Prospects and Constraints of Rural Tourism:

A Study of Kolma Baraha Chaur VDC, Syangja

A Thesis submitted to the Faculty of Humanities and Social Sciences, Department of Sociology/Anthropology In partial fulfillment for the Degree of Master of Arts In

Sociology

Ananta Kumar Shrestha Roll No.: 204 /063 TU Reg No: 9-1-48-2071-99

Tribhuvan University Department of Sociology/ Anthropology Prithivi Narayan Campus, Pokhara

Ananta Kumar Shrestha

2014

LETTER OF RECOMMENDATION

It is with great pleasure that I recommend the approval of the thesis entitled **Prospects and Constraints of Rural Tourism:** *A Study of Kolma Baraha Chaur VDC, Syangja* was completed by **Ananta Kumar Shrestha** under my supervision for partial fulfillment of the requirements for Master of Arts in Sociology. Therefore, this thesis is recommended for its evaluation.

Date : 2070/12/28

Amrit Kumar Bhandari Lecturer Department of Sociology/Anthropology Prithwi Narayan Campus Pokhara, Nepal

LETTER OF APPROVAL

This is to certify that the thesis submitted by **Ananta Kumar Shrestha** entitled **Prospects and Constraints of Rural Tourism:** *A Study of Kolma Baraha Chaur VDC, Syangja* has been approved by this Department in the prescribed format of Humanities and Social Sciences.

EVALUATION COMMITTEE

Amrit Kumar Bhandari

Supervisor

.....

Prof. Bishwo Shrestha, Ph.D External

.....

Shanti Bhushal Head of the Department

Date: 2070/12/31

ACKNOWLEDGEMENT

I am greatly indebted to my respected supervisor Lecturer Amrit Kumar Bhandari faculty of Sociology/Anthropology, Prithvi Narayan Campus for his continuous support and guidance in the preparation of this study. Without his invaluable supervision, all my efforts could have been short-sighted. He helped me with various issues during the thesis and I am grateful to him.

I am also greatly indebted to Mrs. Shanti Bhusal, Head of Department, Sociology/Anthropology, Prithvi Narayan Campus for their valuable guidance and suggestion without their which the work would not be complete. Likewise I must thank all the residents of Kolma village for their honest cooperation that they made during the collection of data.

I would like to express my sincere appreciation to Nabin Prakash Gurung (Former VDC Chair), Kumari B.K., Dil Kumar Bhujel, from their valuable contribution made during this study. Similarly I am indebted to Kolma Baraha Chour VDC, Syangja DDC and District Tourism Development Committee, Syangja for its assistants provided during the collection of secondary data.

I also would like to express my sincere thanks to Mr. Ishwor Shrestha, proprietor of Shresrtha Computer Service, Nadipur for his skillful computer supports to prepare this thesis.

I would like to dedicate this study to them as an indication of their significance in this study as well as in my life.

Date : 2070/12/27

Ananta Kumar Shrestha

TABLE OF CONTENTS

LET	TER OF RECOMMENDATION	II
LET	TER OF APPROVAL	III
LET	TER OF RECOMMENDATION BY LANGUAE EDITOR	IV
ACK	NOWLEDGEMENT	VIII
TAB	LE OF CONTENTS	X
LIST	OF TABLES	XIV
LIST	OF FIGURES	XV
CHA	PTER I : INTRODUCTION	1-6
1.1	Background	1
1.2	Statement of The Problem	3
1.3	Research Objectives	4
1.4	Definition of terms	5
1.5	Significance of the Study	5
1.6	Limitation of the Study	6
1.7	Organization of the Study	6
CHA	APTER-II : LITERATURE REVIEW	7-21
2.1 T	Theoretical Overview	7
2.1.1 Concept of Tourism		7
2.1.2 Rural Tourism		7
2.1.3 Cultural Tourism		10
2.1.2 Tourism in Nepalese and Global Context		13
2.2 R	Review of Previous Literatures	16
СНА	APTER-III : RESEARCH METHOLOGY	22-24
3.1	Rationale for the Selection of the Study Site	22
3.2	Research Design	22
3.3	Universe and Sampling Procedure	23
3.4	Nature and Source of Data	23

Tools of Data Collection	23
Observation	23
Interview Schedule	24
Focus group discussion	24
Key informant interview	24
Method of Data analysis and presentation	24
	Observation Interview Schedule Focus group discussion Key informant interview

CHAPTER IV : THE STUDY AREA AND THE RESPONDENTS AT A

GLANCE	25-35
4.1 Study Area at a Glance	25
4.1.1 Physical Setting of Kolma Baraha Chaur VDC	25
4.1.1.1 Location	25
4.1.1.2 Altitude, Landscape and Climate	25
4.1.2 Social and Cultural Setting	25
4.1.2.1 Caste/Ethnic Composition and Population	25
4.1.2.2 Religion and Festivals	26
4.1.2.3 Main Settlements	26
4.2 Selected Demographic Characteristics of the Respondents	27
4.2.1 Distribution of Respondents by Age Group	27
4.2.2 Distribution of Respondents by Sex	27
4.2.3 Distribution of Respondents by Educational Qualification	28
4.2.4 Distribution of Respondents by Religion	29
4.2.5 Distribution of Respondents by Caste/Ethnicity	29
4.2.6 Distribution of Respondents by Family Type	30
4.2.7 Distribution of Respondents by Family Size	31
4.2.8 Distribution of Respondents by Occupation	32
4.2.9 Distribution of Respondents by Income and its Source	34

CHAPTER V : ASSETS FAVORING RURAL TOURISM IN

	KOLMA 36	5-46
5.1	The Gurung and Magar Cultural Heritages	36
5.2	Type of Houses of the Respondents	37
5.3	Type of Foods Eaten Most by the Respondent Families	38
5.4	Wearing of Caste/Ethnicity Specific Traditional Clothes by Respondents	40

5.5 Practice of Singing and Dancing Traditional/Indigenous Songs an		s
	by Respondents	41
5.6	Other Factors Promoting the Growth of Rural Tourism in Kolma Baraha	
	Chour VDC	42
5.6.1	Natural Assets	42
5.6.2	Millennium Teak route	44
5.6.3	Motto of the VDC	44
5.6.4	Transportation Facilities	44
5.6.5	Communication and Infrastructure	45
5.6.6	Health Service	45
5.6.7	Security	45
5.6.8	Electricity	46

CHAPTER VI : LOCAL PEOPLE'S PERCEPTION TOWARDS RURAL TOURISM AND CONSTRAINTS S OF RURAL TOURISM IN **KOLMA VILLAGE** 47-64 6.1 Knowledge and Understanding of Tourism and Rural Tourism among Respondents 47 6.2 Local People's Attitude towards the Possibility of Rural Tourism in Kolma 49 Baraha Chour 6.3 Local People's Attitude towards the Suitability of Home Stay in Kolma 50 6.4 Main Reasons for Promoting Rural Tourism in Kolma Baraha Chour 54 6.5 Respondents' Attitude towards Rural Tourism as Income Source and a Means of Poverty Alleviation 55 6.6 Possible Benefits of Rural Tourism for Kolma Baraha Chour 56 6.6.1 Economic benefits 56 6.6.2 **Employment Generation** 57 6.6.3 Increased Awareness about Locality 57 57 6.6.4 Cultural and Language Exchange 6.6.5 Protecting and Improving the Flora, Fauna and Geological Assets 58

6.7 Constraints of Rural Tourism Development in Kolma

	Baraha Chour	59
6.7.1	Reasons for Kolma Not Getting Success in Promoting	
	Rural Tourism	59
6.7.2	Lack of Adequate Transportation Facilities to the Village	61
6.7.3	Lack of Adequate Communication Facilities	61
6.7.4	Lack of Adequate Electricity	61
6.7.5	Lack of Adequate Health Service	61
6.7.6	Lack of Adequate Awareness	62
6.7.7	Lack of Political Consensus	62
6.8	Respondents Attitude towards the Impacts of Tourism in the	
	Village	62
6.9	Ways for Initiating Rural Tourism in Kolma Baraha Chour	63

CHAPTER VII : SUMMARY OF THE FINDINGS, CONCLUSION AND	
SUGGESTIONS	65-70
Summary of the Findings	65
Conclusion	69
Suggestion for future researchers	70
	SUGGESTIONS Summary of the Findings Conclusion

71

List of Table

Table	Headings	Pages
4.1	Population of Kolma Baraha Chour VDC	26
4.2	Distribution of Respondents by Age Group	27
4.3	Distribution of Respondents by Sex	28
4.4	Distribution of Respondents by Educational Qualification	28
4.5	Distribution of Respondents by Religion	29
4.6	Distribution of Respondents by Caste/Ethnicity	30
4.7	Distribution of Respondents by Type of Family	31
4.8	Distribution of Respondents by Type of Family	32
4.9	Distribution of Respondents by Occupation	33
4.10	Distribution of Respondents by Sources of Income	34
4.11	Distribution of Respondents by Average Monthly Income	35
5.1	Distribution of Respondents by the Type of House	38
5.2	Distribution of Respondents by the Type of Foods Eaten Most Frequen	tly 39
5.3	Distribution of Respondents by Wearing Habit of Traditional Dress	40
5.4	Distribution of Respondents by Practice of Singing Traditional Songs	41
6.1	Distribution of Respondents by Understanding about who a Tourist is	47
6.2	Distribution of Respondents by Attitude towards Kolma as a	
	Touristic Destination	49
6.3	Distribution of Respondents by their View towards Suitability of	
	Home Stay in Kolma	50
6.4	Distribution of Respondents by their Willingness to Participate in	
	Home Stay Program	52
6.5	Distribution of Respondents by Discussion with Neighbors about	
	Practicing Rural Tourism and Home Stay	53
6.6	Distribution of Respondents by the Reasons for Promoting Rural	
	Tourism	54
6.7	Distribution of Respondents by Attitude Tourism as Income Source	
	and Means of Poverty Alleviation	55
6.8	Distribution of Respondents by Reasons for not Getting Success in	
	Rural Tourism Promotion	60
6.9	Distribution of Respondents by Ways for Initiating Rural Tourism in	
	Kolma Baraha Chour	63

List of Figure

Figure	Headings	Pages
4.1	Distribution of Respondents by Type of Family	31
4.2	Distribution of Respondents by Family Size	32
4.3	Distribution of Respondents by Occupation	33
5.1	Distribution of Respondents by the Type of Foods Eaten Most	
	Frequently	39
5.2	Distribution of Respondents by Wearing Habit of Traditional Dress	40
5.3	Distribution of Respondents by Practice of Singing Traditional Songs	42
6.1	Distribution of Respondents by Understanding about who a Tourist is	48
6.2	Distribution of Respondents by Attitude towards Kolma as a	
	Touristic Destination	50
6.3	Distribution of Respondents by their View towards Suitability of	
	Home Stay in Kolma	51
6.4	Distribution of Respondents by their Willingness to Participate in	
	Home Stay Program	52
6.5	Distribution of Respondents by Discussion with Neighbors about	
	Practicing Rural Tourism and Home Stay	53
6.6	Distribution of Respondents by Attitude Tourism as Income Source	
	and Means of Poverty Alleviation	55

Acronyms

AD	Anno Domini
BS	Bikram Sambat
CBRC	Community Based Rural Tourism
DDC	District Development Committee
DTDC	District Tourism Development Committee
FGD	Focus Group Discussion
GDP	Gross Domestic Product
GoN	Government of Nepal
HAN	Hotel Association of Nepal
INGOs	International Non Governmental Organizations
Kms	Kilometers
MA	Master's of Art
NGOs,	Non Governmental Organizations
NTB	Nepal Tourism Board
NTY	Nepal Tourism Year
PCL	Proficiency Certificate Level
SLC	School Leaving Certificate
TU	Tribhuvan University
UNESCO	United Nations Educational, Scientific, and Cultural
	Organization
USD	United States Dollar
VDC	Village Development Committee
Vol.	Volume
WTO	World Trade Organization
WW	World War