family bonding respect, and liking. Residents are educated about the outside world without leaving their homes, while their visitors significantly learn about a distinctive culture. Local communities are benefited through contribution by tourism to the improvement of the social infrastructure like schools, libraries, health care institutions, internet, and so on. Besides, if local culture is the base for attracting tourists to the region, it helps to preserve the local traditions and handicrafts which maybe were on the link of the extinction.

6.6.5 Protecting and Improving the Flora, Fauna and Geological Assets

Based on the arguments drawn from the focused group discussion, it has been concluded that the rural tourism has an important role to play in protecting and improving the wildlife and geological assets of our most attractive landscapes in Syangja and Kolma Baraha Chour which visitors come to enjoy. We need to maintain our wildlife and geological heritage for the benefit of everyone, now

and in the future. If planned and managed carefully, the relationship between tourism and nature conservation can be positive.

The above mentioned benefits of rural tourism for Kolma Baraha Chour may be summed up as tourism offers huge potential as a catalyst for a positive change, fresh ideas, new opportunities and ultimately a vibrant future for this area and rural ways of life continue to change. Tourism can increase the range, size and viability of local businesses such as general stores, post, offices, garages, pubs and restaurants, which are also used by the community. Tourism can lead to improvements to, or maintenance of, services such as the fire and health services. It can also lead to improvements in infrastructure such as road improvements and upgrading sewage works. Finally, a healthy local economy well supported by tourism can result in improvements to the built environment in Kolma Baraha Chour as well as Syangja.

6.7 Constraints of Rural Tourism Development in Kolma Baraha Chour

Naturally and culturally Kolma Baraha Chour VDC is the very beautiful village. It has very potential to develop rural tourism. As elaborated in the previous chapters, this VDC is rich in natural as well as socio-cultural resources. However, this place is still away from enjoying the benefits of rural tourism.

6.7.1 Reasons for Kolma Not Getting Success in Promoting Rural Tourism

In order to understand the major constraints for rural tourism development in Kolma Baraha Chaur VDC, the respondents were asked to outline in their views. In the view of respondents, the major constraints of this are those as shown in the table below:

Table 6.8
Distribution of Respondents by Reasons for not Getting Success in Rural
Tourism Promotion

Response	Number	Percent
Lack of knowledge	13	12.8
Lack of orientation	19	18.6
Lack of awareness	59	57.8
Lack of belief that it can a way for making effective livelihood	11	10.8
Total	102	100.0

Source: Field Survey, 2012

As demonstrated in the table above, lack of awareness among local people about rural tourism and its scope in their village is the main constraint for more than half or 57.8 percent of the respondents, while for 18.6 percent of them lack of orientation is the main constraint and for 12.7 percent it is the lack of knowledge. Moreover, 10.8 percent of them said that it is due to the lack of belief among people. These figures clearly indicate that increase in awareness, orientation, knowledge, and belief towards rural tourism among local people may enable the local people to enjoy its benefits.

After understanding the major constraints for rural tourism promotion in the view of respondents, the researcher attempted to get a broader insight into the main constraints and challenges related to this issue. For this, the researcher made it a main issue in FGD and key-interviews. Besides, a series of informal talks were held with respondents. After the analysis of the data from these talks, interviews and discussions, the following challenges/constraints have been outlined:

6.7.2 Lack of Adequate Transportation Facilities to the Village

Transportation facilities are basic elements of tourism development. Transportation facilities are available in Kolma Baraha Chour VDC but they are not sufficient till now. Road is roughly and haphazardly constructed. Vehicular movement is not easy here. Only four wheel jeeps provide the transportation services. But jeep service is also not available throughout the year. Being an earthen road, it remains closed during the rainy season. So it is most necessary to blacktop this road.

6.7.3 Lack of Adequate Communication Facilities

Communication is another essential part of tourism development. If the communication facilities are not well available, tourism also can't be flowed as we think. Telephone, e-mail, internet and postal office are most necessary. There is not enough telephone service like landline services, in Kolma Baraha Chour VDC. E-mail and internet service is not sufficient till now. Communication facilities should be developing to promote rural tourism in Kolma Baraha Chour VDC.

6.7.4 Lack of Adequate Electricity

Electricity can be helpful to develop the tourism. Electricity facilities are available in Kolma Baraha Chour VDC, but it does not give well service twenty-four hours. It is suffering from unmanaged distribution line problems time to time.

6.7.5 Lack of Adequate Health Service

Health service is also help to develop tourism. Four medical shops and one health post is available in Kolma Baraha Chour VDC. But health post is not well managed. There is not available sufficient medicine and Doctor's services twenty four hours. It is managed by totally government so it provides service only at office hours.

6.7.6 Lack of Adequate Awareness

Awareness build up is most necessary to develop the tourism anywhere. The local people should be known well about tourism. Like, what is tourism? How can get benefit from tourism? etc. should be aware local people. In Kolma Baraha Chour VDC, there is no awareness built up program till now to develop the tourism. It is the first research study to develop tourism in Kolma Baraha Chour. Awareness built up program is most necessary in Kolma Baraha Chour VDC to develop tourism industry.

6.7.7 Lack of Political Consensus

Politics affects every organ of nation and society as well. If the politics is in good condition every organs of nation or society would be move positively. But, if the politics is rough or instable it defects the nation or society negatively. Nepal is suffering from political instability since many years, so our society also cannot escape from this problem. Kolma Baraha Chour VDC is the famous VDC of political stage in Syangja district. All party's political leaders are there. Sometime they want to modify their party's desire to the development program, at that time some problems arise there and it is too much difficult to develop a consensus. Political instability should be eradicated in Kolma Baraha Chour VDC to develop the rural tourism.

6.8 Respondents Attitude towards the Impacts of Tourism in the Village

During the field work, the researcher found some of the local people feared more by the possible negative impacts of tourism in their village. For them, promoted rural tourism may lead to the erosion of their indigenusness as local people encounter different types of tourists. As they commented there may increase the imitation of foreign culture, language and religion. However, participants of FGD, and some interviewees argued that they would endeavor to get benefits of rural tourism by highlighting their uniqueness. They further

added that any loss of their traditional indigenous culture would eventually result in the collapse of the possibility of rural tourism in the VDC, so they would always be aware about safeguarding their indigenouness.

6.9 Ways for Initiating Rural Tourism in Kolma Baraha Chour

From the discussion made in the preceding sections, it is clear that there is a great prospect of rural tourism in Kolma Baraha Chaur VDC, Syangja. However, there has been lacking a concrete initiation. Thus, the researcher tried to understand from the respondents about what activity can be the main step for initiating rural tourism there. The following table presents the main activities for rural tourism promotion as prioritized by the respondents:

Table 6.9
Distribution of Respondents by Ways for Initiating Rural Tourism in Kolma Baraha Chour

Response	Number	Percent
Providing education and training about rural tourism	85	83.3
Providing knowledge about rural tourism	3	2.9
Regular meeting for awareness	3	2.9
Showing cultural items	8	7.9
Starting festivals	3	2.9
Total	102	100.0

Source: Field Survey, 2012

The table above indicates that a vast majority i.e. 83.33 percent of the respondents felt the need of providing education and training about rural tourism as the main initiative to be taken, while 7.9 percent recommended for showing different indigenous social and cultural items of the village in different festivals that are regularly organized in various parts of the country.

Similarly, each 2.9 percent of them suggested for providing knowledge to local people about rural tourism, regular awareness meetings and starting of festivals in the village as the main initiative.

Here people's versions are not significantly different and the bottom line is that there is a crunch need of positive initiation. Ant party i.e. the VDC itself, DDC, DTDC, may take that initiative in the VDC. But the problem is that local people are so far not aware about the party which can take such initiation. There is a functional DTDC in Syangja, however only 32.4 percent of the local people had heard about it. Very few of them were aware about the role of VDC office and DDC in tourism promotion. Besides these governmental agencies, locally active NGOs and INGOs can also play a vital role in this regard.

This chapter firstly dealt with the local people's perception towards tourism and rural tourism. Then it discussed about the benefits that local people may get from promoted rural tourism in the village. In the latter part of this chapter, the challenges of rural tourism have been discussed and analyzed.

CHAPTER VII

SUMMARY OF THE FINDINGS, CONCLUSION AND SUGGESTIONS

7.1 Summary of the Findings

This study was undertaken with the general objective to analyze the Prospects and Constraints of Rural Tourism in Kolma VDC. However its specific objectives of this study were to analyze the traditional indigenous culture of people and other factors favoring rural tourism in Kolma and to analyze the possible benefits and existing constraints of rural tourism in and around the study area.

This study was undertaken in Kolma Baraha Chaur VDC, which is situated in eastern part of Syangja. It is mainly inhabited by indigenous groups, Gurung and Magar community. Only ward number 3, 4, 6, 7, and 8 of the VDC were selected as the study area because these wards are the main places of tourist and visitors to visit and transit frequently in this VDC.

This study employed both exploratory as well as descriptive research designs. There are 488 households in this VDC. The study was undertaken in ward Number 3, 4, 6, 7, and 8 only which contain 301 households. Among the total 301 households, 102 households were sampled as informants by following stratified sampling with a caste/ethnic group forming a stratum. The unit of the analysis was the households.

The study was mainly based on primary data collected using interview schedule, observation and focused group discussion. The primary data were of both qualitative as well as quantitative. Some secondary data were collected from the different sources as per the need. The primary data were coded,

edited, tabulated, and analysis in appropriate format. Quantitative data were analyzed using SPSS program in computer.

The main findings of this study have been summed up in the points listed below:

-) 102 respondents of this study were distributed in various age categories. From the age group below 25 years, there were 23.5 percent of the respondents, while 10.8 percent belonged to 25-35 years age group. Likewise, from age group 35-45, there were 18.6 percent of the respondents, from 45-55 years age group, there were 19.6 percent of them and 24.5 percent of them were from the age group of above 55 years.
-) The majority of the respondents i.e. 67.6 percent were female and rest 32.4 percent were males.
-) A large majority of the respondents i.e. 76.5 percent were just literate, while 11.8 percent were SLC passed and 3.9 percent of them were +2/PCL passed. Similarly, 2 percent were Bachelor Level passed and 5.9 percent were illiterate.
-) About three-fourth i.e. 73.5 percent of the respondents said that they were Hindu, 14.7 percent were Buddhists and interestingly 9.8 percent of them were both Hindu and Buddhists.
-) From caste/ethnicity point of view, 23.5percent respondents were Gurung, 33.3 percent were Magars and 32.3 percent were Dalits. Likewise, 10.8 percent were the people of other caste/ethnic groups, which include Brahmin, Chhetri, Bhujel, Giri, etc.
-) 59.8 percent of the respondents were living in a nuclear family and the rest 40.2 percent were living in a joint family.
-) 43.1 percent of the respondents had 5-7 members in their family, 39.2 percent had 4 or less members and 17.7 had more than 7 members.

-) 70.6 percent had farming as their main occupation, 29.4 percent had occupations like service, trading/business, wage laboring, and others as their premier occupation.
-) Each 32.4 percent of the respondents had farming and pension as their chief income source, whereas for 13.7 percent respondents' households the main income source was foreign employment and 10.8 percent has trade/business as their main income source. Likewise, 6.9 percent had service as their main income source and for 3.9 percent, it was wage laboring. Clearly, the diversity of income source is indicated by the data.
-) The average monthly income of the respondents from both agricultural and non-agricultural sources ranged from Rs. 5000- Rs. 30000. For most households i.e. 55.9 percent (agriculture) and for 52.9 percent (non-agriculture) Rs. 10000- Rs. 15000 was the premium monthly income level.
-) Traditional indigenous Gurung and Magar cultural heritages are main assets for rural tourism in Kolma Baraha Chaur.
-) Out of 102 sampled households, only 4 were RCC houses and all the rest houses were traditional ones.
-) Only 20.6 percent of the respondents eat traditional foods most frequently, whereas large 79.4 percent eat foods bought from the market mostly.
-) Only 57 (55.9%) respondents have the habit of wearing their traditional dresses.
-) 58 (56.9%) of the respondents were found to sing their traditional indigenous songs and dance their traditional dances on a regular basis.
-) Besides social and cultural assets, natural assets, millennium trek route, east transportation facilities, communication facilities, etc. serve as other factors favoring rural tourism promotion in Koma.

-) For two-third (66.7%) of the respondents, tourists may be native people or foreigners who come to see new places. But, for one-third (33.3%) of them, tourists are only those foreigners who come to visit others places.
-) 93.1 percent of the respondents saw a great possibility of rural tourism in their village.
-) A large number (78.4 %) of the respondents felt home stay suitable in Kolma Baraha Chour while 11.8 percent didn't see its scope in Kolma and 9.8 percent were not sure about this.
-) More than half i.e. 53.9 percent of the respondents showed their willingness to become a part of home stay program if it starts in the village. 5.9 percent of them showed reluctance towards this, and significant 40.2 percent were undecided regarding this issue.
-) 5.9 percent of the respondents were found to have talked to the neighbors about launching rural tourism.
-) 42.2 percent of the respondents felt that rural tourism has to be promoted in the village in order to alleviate poverty, while 30.4 percent of them reasoned that it is needed for accelerating local development. For 10.8 percent, it is needed for creating job opportunities and for 9.8 percent it is important for popularizing the village.
-) 80.4 percent respondents saw potential of tourism as a source of income, while rest 19.6 percent was not certain about it.
-) Likewise, large 78.4 percent of the respondents viewed tourism having a great prospect for poverty alleviation, whereas rest 21.6 percent were not sure about it.
-) Economic benefits, employment generation, increased awareness about locality, cultural and language exchange, protecting and improving the flora, fauna and geological assets, etc. are the potential benefits of rural tourism in the study area.
-) Lack of adequate transportation facilities to the village , lack of adequate communication facilities, lack of adequate electricity, lack of adequate

health service, lack of adequate awareness, lack of political consensus, etc. are the major constraints for tourism development in the study area.

-) 83.33 percent of the respondents felt the need of providing education and training about rural tourism as the main initiative to be taken, while 7.9 percent recommended for showing different indigenous social and cultural items of the village in different festivals that are regularly organized in various parts of the country. Similarly, each 2.9 percent of them suggested for providing knowledge to local people about rural tourism, regular awareness meetings and starting of festivals in the village as the main initiative.

7.2 Conclusion

From the detailed analysis of data collected using interview schedule, observation and focused group discussion, it can be concluded that Kolma Baraha Chaur VDC of Syangja District possesses a great prospect for rural tourism. This VDC possesses similar features as possessed by already popular rural tourism destinations like Sirubari, Ghale gaun, etc. Its social and cultural assets as well as the natural beauty are waiting for concrete efforts of promotion. There have been some efforts for promoting rural tourism in Kolma rather sporadically. Natural beauty is there, socio cultural heritages are there, geographic location is also suitable. However, there have been lacking significant efforts from the concerned agencies. As a result the number of tourist visiting this place has been to a much lesser side.

The local people have less awareness and orientation regarding the prospect of rural tourism in their own home land. VDC, DDC, DTDC, Locally active political parties, NGOs, INGOs, have not taken fruitful steps towards promoting rural tourism in Kolma. Besides there have different challenges or constraints which have been hindering tourism promotion. Thus Kolma and its people have not been able to enjoy the prospects of rural tourism and its

benefits. There is an urgent need of launching effective programs towards this, for this local people and other concerned authorities should take needed initiatives.

7.3 Suggestion for future researchers

This research has endeavored a lot to document and analyze the prospects and constraints of rural tourism in Kolma Baraha Chaur VDC, Syangja. However there have been some areas which the researcher could have addressed better, but the limited time didn't favor it. Thus, following suggestions have been made for interested future researchers:

-) Ethnographic research could offer more dimensions and depth to the subject, so such research could prove fruitful.
-) Factors responsible for the lack of awareness and orientation among local people could form another scope of research.
-) Emigration of people from Kolma could be studied as a factor hindering rural tourism in this VDC.

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ASAppendix-I

Prospects and Constraints of Rural Tourism:

A Study of Kolma Baraha Chaur VDC, Syangja

Researcher - Ananta Kumar Shrestha

Department of Sociology/Anthropology

PN Campus, Pokhara

Research Tools for Primary Data Collection

House No.: -

Date: -

Name of the Respondent: -

A

A. Background Information

S.N.	Question	Answer
1.	Age	
2.	Sex	1. Male 2. Female
3.	Education	1. Illiterate 2. Simply Literate 3. SLC passed 4. I.A. (Intermediate) 5. B.A. (Bachelor) 6. M.A. (Masters)
4.	Religion	1. Hindu 2. Buddhism 3. Hinduism-Buddhism 4. Islam 5. Others (Specify)_____
5.	Caste/Ethnicity	1. Brahmin 2. Chhetri 3. Gurung 4. Magar 5. G.T. 6. Thakuri 7. Newar 8. B.K. 9. Giri/Puri 10. Gayak 11.Nepali 12. Others

		(Specify)_____
6.	Occupation	1. Service 2. Business 3. Laborer 4. Farmer 5. Industry 6. Others (Specify)_____
7.	Type of Family	1. Nuclear 2. Joint 3. Others_____
8.	Total Members in Family	1. Male _____ 2. Female _____
9.	Source of Income	1. Service 2. Business 3. Wage Labouring 4. Farming 5. Pension 6. Remittance 6. Others (Specify)_____
10.	Average Monthly Income (Rs.)	
11.	Average Monthly Expenditure (Rs.)	
12.	Source of Water	1. Public Tap 2. Private Tap 3. Other's Private Tap 4. Kuwa 5. River 6.Others (Specify)_____
13.	Distance of Water Source	1. 5 Minute 2. 6-10 Minute 3. 11-20 Minute 4. 21-30 Minute 5. More than 30 Minute
14.	Type of House	1. RCC 2. Traditional stone and mud house with zinc roof 3. Traditional stone and mud house with slate roof 4. Kutcha house with straw roof 5. Others (Specify)_____

B. Core Questions

S.N.	Question	Answer	Jump
1.	Can you please tell me about the major types of foods that are eaten in your family?	1. Traditional foods 2. Foods bought from market	3
2.	What are the main traditional food items that are eaten?	1. 2. 3. 4. 5. 6.	
3.	Do you wear the indigenous costumes of your caste/ethnic groups?	1. Yes 2. No	5
4.	How frequently you wear your traditional clothing?	1. Always 2. Only in selected occasions 3. I have but don't like to wear 4. Never	
5.	Can you sing your traditional song?	1. Yes 2. No	
6.	Can you dance your traditional dance?	1. Yes 2. No	
7.	How frequently are such traditional songs and dances sung and	1. Always	

	performed?	2. Only in selected occasions 3. I have but don't like to wear 4. Never	
8.	You must have heard the term 'tourist', in your view who is a tourist?		
9.	Do you think that your village can be a popular destination for tourists?	1. Yes 2. No	11
10.	If yes, what are the possible aspects of your place which can attract tourists here? Please say in a ranked order.	1. 2. 3. 4. 5. 6.	
11.	Have you ever thought that 'tourism' can be a source of income for you in this place?	1. Yes 2. No	
12.	Have you heard about 'rural tourism' also?		
13.	Have you heard about 'home stay' also?	1. Yes 2. No	
14.	Do you think that your place is suitable for 'home stay' and 'rural tourism'?	1. Highly suitable 2. Suitable 3. A little bit suitable	

		2. Not suitable	
15.	If the home stay program is launched in the future, will you also adopt this?	1. Yes 2. No 3. Don't know	17 17
16.	Is yes, how many tourists will be provided a home stay in your house?		
17.	Have you ever made such talks regarding possibility of rural tourism here with your neighbors?	1. Yes 2. No	
18.	Have you ever noticed any agency working to promote rural tourism here?	1. Yes 2. No	19
19.	If yes, can please tell its name?		
20.	What do you think as the reason for promoting rural tourism here?	1. For fostering the pace of local development. 2. For poverty alleviation 3. For creating employment opportunity 4. For spreading name of the village 5. Others _____	
21.	Do you think that promotion of rural tourism can be a way for poverty alleviation in your place?	1. Yes 2. No	21

		3. Don't know	21
22.	If yes, can you please elaborate how promotion of rural tourism can assist in poverty alleviation?		
23.	Will promoted tourism have only positive effects in this place?	1. Yes 2. No 3. Don't know	25 25
24.	If, what will be the negative effects of rural tourism here?	1. 2. 3. 4.	
25.	Despite having such a prospect for rural tourism, what do you think as the causes of lack of its implementation?	1. Apathy from local people 2. VDC's faulty planning 3. DDC's apathy 4. Others _____	
26.	Have you heard about the 'District Tourism Development Committee'?	1. Yes 2. No	28
27.	If yes, how do you rate its activities regarding the promotion of tourism in this area?	1. Very positive and effective 2. Positive 3. Negative 4. I've never heard its name either	

28.	How do you rate the role of Kolma VDC regarding the promotion of rural tourism?	1. Very positive and effective 2. Positive 3. Negative 4. Very negative and ineffective	
29.	How do you rate the role of Syangja DDC regarding the promotion of rural tourism?	1. Very positive and effective 2. Positive 3. Negative 4. Very negative and ineffective	
30.	In your view, what are the reasons due to which local Kolmeli people have so far been failed to promote rural tourism here?	1. Lack of proper knowledge 2. Lack of proper orientation 3. Lack of awareness 4. Lack of belief that it could be a career too. 5. Others _____	
31.	In your view, how should rural tourism be initiated in the area? Please explain.		

Appendix-II

List of Participants of Focus Group Discussion

Name	Designation
1. Dil Kumar Bhujel	Secretary, OKABARA
2. Nabin Prakash Gurung	Chairman, Millenium Trek Management Committee
3. Pitambar Gurung	VDC Chairman, Kolma
4. Kumari B.K.	Social mobilize
5. Fulmaya B.K.	Chairperson, Nagarik Sachetana Kendra
6. Nyaswor Rana	Teacher

Appendix-III

Map of Study Area

Appendix-IV

Photo Gallery



Local people taking part in Tourism promotion program



A glimpse of Magar cultural heritage shown in II Millennium Trek Cultural Festival
2013



Panoramic View of Kolma VDC



Tourist viewing Himalayan Range from Kolma Kot



Researcher During field work



Local people getting ready for welcoming tourists



Naumati Baja : A heritage of Kolma Village



Kaura Dance of Magars of Kolma

MAP OF THE STUDY AREA, KOLMA

