

CHAPTER - I

1. Introduction

1. Background:

Nepal is a landlocked Himalayan country bordering India and China, with enormous cultural and natural diversity and tourism assets. The country has an area of 147,181 square kilometers or 0.1% of total land mass of the Earth. 83% of total area is covered by Mountains thus providing increased opportunities for nature based tourism and/or adventure tourism, including Trekking, Mountaineering, Rafting, Paragliding, Cycling, Wildlife observation and Bird watching and cultural experiences. Almost all of these activities take place in rural areas except cultural tourism in Kathmandu valley which hosts attractive art and architectural building and is listed as a UNESCO World Heritage Site (Cultural). Tourism development in Nepal dates back to the early 1950s following the successful ascent of Mount Annapurna by French mountaineer Maurice Hergoz, and three years later the successful ascent of Mount Everest, world's highest peak, the Nepalese mountaineer Tenzing Norgay and Sir Edmund Hillary, a New Zealander. The major issue remains that the tourism income is not being shared by all parts of the country; it remains confined to the major trekking trails and destinations such as Everest, Langtang, Annapurna, Kathmandu, Pokhara and Chitwan region, often referred to as the 'tourism triangle'. This has led to the tourism entrepreneurs and development workers to seek alternative ways on how to diversify the tourism benefits to other parts of the country as well in par with environmental conservation. Nepal's rural settings also provide a strong foundation to promote rural and/or village-based tourism because of its unique lifestyle, unspoiled culture and tradition. If marketed in an innovative way it can bring tourism benefits in the villages that are off the main trekking trails and help create off-farm employment.

Most parts of area have situated in rural or villages in Nepal and 85% people are in the rural area. Economically Nepal is developing and agricultural country, where 81% people are depending upon agriculture sector. Then in this present context, tourism has been a one of the increasing sound occupation. The origin of

Tourism can be traced to the earlier period of human habitation on the globe. It is derived from the French word "Tourism" originated in 19th century. Many have different definition, thoughts towards tourism, no similarities can be found so it is a difficult phenomenon to describe because there is no single definition that is universally accepted.

According to Webster's new international dictionary- Tourism is defined as 'traveling for recreation' traveling may be regarded tourists if it religious culture tourism, adventure tourism, recreational tourism, mountain tourism, eco-tourism, sustainable community based tourism, village tourism etc. Tourism means traveling from one place to another place for the purpose of health, entertainment or for any other purpose. In primitive's early period people used to travel one-another place mainly for pilgrimage. But nowadays people not only travel for pilgrimage even for trade, pleasure, entertainment, visiting places, explorer, research etc. Like this tourism is promoting gradually day by day.

In context of Nepal, people from our neighbor countries i.e. China and India used to come Nepal from pilgrimage and Nepalese people mainly used to go India for pilgrimage in early period. Now a days; thousands of tourist from Europe, America and south-East Asia comes to Nepal. Tourism has become the one of the most potential economic sectors of Nepal. Nepal posses unique culture and natural resources that remain the attractions to many people. Not only it is a land of adventure, but also it has rich cultural diversity one the major facts of Nepal are village tourism. In Nepalese context, the most of areas are situated in rural village side. So, village and rural tourism both are used to similar meaning as a synonym.

The history of village tourism in Nepal is not long. Nepal introduced a programme of village tourism aiming at promoting country tourism industry in 2052 BS for the first time. After that, visit Nepal 1998 had promoted it widely in Nepal. Thousands of foreign tourists and many of Nepalese people were visited in Nepal as internal and external tourist in that period. Many of tourism infrastructures were places But unfortunately after some years peace and pleasure was escaped away because of the conflict of Nepal. It is believed that community tourism has to be successful in order to sustain the tourism industry in any country. For instance, Spain,

as the consequences of its difficult economic situation; Spain is bound to cut down on the annual vacations. As a result, the Span regards prefer spending their holidays traveling inside their own country than abroad. In a way, this situation has given them chance to rediscover their own country, its urban and rural destinations and its riches. Spain undoubtedly is one of the best countries in the world in terms of tourism and its tourism industry is still very strong but, this new local tourism trend has definitely made it stronger. Over the coming years, the country's economy is expected to improve but, beach and sun tourism will continue to be a great attraction for Spanish households and the writer thinks nobody wants to give up annual summer beach vacations for anything else. The view point of the writer is that people from other corners of the world would love to visit Nepal, but, how about the Nepalese? Emphasis must be given to local tourism in Nepal if they want to make their tourism industry sustainable and strong. In the context of Nepal, where about 80 percent of the population lives in rural areas, no wonder can be done without developing the rural tourism. The most poor and most needy people are also in rural areas, so to improve local tourism, international tourism and tourism industry as a whole, rural tourism has to be taken care of, firstly.

Rural/Village tourism is a new concept and extremely beneficial in the hill stations like Taplejung. In this concept of tourism we do not need big hotels and motels, nor do we need good motor able roads and fashionable vehicles. We permit tourists to stay in our own home as guest. By doing so, tourist can get real taste of village life. They can study rural life study from a very close distance. Thus, since they share the same plate of food, they prove to be the member of our own family as a result they feel more easy. Rural tourism can prove a strong means of improving the economy rustic people.

The father of village tourism Dr. Surendra Bhakta Pradhananga has defined village tourism as "village tourism is a grass root level of tourism designated as its own. Nepali village style, mobilized by Nepali people themselves, their skill and resources displayed as village life style and environment, involved by groups of village tourists, assigned by Nepali adult authorities positively with in its balance of social and environmental function and strengthened the village and village economy. and he further defined that village tourism is a planned industry. Its dimension is very

broad. Benefits are shared by all, in an equitable distributive pattern, those who live in tourism regions are considered as participants in the tourism activities village tourism in which the villages are not left as creatures but always circumstances."

Nepal tourism Board (NTB) has purposed village like Ghandruk, Ghale Gaun, Taplejung Municipality , Palpa, Bandipur, Tatopani and many other places have also been promoted as village tourism. In this context, such a village Taplejung Municipality Area of Taplejung district might be purposes as village tourism.

To propose village tourism Taplejung Municipality area is alike to be possible in several perspectives. It might be regarded model village tourism. Taplejung, the hilly region is one of the beautiful places for the tourist destinations. It has the a lot of potential areas for village tourism like Taplejung Municipality, Pathivara Devi, Ghunsa, Olangchunggola ,Kanchenjunga etc. Among various above described places having potential of village tourism in Taplejung.

Taplejung Municipality area is also one of the tourist destination places in Taplejung. It offers a rare opportunity for tourist to witness and fuel the scenic beauty of nature. To preserve and develop of this area, tourism development committee, Taplejung (TDC) has been established and working since a decade. It has potential village tourism by the following attraction.

1. Taplejung Municipality is located at south of the district here from where tourist can enjoy the beauty of nature.
2. Tourist can also see the third highest peak Kanchenjunga, Kumvakarna and other Himalayas range from Taplejung Municipality.
3. Tourist can see the bio-diversity of different type of plants and animals.
4. Tourist can see different historical Kirat culture, especially Limbu.
5. Tourist can enjoy trekking from Panchthar, Dhankuta, Jhapa, Morang, Taplejung & other districts.
6. Tourist can see religious Temples, huge stones, Pokhari, natural animal's appearance of stone, temples etc.
7. Tourist can research about Historical Limbu culture & bio-diversity of this area.

My study is helpful for those people who take interest in village based tourism development planners as well as local planners exactly in case of Taplejung Municipality and people to emphasize upon it.

"The village tourism multiplies effects."

Fig-1.1



Source: *Village tourism in Chitwan (Pradhanga S.B. 2002)*

1.2. Statement of problem:

Tourism business is going to develop day by day in 21st century in the worldwide and which regarded one of the world's biggest and fastest growing industries. It is important and major smokeless/sound industry which generates revenue for the national development. It has been playing a major role in the socio-economic development of the developing countries like Nepal. In context of Nepal, it is one of the potential and advantageous sections for development of rural or remote area. So that, studies on tourism in Nepal are differentiate and varied. The review of those studies reveals that tourism is one of the major sources of foreign exchange earnings, socio-cultural empowerment, as an industry creating employment opportunities, entertainment and generating economic growth of the nation.

There are lots of possibilities and doing different practices in tourism activities in Nepal but there is no developed infrastructure for tourist place like transportation, electricity, hotel and lodge, good hospitality, guidance, peace & security, communication etc. The place has no identification and flourished.

Mainly, tourism helps us to earn foreign currency and widely increase employment. Nepal is a poor country but rich in natural beauty and natural resources like the highest Himalaya, forestry, river, lake, falls, multi-cultural diversity etc. Nepal is also rich country for bio-diversity, i.e. animals, plants, climate, geographical etc. If we can develop these places, it can provide good opportunities for employment

and development in rural area. There are many places for tourism area like Palpa, Pokhara, Taplejung, Taplejung Municipality, Ghandruk, Ghale Gaun, Gorkha, Kathmandu Valley etc.

Among them, Taplejung district is a beautiful hilly region of the eastern part of Nepal. It is famous for Potatoes, Challis farming, large Cardamom and Cash crops. It is also famous for medicinal herbal farming and animal farming.

Taplejung is also famous for ethnic cultural activities like Sakela, Chyabrung naach, Tamang Sello, Dhan naach, Maruni, Syabro naach etc.. If we promote these historical and cultural activities, we can attract most of the internal and external tourists in Taplejung.

Among these famous places of Taplejung, Taplejung Municipality area is also one of the beautiful and famous place for tourism. It is situated in Southern part in Taplejung and it is the head quarter of Taplejung.

Tourist can enjoy the wild life animals, birds and plants diversity in this area. We can see historical different places in Taplejung Municipality area. Tourists can enjoy of trekking in this area. There are ethnic group like Rai, Limbu, Gurung, Brahimin Chettri etc. in this area.

To develop in that area, there was established Tourism development Committee (TDC) before 10 year ago. After that, this committee has been trying to develop in different sectors for tourism, such as preserving forestry, animals, birds, temples, cave and den, different appearances of stone and bio-diversity of Taplejung Municipality area. Top of the Taplejung Municipality hill, there is interesting place, which called Suketar which is airport of the district from where we can see every things around of this area. Nowadays TDC and local people are going to organize Taplejung mahotsav in a short periodic time.

But these beautiful places are not yet developed by government sector for tourism point of view. If we develop the infrastructures for tourism, it helps to create employment get good opportunities to develop rural area. In these case, this study is helpful for develop Taplejung Municipality area.

Thus, Taplejung Municipality is very beautiful area for the village tourism but it is underdevelopment for purpose of tourism area. Policy maker, planner has taken any priority for development of this area. If we develop this area, we promote tourist activities. In this way, local people, planner, policy maker, political leader can helps to make policy and to implement plan in the future.

1.3 Objectives of the Study

i. General objectives:

The general objective of this study is to analyze the activities of the Taplejung Municipality area in integrated rural tourism.

1. Specific Objective:

1. To identify the Tourism activities in Taplejung Municipality Area.
2. To find out the status of local people participation and benefit sharing practices among the community.
3. To identify the potentials and challenges in tourism sector of Taplejung Municipality.

1.4. Importance of Study:

Most part of Nepal is situated in rural area. There are many beautiful and potentialities places for tourism. But government and related depart has not responsible and serious for its development. To analysis and solve the problem, this study is a milestone. Tourism is a tool for development not only for rural areas but also for the nation. It can help economic growth, socio-cultural development, empower rural people and protect the natural and cultural heritage of the country.

Generally, this study provides basic information and general guidelines to the local community people, planners, tourists and other concerned agencies about the sustainable village tourism development. The Research indicates Rural community tourism and development activities to the tourists and take satisfaction and pleasure

though observing scenic beauty, modern agricultural farming pattern, cultural factors etc.

Village or Rural Tourism helps to develop for community-based and sustainable development. Because rural people are directly participate in village tourism and they feel ownership themselves. They can take difference benefit sharing in local level. By the way, they are responsible and dutiful for sustainable tourism.

The importance of tourism sector is increasing day by day. Development of tourism industry can increase the job opportunities which can reduce the rural poverty. The proper utilization of natural resources can support in development of country. We can attract tourists by flourishing our cultural, sector beauties and bio-diversity.

Any kind of Research work have been own importance. Like that the following are significance of this study or research.

1. The studies explore the problems, Impact, more potentialities and advantageous tourism activities to promote Rural/Village tourism.
2. The Research has find out the different tourism products and to develop infrastructures for rural development.
3. The study has find out the different socio-cultural life style of various ethnic groups.
4. The study has seeks the answer about how can we promote and what are the problems, merits of tourism activities of Taplejung Municipality area.
5. This study provides knowledge about the natural beauties presence of Taplejung Municipality area.
6. The Research has showed the possibilities of the present tourism activities, socio-cultural and trekking tourism in this area.
7. The study helps guideline and information resource of Taplejung Municipality area.

In this way, the study is concerned about the village tourism, activities of study area, which give the real situation of that area and the study is helpful for

policy-maker, planner, tourists, local people etc. Mainly the study gives to guide line to Taplejung Municipality Tourism Board. It provides basic infrastructure and general guideline to TMTC committee, local people, planners' tourists, students and other concerned agencies a social the sustainable tourism development. This study shows village tourism is a better activity to the tourists and they take satisfaction through scenic beauty, Himalayan range, river, wild animals, plants etc. historical and religious places and unique culture of ethnic groups. Specially, this study relevant about the promotion of village tourism in Taplejung Municipality area.

1.5. Limitation of study:

Any kind of research work has been done within certain area of limitation. But, it determines its nature, needs, situation and area of study. This study is done for the fulfillment of masters of Humanities studies. It is conducted within certain scope, limitation and constraints, which are as follows:

1. This study is based on sample data collection Taplejung Municipality area of Taplejung district.
2. The result derived from the research depends on the reliability of the primary and secondary data collected by questionnaire and survey records.
3. The Study highlights the tourist site of study area, especially, natural scenic beauty, bio-diversity, wetland conservation, culture and historical importance etc of Taplejung Municipality area.
4. The study is concerned only about the subject matter of village tourism.
5. This study is based only 70 various occupational individual persons of Taplejung Municipality areas and hence the result of research cannot be generalized for other i.e. the result is applicable only for the study area.
6. This study mainly based on field survey data, there may be respondent basis and secondary data like annual report, article and other publications etc.

CHAPTER - II

LITERATURE REVIEW

Literature review is most important component for the fulfillment of any Research. We never complete the any kinds of research without the literature review. "Review of the related literature" is an integral part of the entire research process. It is a foundation or base line for the study and it helps together information and develops new knowledge, investigates idea and results. As a result, it provides the study more study supportive and justify. It provides the background information about the research topic.

2.1.1 Tourism: Concepts and Definitions

The word "Tourism" is derived from the French word "Tourism" which originated in the 19th century and cited for the first time in oxford English dictionary in 1811 AD meaning "the business of providing accommodation and services for people visiting a place." Tourism in general develops the movements of journey of human beings from one place to another whether it may be within own country or next countries for various propose (Bhatt,2006;1)

In recent years tourism is regarded one of the world's largest and fastest growing industries. It has been playing a pivotal role in socio-economic development of the most developed as well as developing countries of the world. So most of the nations are attracted to this industry and trying their best to strengthen the socio-economic life of the people by promoting tourism. Tourism has been identified as an important source of foreign exchange, earnings as an industry creating an employment opportunities and generating economic growth of the country.

In general tourism denotes the movement or journey of human beings from one place to another whether it is within ones own country or other countries for various purposes. The popular word Tourism of the present day, was popularized in 1930s (Gurung; 2007)

The origin of the world tourist dates back to the year 1292 A.D. the word tourism or tourist is derived from the Latin word tornus which means a tool for describing circle or a turner's Wheel. It is from the word turns the nation of a round tour or package tour has come in vogue. The terms was first used in 1643 in the sense of going round and traveling from places to places around an excursion, a journey including visit to many places in circuit or sequence, a circuitous journey embracing

the principal places of a country or region. According to Oxford dictionary, the word tourist is used as early as 1800 A.D. Tourism is not new phenomenon for Hindus, in Sanskrit literature. We find three terms of tourism derived from the root atan which means leaving home for some time to others place. They had three different types of tourism known as paryaton (going out for pleasure and a knowledge), disatan (going out to other countries primarily for economic gain, and tirthatan (going to the place of religious importance), (Kunwar, 1997:3)

World tourism organization has defined tourist in precise tern as “Any person who travels to a country other than that in which she/he has his/her usual residence, but outside his/her usual environment for a period of at least one night but not more than one year and whose main purpose of visit is other than exercise of an activity remunerated from within the country visited. The term includes people traveling for leisure, recreation and holidays, visiting friend's relatives, business and professional, health, treatment, religion/pilgrimages and other, purpose.” Whereas any person who stays less than twenty four hours in the place outside his/her usual habitat she/ he is called excursions. (Ibid)

Likewise, the tourism society of Britain had also attempted to clarify the concept of tourism in 1976. It defined tourism as “the temporary short term movement of people to destinations outside the places where they normally live and work and their activities during the study at these destinations, it includes movement for all purposes, as well as day visits or excursion. (Ibid)

The world tourism is defined by various scholars in different ways and yet there is no universally accepted definition. Austrian economist Herman Von Schullard gave the first definition of tourism in 1910 as, "The sum total operations mainly of economic nature, which directly related to the entry, stay and movement of foreigners inside and outside a certain country, city or region." (Satyal, 2002).

The definition of tourism given by two Swiss professors Walte Hunsinker and Kurt Keapt in 1942 is broad in nature as, "tourism is the sum of the phenomena and relationship arising from the travel and stay of non-resident, in so far as they do not lead to permanent resident and aren't connected with any earning activity (Bhatta, 1994)

Similarly, Kunwar Defines "tourism is the temporary movement of people to destinations outside their normal places to work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs (Kunwar, 2006)

Tourism is studied and understood from six different prospective. Tourism as a human experience, tourism as a social behavior, tourism as geographical phenomena,

tourism as a resource, tourism as business and tourism as industry (Smith 1998). It is managed from four different levels, Government, NTO, Business Organizations and locals. (Ghimire, 2007).

The concepts of tourism characterized by Tiwari (1994) are as follows:

1. A movement is of a temporary nature and for a short duration, which distinguished it from migration.
2. It gives rise to activities at the destination, which are design from those actives at the resident population of the place visited.
3. The main motive for participation in tourism is largely recreation and the visit is made for the purpose other remunerated from within the place visited.
4. A movement of people to various destinations and has two components, journey and stay both of which take place outside the normal area of residence and works.
5. Tourism in the pure sense is essentially pleasure activity and involves a discretionary use of freely disposable incomes and free time.
6. An article published in Sunday Dispatch (June 22, 1997) 'on taking tourist to villages' by B.M Dahal stated that village tourism is coming up as a new concept for promotion and development of tourism in Nepal and it can give as a appropriate momentum to the tourism sectors. This concept is more relevant in the context of a country like Nepal which is make up of village and diverse ethnic groups with typical and unique culture and traditional life style. According to study more than 60% of total tourists arrival in the country interested in visiting different village of Nepal. Most of the villages in Nepal are traditional, where the local people have preserved their traditional cultures and they can also be found adopting occupation like farming, fishing, weaving, knitting, pottery, basketry and such other traditional occupations.
7. The living picture of Nepal is given by the village tourism since the village life is far from the hustle and bustle of city life. The visitors in village can fell relaxed in the fresh environment. They are very interested in seeing the culture and way of life of people rather than the polluted scenes in the urban areas. They naturally come to have experiences in the new places. Many villages like Tashi of Sankhuwsabha, Ghandruk in Kaski, Sirubari in Syangja, Ghale Gaun

in Lamjung are promoted and developed as sites for village tourism, Income and employment can be generated via growth of travel and tourism sectors for those who are directly involved. It is also expected that some secondary activities like retailing and small trade activities would spring up in the growth process. The tourism industry can act as a big growth process. The tourism industry can act as a big breast to the primary process, craftsman, factory workers and landscape architects whose goods are consumed by tourist during their stay in country. Tourists generally spend a major part of their expenditure on the organized sector activities which involves hotels, carriers particularly in a developing countries like potters, hawkers, rickshaw pullers etc. also benefits by serving tourists. Indirect benefits are also generated for the local poor like washer man, vegetable vendors and unskilled workers. The multiple effects of tourist spending create secondary found of economic activities and sizeable amount of income and employment is generated in the region of country (Kane 1994:51)

8. Johnson (1994) has highlighted the significance of tourism by quoting that many countries have seen their natural resources depleted and their cities polluted with heavy industry, to keep tourism as clean way to economic prosperity. He sees tourism as a way to increase foreign exchange, improve the economy, provide employment, generate tax revenue and promote other industries such as retail sales and decrease reliance on natural resources and polluting industries.
9. Dhakal (2000) in his book "Nepalese culture, society and tourism" described Nepal is a holy place for natural as well as cultural heritages. It has been carefully emphasized on natural and cultural resources of Nepal. The title of each article covers a wide variety of themes ranging from society, religions, festivals, art and architecture and of course tourism with nature and society.
10. Parr Tony (1998) in his "village Tourism: A new concept in sustainable tourism in Nepal" which was published in Nepal travel and trade reporter Journal (1998, Aug-Sept.). In this article he described Nepal is country made up mostly of village and diverse ethnic groups, villages tourism can do much to make Nepal know in the world besides making the villagers themselves the

beneficiaries. As a means of developing sustainable tourism that protects the environment and culture of Nepal while providing very real economic benefits to local people. Village based tourism is one of the highest prospects in the Nepalese tourism industry.

11. Kunwar R. (2002) writes a book entitled "Anthropology of Tourism". This is being a case study of Chitawan Souraha. It is very scientific research which signifies to the cultural tourism and research methodology. This is a study of Tharu's culture of Nepal. According to kunwar, the guest and host relationship makes balance through the cultural village tourism. The cultural values might be exchanged of the destination area by cultural tourism. Emphasizing cultural and others tourism activities go forward side by side which makes enrich tourism industry in Nepal. As a now cultural tourism is acceptable for both host and guest. This is also model of village tourism of Tharu culture which provides more ideas to purpose the village tourism of this study area.
12. Pradhananga (2002) has described in his book "Village Tourism in Chitwan" that village tourism is a grass root level of tourism designated at its own Nepal village style, mobilized by Nepali people themselves, their skill and resources displayed as village life style and environmental involved by groups of village tourist, assigned by Nepali adult authorities positively within its balance of social and environmental functions and strengthened the village and village economy. Village tourism is a planned industry and its dimension is very broad. Benefits are shared by all in an equitable distributive pattern, those who live in tourism regions are considered as participants in the tourism activities. Village tourism in which the villagers are not left as creatures but always graded as superior being of their one circumstances.
13. Beun and Lamichhane (1999) carried out one study on the title "Feasibility study on village tourism is Nawalparasi Hills" this study described village tourism, by which local people get immediate benefits from tourism, it does however not apply to hotels but entails with home stays. The marketing of the concept will have to be done by international agents, convincing them and their clients of the added experience of such a product. Initially this may prove difficult and it will take at least two to three years, but foreign tourist tend to

be very willing to help the local people as is shown by their donations of different groups and institution.

14. Pradhan I.K (1979) concludes in his degree of masters of Arts dissertation that Nepal begins to benefit from tourist industry after the political change of 1950. After the first and second world war, developed countries also used tourism industry for the solution of favorable balance of payment. The developing countries used tourism industry to sustain deficit financing and economic development. The topographical condition of Nepal is fruitful for tourism industry and it helps to solve the national unemployment problems.

Here by included this chapter, reviews of the available literature such as books, research papers, internet website, bulletins, articles published by various scholars from different perspective focusing in the field of tourism for the complete this research.

In the 21st century, travel and tourism will be world's highest growth sectors, global experts in poet have predicted that in the global economy will be driven by three major services industries; Technology, Telecommunication and Tourism. According to experts, would capture the global market and encompassing not only economic benefits but also social cultural benefits. It encompasses economics, social, cultural, environmental, educational and political significance. It is the critical 1950 it is a rapidly growing industry in the world. Therefore the field of tourism is being wider not only in the developed countries but also in less developed or under developed countries like Nepal. In the present context, tourism is the world's faster growing industry in additional employment and income and generates multiplier tourism industry is being a comparative advantage industry of Nepal. It has important role in Nepalese context in general and rural economy in particular. So, tourism can contribute the income generating sources which helps to raise the socio-economics of village people.

Several studies have been conducted on the topic tourism by different people and institutions to make the study more reliable. Some of the important available

dissertations, book, articles, bulletins, and annual will be revised to complete the study.

Tourists can also be classified according to their interests, activities, reasons for their traveling or their mode of traveling like cultural tourists, nature tourists, business tourists, group tourists etc. A special type of tourist is backpackers. These are mostly young international tourists, who travel independently and with a flexible travel schedule. Typically, backpackers stay longer and spend less money than other tourists. Hence, they tend to prefer budget accommodation (often dormitory style, so called "Backpackers Lodges" etc) and they like to use public transport. (ibid)

Economical, environmental and social and socio-cultural considerations must be well understood in order to plan, develop and manage tourism successfully. Economic, environmental and socio-cultural costs and benefits must be weighted to achieve a balanced development. Focusing on the local poor and deprived (Men and Woman) should be open as a starting point in these considerations: although this does not mean that other categories should be excluded from such benefits (Hummel, 1999)

Eco-tourism can be a significant, even essential, part of the local economy. It has immense potential to help in poverty alleviation. Besides its unique potential to carry exchange and investment directly to the local level, it can make significant contribution to rural development, agricultural transformation, community enrichment and social empowerment, particularly for women (Shrestha and Walinga, 2003).

More recently, community based tourism has been recognized as another form of tourism. "The community based tourism occurs when decisions about tourism activity and development are driven by the host community. It usually involves some form of cultural exchange where tourists meet with local communities and witness aspects of their lifestyle. Many such remote ethnic communities may be vulnerable to outside influences and decisions about the way tourists are hosted must be owned by the community for successful and sustainable tourism" (SNV, 2003).

Community based tourism can generate a sense of pride in the local population and make funds available for maintaining or upgrading cultural assets (e.g.

archeological ruins, historic sites, traditional crafts production (World Bank, 2000 cited in UNEP, 2001).

The aims of community based eco-tourism largely depend on the issues, problems and needs of the community. In general it serves as a tool for conservation and, at the same time, a tool for improving the quality of life. It also serves as a tool to bring the community together to consult, discuss and work together in solving community problems. Further such tourism provides opportunity for exchange of knowledge and culture between tourists and the community and helps to provide supplementary income for individual members of the community and for community development (REST, 2002).

Due to the lack of alternative livelihood options the youth and productive work force are compelled to emigration to cities and abroad. Over 86% of Nepal's population lives in rural areas, more specifically in 3,915 Village Development Committees (V.D.C.). Farming is the main occupation and non-farming opportunities are very rare so the emigration is inevitable in rural Nepal (Upadhyay, 2007). To tackle this situation, the concept of village tourism was introduced for the first time in Nepal in Taplejung Municipality. Tourism does not only create benefits but it brings along some negative impacts which can be devastating if not managed properly and addressed in time. Negative impacts worldwide include loss of cultural integrity, environmental damages and inflation. Acculturation of intact tradition/culture and westernization can be attributed to the cultural erosion of Nepal whereas depletion of natural resources, especially forest, wildlife and biodiversity, accumulation of waste along trekking trails and destination community can be pointed to negative environmental impacts. A study in the Annapurna Conservation Area (Ghorepani) shows that 76.41 % of total income was used to import various goods among lodges whereas just 23.59 % remained in the destination community! (Banskota and Sharma, 2004). Another study shows that only 6% of the total income was retained in local economy in the Annapurna Conservation Area (Nyaupane and Thapa, 2004 cited in Thapa, 2005).

The rural environment is the main attraction of a village Therefore, rural tourism development helps to preserve the rural resources. Proper design can help to

establish sustainable tourism development and to control the negative effects on the environments. In Iran considering the lesser rural population, the immense emigration rate, a need for planning the prosperity of villages and especially the villages with tourist attractions is felt more. Thus the process of rural tourism planning is executed by giving guidelines and executive plans that aim at preventing the environmental, social-cultural and economic problems. Rural tourism is considered as a valuable source of job and income creation (Inskeep, 1991, Lesley, Hall 2001, Middleton, Hawkins 1998, Whelan 1991). It can help to reduce poverty and emigration, can create social welfare, can preserve traditional cultures, the traditional texture, the natural and cultural resources. It can also reinforce national self esteem. This would be an essential element besides the agriculture and animal husbandry activities in remote rural areas (Gadery, 2004).

Ahmed (1996) mentioned that possessing outstanding tourism resources is not sufficient to lure the optimal number of tourists to a tourist destination. According to the author, tourism promotion plays an important role in enhancing the competitive edge of one tourist destination over another because of tourists' image of a destination and the attitude of tourists toward that destination seem to be two of the most important factors responsible for this variation. As a result, the aggressiveness of the promotion campaigns launched by tourist destinations has added a new dimension to competitiveness and has resulted in increasing numbers of image advertisements in travel and tourism literature and in the mass media which leads the tourist destinations to spend billions of dollars annually on image building and image correction promotion programs. The author also concluded in his study to formulate the promotional strategy, destination's promotion strategists should identify the respective images of different constituents of total image, and not just one total image and by determining those constituents of a destination's tourist image that are most significant in the evaluation made by various segments of the target market, the destination's promotion strategists should direct promotional efforts toward inducing a more favorable image based on those constituents and the appropriate positive image constituents then could be emphasized in the segmented promotional programs which may help a destination to re-emerge from the effects of negative image(s).

Liu and Wall (2006) mentioned that tourism is generally used as a tool to stimulate marginal economies and to promote development through the jobs and incomes that it can foster. Thus, tourism has emerged in many destinations as a catalyst for socio-economic change. The authors emphasized that tourism planning should be made in a way so that both the local residents and the visitors can be benefited. The proper planning based upon local response, participation and support can provide an opportunity to consider tourism as a positive force for the lives of local residence. The authors also blamed that it is very unfortunate because of many tourism plans for developing area destinations are made by giving insufficient concentration to human resource development which do not fit well with existing human resource capabilities and local people find it difficult to participate in tourism which leads to achieve less benefit than what might otherwise be the case. In addition to that the repeated appeals for more participation of local people in directing, participating in and benefiting from the tourism that is taking place or proposed for the destinations in which they live are testimony to deficiencies in tourism planning, including its human resources development components. If tourism plans are prepared appropriately through giving adequate attention to the development of human resources for tourism so that local residents will be in a better position to participate in and benefit from the development of tourism in their area and then tourism can really be a “passport to development” and a means to enhance the lives of destination residents.

2.2 Challenges of rural Tourism in Nepal

As Nepal is a mountainous country, it is easy to figure out that the first and foremost challenges of rural tourism must be the transportation. Also on the list of one of the least developed countries in the world, Nepal has no facility of road transportation reaching to all rural settings. The author of the thesis had heard from his Nepali friends that products produced in one part of the country cannot reach the other part because of the lack of infrastructure. Apple grown up in the Himalayan region rot out there because there is no way they could be brought to the cities, but people living in big cities have to import apples from India. In this situation, how can tourists reach the remote Nepal to witness its beauty and experience its authentic culture and heritage? According to a news report published

on June 04, 2013 in Xinhua, three plane crashes occurred in Nepal during the last two weeks, raising serious questions about the country's civil aviation security and the safety of passengers, most of whom are foreign tourists. These kinds of news obviously scare the tourists away. As a foreigner, the author unfortunately, would not trust the domestic airlines in Nepal. Most of the planes crash in Himalayan and hilly regions on the way to remote places, which means that these plane crashes are a very big challenge for rural tourism. Communication and electricity are other integral components for the development of rural tourism. Lack of infrastructure and development definitely means that there is no facility of communication like internet and telephone in all the rural parts of Nepal. According to BBC news, despite the massive hydropower potential, Nepal only produces about half of its electricity need. Less than half of the population is connected to the Nepal power grid and power has to be imported from India. Over the past few years, load-shedding, the theft of electricity through illegal connections and power cuts have become daily realities. It has been assumed that the power cuts will increase to 14 hours a day within the next few weeks. The daily basis power cut hamper rural tourism as well as the entire tourism sector of the country. Other challenge for the development of rural tourism in Nepal seems to be the people themselves. They have the traditional belief that agriculture could be the only source of income to the rural people and they have off let realization of the fact that tourism can also play an important role in development process. With 60.3% literacy rate in total population (Nepal demographics profile 2013), and the majority of remaining illiterate population living in the rural areas, it is very difficult to make them understand the importance of rural tourism to them and the country. Their rooted traditional belief and led back nature is hard to change. On top of that the absence of supporting industry and proper legislation system kills the idea of rural tourism right at the initial stage. The author has mentioned earlier that younger generation and the work force of the rural villages are moving to the big cities and foreign countries in search for work. Villages in Nepal are full of old people and lack manpower. Financial support remains at the top of the list.

1. The policies framed for the promotion of tourism in Nepal do not yet effectively regulate this rapidly growing industry. Conscientious

implementation by all parties involved in the tourism sector is required. The private sector and the government should collaborate in the planning and execution of policy objectives.

2. In order to increase the number of tourist arrivals, there is a need to study the demand side. Both international and national promotional drives should be conducted more intensively by the tourism promotional centers.
3. Development of culturally and environmentally sensitive trekking tourism should be accorded higher priority. This would create higher employment and generate more money for the local
4. In order to attract more visitors to Nepal, high priority should be placed in controlling air, water and land pollution in Kathmandu, since more than 90 per cent of tourists visiting Nepal arrive first in Kathmandu. So far Pokhara, Ghandruk and Sauraha have been spared from air pollution. Nevertheless, they are subject to other kinds of environmental degradation. The policy-makers of Nepal should follow the tourism development models of the developed countries of Indonesia, the United States of America, Canada and Japan. Issues regarding the modernization of the nation's tourism plans and programmers for sustainable tourism in the future should be addressed.
5. There is a need to promote domestic tourism in Nepal. Since time immemorial, Hindus, Buddhists and other sections of the population alike have made religious pilgrimages to various places. It is usually the older generations who partake in this activity; but, recently, younger people have also started to venture on similar sacred journeys. They visit the holy sites, mountains, lakes, hill resorts, etc. Their latest interest is white- water rafting. However, most Nepalese citizens cannot afford to undertake these leisure activities, as compared to foreign tourists. The available accommodations do not cater to their financial situation and needs. Therefore, adequate facilities should be provided for local tourists so as to ensure a healthy growth of domestic tourism.
6. Nepal is a country renowned for its religious sites. It has long contributed to the development of pilgrimage tourism. There is a need to advertise the

country's cultural and religious richness 39 The effects of tourism on culture in Nepal abroad, in countries such as India, Korea, Thailand, Japan and Singapore. It is suggested that the Ministry of Tourism should cooperate with the Department of Archaeology to ensure the preservation of archaeological remains and relics dating back to the sixth century A.D. Exhibitions of selected archaeological sites should be organized in the foreign countries to acquaint foreigners attracted to archeotourism.

7. Nepal's festivals and juror should be widely publicized. Brochures illustrating these celebrations should be prepared by governmental and non-governmental agencies and distributed worldwide. Movies and audio-visual aids are also helpful in drawing tourists.

CHAPTER – III

RESEARCH METHODOLOGY

There are various type of methodologies used to obtain related information and facts for specific research of study. However, there is not only one method to collect the information related to all aspects of human society and use of more techniques also not be practical in terms of cost, time and so on. That's why; appropriate data collection technique will be selected for any study. So, researcher can get maximum information by utilizing this term, cost and other available resources. A combination of data collection will be used for this study. Reliable and relevant study can be made possible only by applying scientific method. Therefore, the primary purpose of this chapter is to discuss and design the framework for the research. Mainly, research design, sources of data, data collection tools and techniques, analysis methods etc are mention as below.

3.1. Research Design:

Methodology is required to meet the objectives of the study analytical, descriptive and exploratory research. The study depends upon the respondents' response since, the aim of study is to find out the potential tourism area of study area. Field study also be conducted. The research design has also historical in nature.

3.2. Sources of data:

There are two types of data are used in this research, i.e. primary and secondary. The primary data collected through interview, questionnaire with selected respondent persons and secondary data has been collected through various sources like annual reports, newspaper, published or unpublished articles, internet website, principal books and previously done desertification.

3.3. Data collection techniques:

Data are collected by using the following techniques in this study:

1. Field observation
2. Interview
3. Questionnaire
4. Observation of various records and Profiles of Taplejung Municipality
5. Key information of survey

3.4. Data collection tools:

We can use different types of data collection tools in the research work. For the primary data here questionnaire, observation, check-list, record, observation, check list will be the tools for data collection in this study.

Similarly, to generate the secondary data library study, books, newspapers, books, reports, journals, website and electronic media etc are applied.

3.5. Data analysis and presentation:

The above collected data and information through various tools and techniques are analysis by using various statistical methods according to the need and nature of data. As requirement of study mainly deferent types of tables, charts, diagram etc are used. Mainly, the data can analyze by descriptive method.

3.6. Universe and sample size:

Universe and sample size are most important for the validity and reliability in the research. It defines study area, subject matter, samples etc. Due to various constraints whole universe is impossible to be studied. In this research, Taplejung Municipality area is taken as the universe for the study. Only the above mentioned

area of Taplejung Municipality included in study as the research area, which are more potential areas from the tourism point of view.

The respondents, interview those persons who have more knowledge and interest about tourism sector. Sample size is 70 several of above mentioned areas wards on the basis of random sample data are collected. According to sample size, the findings are defines and find out the conclusion of research. By the testing of sample size, if positive impact is the highest, are more nearby universe and more reliability.

CHAPTER – IV

STUDY AREA DESCRIPTION

4.1 General Background of Taplejung District

Taplejung is located far eastern part of Nepal with an area of 3646 sq.km. It extends from 27°15' to 27°57' North latitude and 87°15' to 88°12' East longitude. The altitude of this district ranges from 777 meter to 8586m above from the sea level with minimum temperature 0°c and maximum temperature 31°c.

Geographically it link to Sikkim of in India in the east, Sangkhawasabha and Terthum in the west, Tibet China in the north. Taplejung bazaar's attitude is 1820 m from sea level.

Taplejung is famous in biodiversity, geo-diversity, linguist diversity culture diversity, native culture, unique natural recourses, traditional customs, handicraft hills including different panoramic mountain view of Kanchenjunga, scenic steps of flowering rhododendron with variety of species like red, pink, white)production of cheese and chhurpi holly pilgrimage sits such as Pathivara these above mentioned places are remarkable characteristics of Taplejung.

Among various tourism destination of Taplejung, Taplejung Municipality is one of the major destination in the district. It lies at the top 2400 m high from the sea level, on the international border line of Nepal and India. It provides majestic view of the Himalayas Mt. Kanchenjunga, Mt. Makalu, Mt. khumbhakarna, and even Mt. Everest. Endangered and rare wildlife like red panda, musk dear, blue sheep, snow leopard and lophophorus can be seen in the forest of this area

4.2 Introductions to the Taplejung Municipality

Taplejung Municipality is headquarter of Taplejung district. This municipality is famous for culture, biodiversity, tourism destination and so on.

4.2.1.1 Physical Setting

Taplejung Municipality situates the headquarter of Taplejung district. It occupies 7.806 sq. km. Area by land.

Geographically the altitude of Taplejung Municipality is 1820 m from the sea level. It has rich flora and fauna.

4.2.1.2 Climate

Climate is one of the important and major indicators for the observation prosperity and norms and value. The climatic condition of the study area i.e. Taplejung Municipality is of 10^oc - 31^oc. Crops productions like rice, corn, large cardamom, different types of vegetables.

4.2.1.3 Demographic status

The total population Taplejung Municipality is 15826 out of which 7971 are female and 7855 are male 3239 household.

4.2.1.4 Education status

The educational status of the Taplejung Municipality is 66.42 percent which is lower town the district level of literacy rate 77.7 percent. There are 11 primary schools, 3 lower secondary schools and 4 higher secondary schools. The female literacy rate in 53.76 percent where as 78.02 percent male literacy rate of the Taplejung Municipality.

4.2.1.5 Tourism Centers

The majority of population of Taplejung Municipality is based in agriculture. Along with the agriculture mix type of occupation is practiced in this Taplejung Municipality such as live stocks. Beside this it has a high potentiality of tourism development in which Pathivara, gate way to Kanchenjunga, rafting in Tamor river, Suketar airport, tourism park, Chandeshwari temple, Tashichhyokhorling Ghumba, Nageshwari temple, Sano Pathivara, Gumba danda home stay, different types of cultures such as Limbu, Gurung, Sherpa, etc.

CHAPTER-V

DATA PRESENTATION AND ANALYSIS

This chapter deals with the data presentation and interpretation. Agglomerated primary data from the field's survey have been tabulated and their interpretation had made thoroughly.

5.1 Population Structure

Population is the major component of any research. This type of sampled population sketches our real report. The sample population composition of this study has been presented under the table;

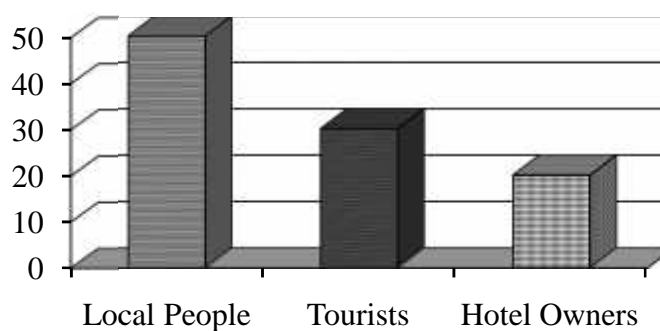
Table No. 5.1 Sample Population structure of the study

Streams	No. Of Respondent	Percentage
Local people	35	50
Tourists	21	30
Hotels owners	14	20
Total	70	100

Source field survey, 2014.

Table 5.1 shows the sampled population of the study. It mirrors out that 50 percent are local people, 30 percent are tourists both on national and international level. The rest 20 percent are local hotel. Thus, this study covers the all tourism stakeholders of this site.

Fig. No. 5.1 Sample Population structure of the Study



Furthermore, the sex composition of the study has been given below on the table as:

Table No. 5.2 Sex composition of responding

Sex	No. Of Respondents	Percentage
Male	42	60
Female	28	40
Total	70	100

Source: field survey 2014.

The above table shows 60percent are male respondents and other 40 percent are female respondents. It clears that female are still backward in this areas even though 21st century is the age of gender development.

5.2 Education Status of the Local Respondents

Education is the key to any success. it is the cornerstone of the development also. Higher the level of the education means better will be the opportunities. The education level of the local respondents has been listed on the following table:-

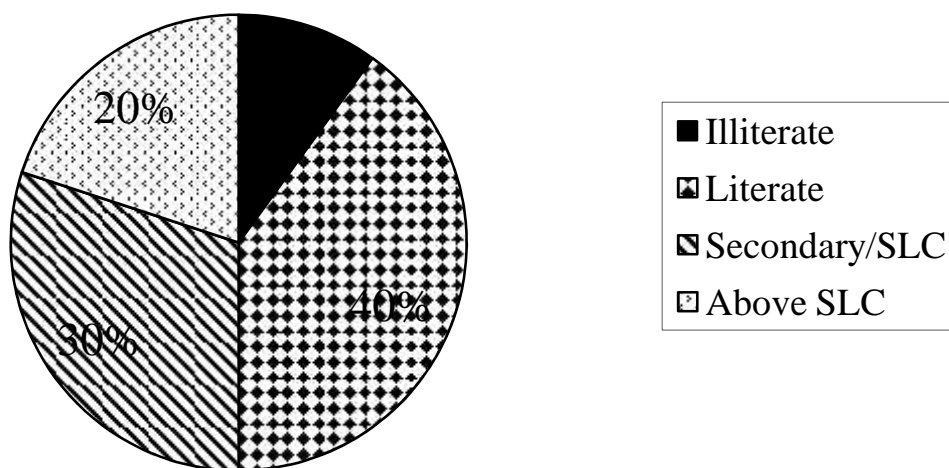
Table No. 5.3 Education Level of Local Respondents

Levels	No of respondents	Percentage
Illiterate	7	10
Literate	28	40
Secondary /SLC	21	30
Above SLC	14	20
Total	70	100

Source: field survey 2014

The above table presents that 30 percent local respondents have secondary level of education. Out of the total respondents 40 percent are only literate and 20 percent are above SLC passed respondents similarly there are 10 percent illiterate respondents. It concludes that the level of education in respondents is not in homogenous background, it is because of the icon of rural life also.

Fig. No. 5.2 Education Level of Local Respondents



5.3 Occupations of the Local Respondents

Occupation in the engagement of people in different activates to satisfy their daily needs is human beings adopt different types of occupations such as agriculture, Trade, Service, social worker etc. in these study respondents occupational status has been presented below in the table as.

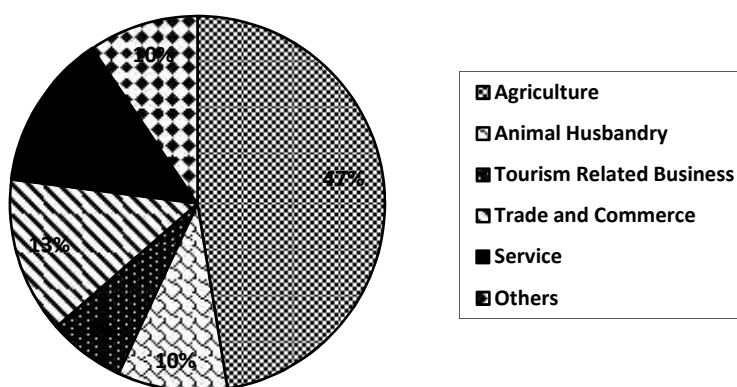
Table No. 5.4 Occupational of the local respondents

Occupational	No. of respondents	Percentage
Agriculture	35	50
Animal Husbandry	7	10
Tourism Related Business	5	7.1
Trade And Commerce	10	14.2
Services	7	10
Others	6	8.5
Total	70	100

Source: field Survey 2014

Table 5.4 shows 10 percent of the local respondents are taken animal husbandry as a more occupation for their livelihood. It is followed by agriculture which occupies 50 percent. Similarly, tourism related business (guides, chhurpi, ghee, handicrafts) consisted 7.1 percent and trade and commerce is the main occupation of also 14.2 percent of the local respondents. Likewise, 10 percent and 8.5percent are service holders and other way of life herbal product, wine product etc respectively. It clears that due to its upload geography, majority are egged in animal husbandry because crops production is not suitable for this area. It has been shown under the pie chart also.

Fig. No. 5.3 Occupation of the local respondents



5.4 Age structure of the local respondents

Age structure of the local respondents are given in the following table.

Table No.5.5 Age structure of the local respondents

Age Group	No of Respondents	Percentage
Under 20 Years	7	10
21-30 Years	14	20
31-40 Years	7	10
41-50 Years	10	14.2
51-60 Years	12	17.1
61-Above Years	20	25.1
Total	70	100

Source: field Survey 2014

The above table shows 10 percent are under 20 years age group respondent, similarly 20 percentage of 21-30 years age group. Similarly 10 percentages are 31-40 years, 14.2 percentages are age of 41-50 years 17.1 percentage age of 51-60 and 61- Above 70 years age group respondents

5.5 Local Respondents Familiar with Tourism

Tourism is a compound product of multiple sectors. It is the business of people. Local people behaviors and awareness on it erects its future destination. In this study the local people response on familiarity in tourism business has been presented in the following table;

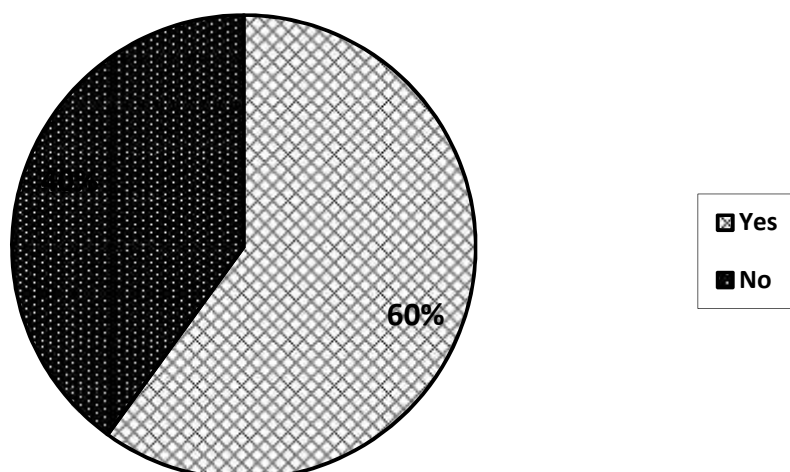
Table No. 5.6 Local Respondents Familiar with Tourism

Responses	No. of Respondents	Percentage
Yes	42	60
No	28	40
Total	70	100

Source: Field Survey, 2014

The above table no: 5.6 reveals that 60 percent of the local respondents are familiar with tourism where as 40 percent are not. It clears that majority respondents are aware on it. It is shown on the following picture chart.

Fig. No. 5.4 Local Respondents Familiar with Tourism



5.6 Facilities given to tourists

For the development of tourism industry in any site the facility to the tourists is one of the major components. On the query about the facilities given to tourists in Taplejung Municipality, the sampled people responded the following;

Table No. 5.7 Facilities given to tourist in Taplejung Municipality

Facilities	No. of respondents	Percentage
Transportation	7	10
Lodging	21	30
Fooding	21	30
Water supply	7	10
Guiding	7	10
Accommodation	7	10
Total	70	100

Source: field Survey 2014

The above given table shows that 10 percent respondents said transportation as facilities likewise 30 percent respondents answered both lodged and fooding and 10 percent respondent said water supply Guiding and accommodation as the facilities gained by tourists. It mirrors that transportation lodging and fooding are the main facilities in Taplejung Municipality.

5.7 Advantages of Tourism in Local People.

On the query of benefits of tourism to local people the sampled local people responded the following.

Table No. 5.8 Advantage of Tourism to Local Respondent

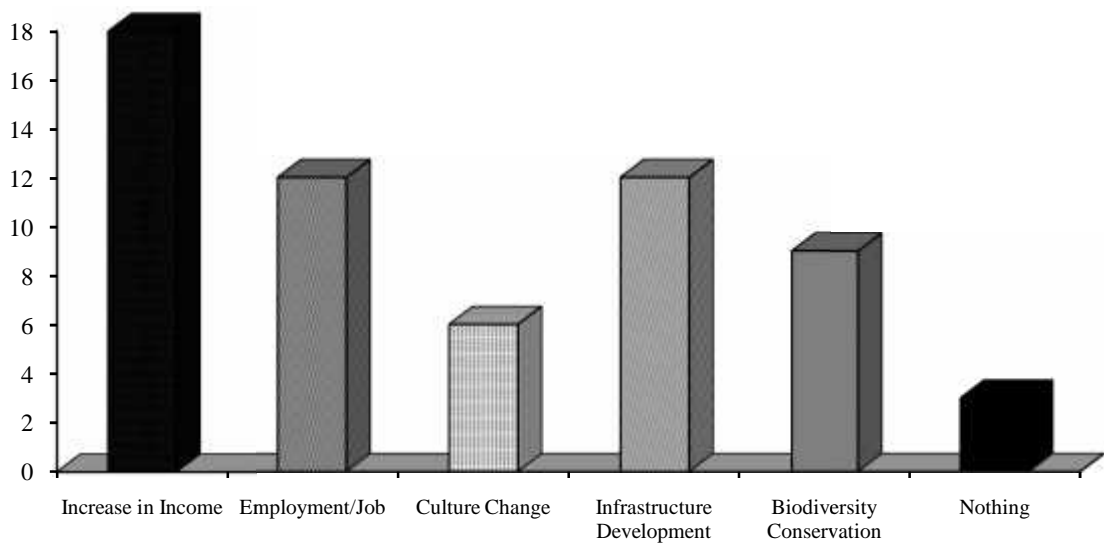
Advantage	No. of Respondents	Percentage
Increase income	21	30
Employment / Job	14	20

Culture change	7	10
Infrastructure development	14	20
Nothing	4	5.7
Biodiversity conservation	10	14.3
Total	70	100

Source: Field Survey 2014

Table 5.8 state 30 percent of the respondents have responded that employment opportunities have been crating through this business in local level, 20 percent viewed that their income level is increased by it. Similarly 20 percent responded on infrastructure developments is the major benefits of it. 10 percent said cultural charge and 14.3 percent said biodiversity conservation. The rest 5.7 respondents responded that there is no charge in their basic level i.e. any Advantage they get up to date now. It has been presented under the bar diagram.

Fig. No. 5.5 Advantage of Tourism to Local Respondent



5.8 Prospects of Taplejung Municipality region

One the major component of tourism is the attraction out of among accessibility, accommodation and amenities. It plays the vital role to inflow of tourist in any site. The major prospects of tourists in Taplejung Municipality areas based on respondent views are presented under the table.

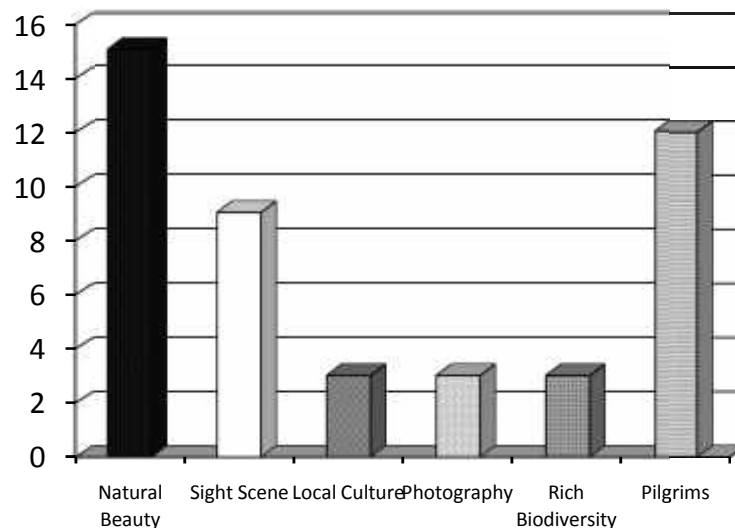
Table No. 5.9 Attractions of tourist in Taplejung Municipality

Attractions	No. respondents	Percentage
Natural beauty	14	20
Sight seeing	7	10
Local cultures	14	20
Photography	5	7.1
Rich biodiversity	17	5
Pilgrimage	13	24.1
Total	70	100

Source: field survey 2014

Table No. 5.9 shows that 20 percent of total respondents said that Natural beauty and Local culture are the major attractions of this area. It is followed by 24.3 percent who viewed that pilgrimage is the major prospect. Similarly 15 percent and 7.1 percent responded in sight seeing rich biodiversity and photography it shows that the majority of the respondents have knowledge of real attraction. And it has the highest potentialities of tourism development.

Fig. No. 5.6 Attractions of tourist in Taplejung Municipality



5.9 Problem of Tourism Development in This Area

Any things have two sides i.e. bad and good. Nothing remains bright only. Development is the core of destruction in a sense. There may be the multiple

problems scattered on doing a thing likewise Taplejung Municipality has more barriers for tourism development also. Besides on the local respondents view on it, the following are the major problems of this area

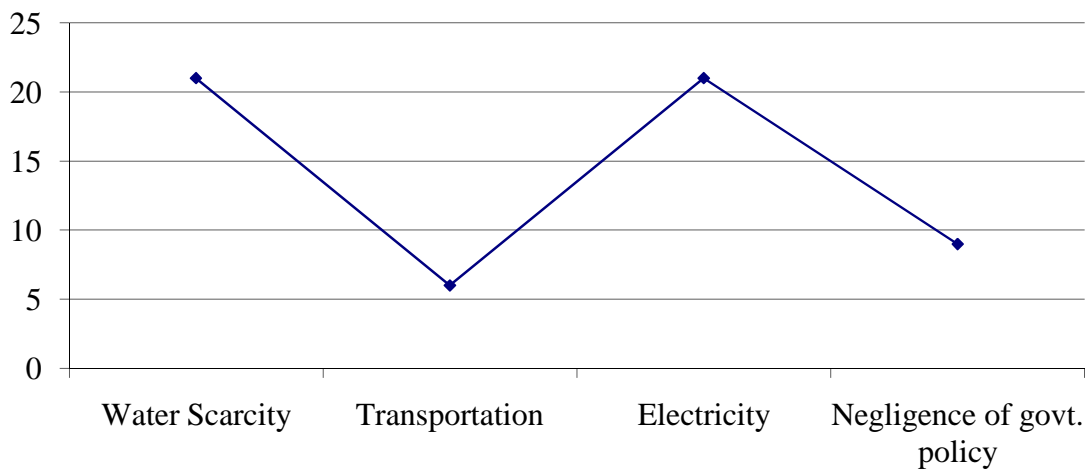
Table No. 5.10 Problem for tourism development in Taplejung Municipality

Problems	No. of respondents	Percentage
Water scarcity	21	30
Transportation	7	10
Electricity	35	50
Negligence of Govt. policies	7	10
Total	70	100

Source: field survey 2014

Table 5.10 shows the problems responded by local respondents. The major problems of this area is the lack of drinking, electricity i.e. the main grid electricity. 10 percent respondents said that the negligence of Government policies is one of the problems.10 percent of the respondents said transportation. It means that governments and sake holder of this area should reduce these problems immediately.

Fig. No. 5.7 Problem for tourism development in Taplejung Municipality



5.10 Suggestions of local Respondents

In the quarry “what are your suggestion for tourism development in Taplejung Municipality ? By researcher the local respondents responded the following;

Table No. 5.11 Suggestions of local Respondents

Suggestions	No. of Respondent	Percent
Extension of road network	7	10
Establishment of hotels in trekking route	7	10
Conservation of biodiversity	7	10
Regular water Supply	21	30
Provision of Electricity	28	40
Total	70	100

Source: Field Survey 2014

The above table 5.11 shows the local respondents viewed to corpse these problems prevailing in the local area. It states that 30 percent of the local respondents said regular water supply and 40 percent are provision of electricity.10 percent of respondent's sad extension of road network, establishment of rotes in tracking route. It clears that regular water supply and man grid electricity is man necessities' in Sandpaper site.

5.11 Tourism activities done by local people

On the quarry what type of tourism activities have you done in Taplejung Municipality area? By researcher the local people responded as follows shown in the table.

Table No. 5.12 Tourism activities done by local people in Taplejung Municipality

Activities	No. of Respondents	Percentage
Road Extension	28	40
Exhibition	14	20
Fair Programs	14	20
Awareness Program	14	20
Total	70	100

Source: Field Survey 2014

This table 5.12 shows that Nepal to Nepal road construction is one of the main activities in Taplejung Municipality area. 40 percent respondents said this activity. 20 percent of respondent said exhibition fair program and awareness program are done as tourism activities.

Accept local people, local organization that is NGOs has done some activities in this area related to tourism. TDC had run the awareness program about environment development for the local community.

5.12 First Information about Taplejung, Taplejung Municipality by Tourists

The first information of the Taplejung Municipality by tourist's response has been presented below in the table.

Table No. 5.13 First Information about Taplejung Taplejung Municipality by Tourists

Responses	No. of Tourists	Percent
Indian Trekking Guide	3	50
Media	1	16.6
Friends	1	16.6
Tourism Organization	1	16.6

Total	6	100
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Source: field Survey 2014

The above table mentions 50 percent of the visitor have got the first information by Indian trekking guides 16.6/16.6/16.6 percent ate from media friends and tourism organization. Respectively no of the tourist has known about Taplejung Municipality by their relatives. It clears the publicity of Taplejung Municipality is not well touched by governments.

5.13 Purpose of Tourists visiting in Taplejung Municipality

Tourist's purposes visiting in Taplejung Municipality has been shown in the following table;

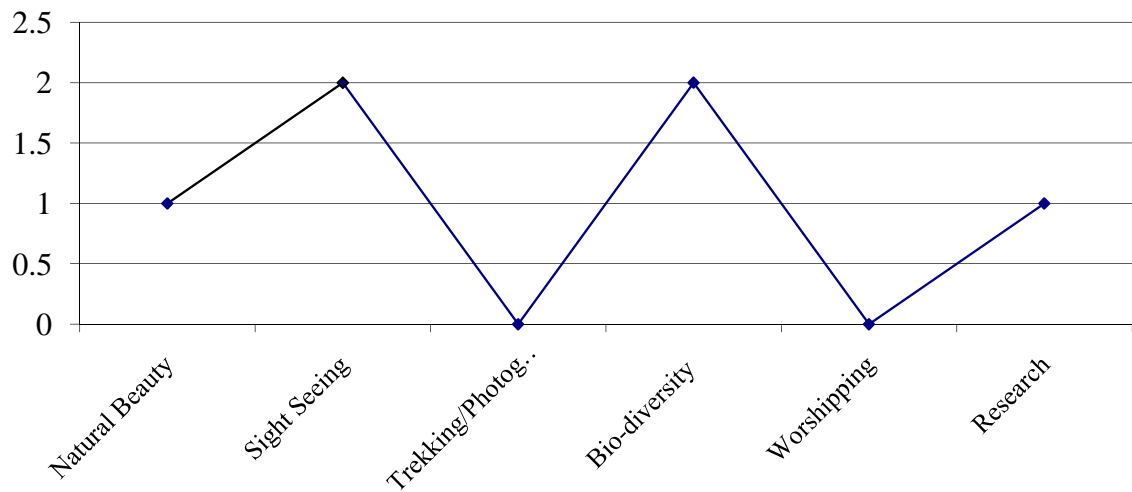
Table No. 5.14 Purposes of Tourists Visiting in Taplejung Municipality

Purposes	No. of Tourist	Percent
Natural Beauty	1	16.6
Sight seeing	2	33
Trekking/Photography	0	0
Bio-diversity	2	33
Worshipping	0	0
Research	1	16.6
Total	6	100

Source: Field survey, 2014

Table 5.13 shows 33 percent of the sampled tourists are visiting there for observing sunrise, sunset and worshipping.16.6/16.6 percent of testing natural beauty and research. Indeed, local tourists are visiting there for worshipping only. It has been visualized on the following line diagrams.

Fig. No. 5.9 Purposes of Tourists Visiting in Taplejung Municipality



5.14 Duration of Tourist Stay in Taplejung Municipality

Based on the data collected from the field survey, the day of tourists staying in Taplejung Municipality has been presented in the following table:

Table No. 5.15 Duration of Tourists stay in Taplejung Municipality

Days	No. of Tourists	Percent
1-2	3	50
3-5	2	33.3
6-8	1	16.3
8 above	0	0
Total	6	100

Source: Field Survey, 2014

The above table shows 50 percent of the tourists stayed there for 1-2 days once a visit. 3-5 days staying of tourist in Taplejung Municipality is 33.3 percent. Similarly, 6-8 days and above 8 days staying of tourists is 16.3 percent and 0 percent respectively. It is clear that the length of stay in Taplejung Municipality is low in comparison to national level of 11.75 days. It is because of the lack of services, facilities and monsoon.

5.15 Satisfaction of the Tourists

Tourism is the industry in which satisfaction plays a cookbook role to expand. In the absence of tourist satisfaction, they cannot visit again that place. In case of Taplejung Municipality the, tourist satisfaction was measured by the researcher in ‘Yes’/’No’ responses.

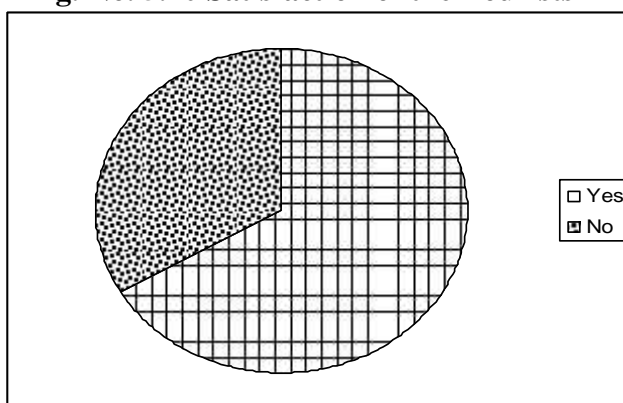
Table No. 5.16 Satisfaction of the Tourists

Responses	No. of Tourists	Percent
Yes	4	66.6
No	2	33.6
Total	6	100

Source: Field Survey, 2014

Table 5.16 shows 66.6 percent of the tourists responded the available services, facilities and beauties of it, satisfy their purposes, whereas, 33.3 percent of tourists answered against it. They said that the lack of facilities, infrastructure and chilly monsoon are the barriers of their satisfaction in optimum level.

Fig. No. 5.10 Satisfaction of the Tourists



5.16: Suggestions of Tourists for Tourism Development

The following table shows the suggestions of tourists.

Table No. 5.17 Suggestions of tourists for tourism development in Taplejung Municipality

Suggestions	No. of Tourists	Percent
Tourist information centre	3	50
Accommodation	1	16.6
Trekking route	1	16.6
Nature guide	1	16.6
Total	6	100

Source: Field survey, 2014

The above table reveals 50 percent of the tourist informed that tourism information centre is needed for the promotion of tourism in Funcling. Similarly, 16.6/16.6 percent responded said increase in accommodation, development of trekking and natural guide are an essential part of the tourists attraction who can interpreter about flora and fauna of local forests.

5.17: Employees in Hotels/Lodge

The local hotels have provided job to the people in local area. The numbers of employees getting jobs in hotels have been tabulated below.

Table No. 5.18 Number of Employees in Hotels/Lodges

Numbers	No. of Hotels/Lodges	Percent
1-2	3	25
3-5	6	50
6-9	3	25
10-15	0	0
Total	12	100

Source: Field Survey: 2014

The above table shows 50/50 percent sample hotel absorbed 3-5 and 6-9 persons are employees and 25 percent of the hotels/lodges have provided jobs to only 1-2 persons. It clears that there is no high level of hotels as in urban area. It is because of well facility hotels in Indian site.

5.18: Cooking fuel in Hotels

The types of cooking fuels in local hotels have presented under the table:

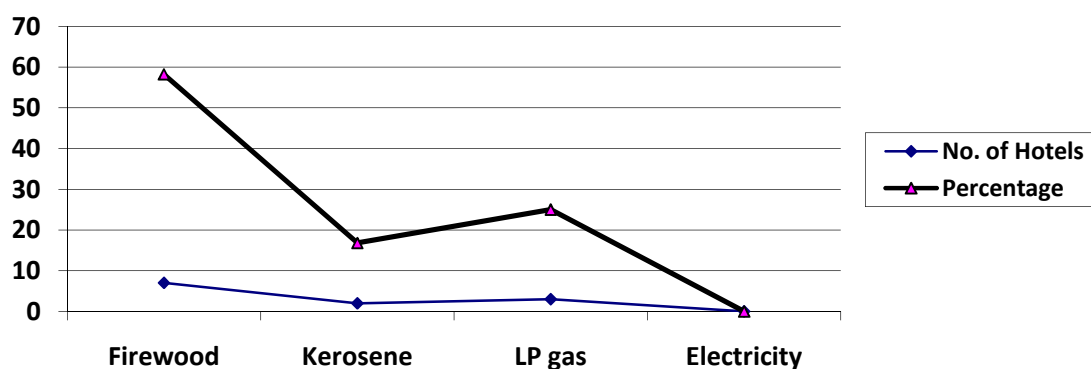
Table No. 5.19 Types of cooking fuels in hotels

Fuels	No. of Hotels	Percentage
Firewood	7	58.2
Kerosene	2	16.8
L.P. gas	3	25
Electricity	0	0
Total	12	100

Source: Field Survey, 2014

The above table has revealed that about 60 percent local hotels have used firewood and 16 percent kerosene as cooking fuels. Similarly, 25 percent of the hotels used L.P. gas also. It shows that there is low level of modern clean energy .which is shown on the figure also.

Fig. No. 5.11 Types of cooking fuels in hotels



On the basis of primary sources of information, the researcher has analyzed the data in which objectives of the study are through to be fulfilled. In respect to the knowledge about tourism sector in Taplejung Municipality, local people need a variety of awareness programmed. According to respondents of the study , the future of Taplejung Municipality in tourism industry is the best ,however lacking of non-ill policy of local as well as national government and low level of infrastructure Taplejung Municipality is found in shadow still now even through it has unique natural beauty mixing with rich biodiversity and high hills.

CHAPTER-VI

SUMMARY, FINDINGS AND RECOMMENDATIONS

6.1 Summary

Tourism in Taplejung Municipality is small scale and can be considered an alternative form of tourism in terms of visitor numbers and tourism practices. It neither involves central level planning nor an existing tourist destination, but a tourism product developed from the grassroots level through the active participation of the people in consultation and co-ordination with an urban travel agency which took care of marketing responsibility. It has provided a lesson to the government on how to extend tourism benefits to the rural people. Various awards bagged by Taplejung Municipality reflect its success as a role model not only for Nepal but also for the world. The successful initiation and implementation of Taplejung Municipality tourism depended on some important factors which are listed below (Nepal, 2007, p 363): Overwhelming local support for community oriented projects, Proactive marketing and publicity at the national level, Strong social and economic standing of the participants, Community support for tourism and willingness to adapt to economic opportunities, Projects built upon principles of partnership and collaboration and External support to the projects from the governments and NGOs.

Taplejung Municipality is the only such tourism destination in Nepal where the domestic tourists exceed international tourists. Domestic tourists especially visit Taplejung Municipality to get the lessons of tourism development whereas international tourists visit to see the Nepalese rural way of living and to experience its cultural in natural settings along with some other activities. With the observance of peace process and political stability in the country it is assumed that more tourists will visit the village. Nepal has prepared itself to see the year 2011 as Visit Nepal Year so it will be the golden period to market Taplejung Municipality accordingly from now on and to target quality tourists rather than budget tourists.

Preparation of tourism management plan, promotion of tourism and environmental awareness programme, and marketing of the village via internet or latest mode of communication help to internationalize on the occasion of “Nepal

Tourism Year 2011". To make village tourism sustainable and to promote it through the concept of sustainability, especial target should focus on to host high quality-low number of tourists rather than low quality-high numbers.

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 waterfalls, drainages etc. Nepal has become the attractive destination for tourists from all over the world.

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

Tourism in some of potential areas can be the leading sector to activate the community level economy. It is a high level production sector in which low investment produces massive gains. Tourism in Nepal found a good soil to grow and it laid its strong root during the last twenty five years. It is the second most important source of foreign exchange for Nepal after agriculture and it will remain central to the economic sustainability and protection of biodiversity. It is found that traveling and tourism are the largest industry in the world in terms of employment.

In National Nepal, the Tenth plan (2002-2007) of GOV focused poverty alleviation through tourism which mainly includes the policies and programs for expansion and diversification of tourism of tourism products with integrate and institutional development. The planners and policy makers in Nepal are presently conscious about the relative advantages of developing tourism and emphasize development of rural tourism sector for reducing regional disparities, poverty and unemployment through proper strategy in a dynamic framework.

In case of Taplejung Municipality, tourism plays a major role to generate local income creating various opportunities of employment and agricultural diversification. It is found that local as well as national government should revisit the programs, planning's and activities used in this sectors.

Taplejung is of the major destinations of the Mechi zone accounted as the 'hill of queen". It has a great potentiality of tourism development mixing with local cultures, natural scenes, and sun set etc.

6.2 Finding of the study

The Major findings of this study are as following

1. The majority of the local population is engaged in agriculture animal husbandry and 70 of the total respondents. It clears that the study area is an agricultural zone.
2. The educational status of the local people is improving. Drinking water scarcity is one of the major problems for tourism development. Hotel bowers hardly supply water caring from the dhunggedhara situated bellow the pick of Taplejung Municipality any tourist based hotels on the mid path. It also impacts on the lack earnings of wayside people.
3. Majority inhabitants of the local area are settled ethnic groups (Mongolian). Among the total population of Taplejung Municipality 48.14 percent are in this groups.
4. According to the local respondents, the main prospect of Taplejung Municipality is to view Pathivara and Himalaya.
5. It was found that, there is not sufficient tourism infrastructure i.e. transportations, drinking water, electricity, health centers, schools, parks, view point etc. for this local government's collaboration with NGOS/ INGOS are striving now.
6. There is no wide publicity to this areas from local, district and national level. It is because of the negligence of the local governments and geographical structures.
 1. In respect to Hotels, there are few hotels based on tourists.

2. Taplejung Municipality is also renowned for herbal products, rich biodiversity (i.e. Red panda found) local indigenous knowledge. However in the lack of well planning and policy these characters are not in worth.
3. Taplejung Municipality is also a religions place for Buddhists and Hindus. As a result, it can be taken as religious tourism also.
4. Trekking is one of the major aspects of tourism. Taplejung Municipality also provided those flavors by the two trekking routes from Nepal; one is from south base camp of Kanchenjunga and another from north camp of Kanchenjunga. So, it can be also promoted as an ecotourism destination in the eastern part.
5. The surrounding people of the Taplejung Municipality area rear chauri for Chhurpi. They practice transhumance culture on it.
6. The level of awareness in local people is very low. They are not informed about the tourism activities of this area. On the question of researcher on ‘Do you know about tourism?’ a respondent replied that he had listened first time this term.
7. The main facilities given to tourists are lodging and fooding. Provision of trekking guide is also facilities given to forests in Taplejung Municipality area. It helps to promote the tourism development in this area.
8. There is a not sufficient tourism activity to be done by local people in this area. Sanitation programs are the main activities dome by the people in this area.

6.3 Recommendations

1. Basic tourism infrastructures, road, accommodations, drinking water, electricity, information center etc. are very essential for tourism development.
2. To fulfill the gap of services at home stay, paying guest and hotels groups. Their culture should be conserved and promoted tourism in this area.
3. It is the fell that Trekking Route is very in miserable condition due to the level of restirring daily. So, for the trekkers, this trekking route should be developed well with clean manner.

4. In modern world information technology governs the society. So, publicity of the place as a famous eastern destination should be initiated at national and local level.
5. Taplejung Municipality is one of the destinations of eco tourism. so Government should be promote this area.
6. Involvement of the local people and private sectors is very low. It is because of low level of the local people and negligence of the government to private sectors. To curb these problems, awareness campaign to local people and its stakeholders and encouraged to private sectors to invest. There is maintained an immediate task.
7. It is found that the activities of tourism becomes seasonal there so, all sectors should be developed this area as the destination of “land of all seasons.”
8. Length of stay of the tourists is very low so stakeholders should be encouraged to the tourists for long time stay. For this a package program and other related programs should be conducted at local level.
9. Most of the tourist’s visits in this side from different part of counties. It is due to the ease of tourists. For coping these problems Taplejung Municipality, DDC and NTB should make an attempt to lure the tourists.
10. The policies framed for the promotion of tourism in Nepal do not yet effectively regulate this rapidly growing industry. Conscientious implementation by all parties involved in the tourism sector is required. The private sector and the government should collaborate in the planning and execution of policy objectives.
11. In order to increase the number of tourist arrivals, there is a need to study the demand side. Both international and national promotional drives should be conducted more intensively by the tourism promotional centers.
12. Development of culturally and environmentally sensitive trekking tourism should be accorded higher priority. This would create higher employment and generate more money for the local.
13. In order to attract more visitors to Nepal, high priority should be placed in controlling air, water and land pollution in Kathmandu, since more than 90 per cent of tourists visiting Nepal arrive first in Kathmandu. So far Pokhara,

Ghandruk and Sauraha have been spared from air pollution. Nevertheless, they are subject to other kinds of environmental degradation. The policy-makers of Nepal should follow the tourism development models of the developed countries of Indonesia, the United States of America, Canada and Japan. Issues regarding the modernization of the nation's tourism plans and programmers for sustainable tourism in the future should be addressed.

14. There is a need to promote domestic tourism in Nepal. Since time immemorial, Hindus, Buddhists and other sections of the population alike have made religious pilgrimages to various places. It is usually the older generations who partake in this activity; but, recently, younger people have also started to venture on similar sacred journeys. They visit the holy sites, mountains, lakes, hill resorts, etc. Their latest interest is white- water rafting. However, most Nepalese citizens cannot afford to undertake these leisure activities, as compared to foreign tourists. The available accommodations do not cater to their financial situation and needs. Therefore, adequate facilities should be provided for local tourists so as to ensure a healthy growth of domestic tourism.
15. Nepal is a country renowned for its religious sites. It has long contributed to the development of pilgrimage tourism. There is a need to advertise the country's cultural and religious richness 39 The effects of tourism on culture in Nepal abroad, in countries such as India, Korea, Thailand, Japan and Singapore. It is suggested that the Ministry of Tourism should cooperate with the Department of Archaeology to ensure the preservation of archaeological remains and relics dating back to the sixth century A.D. Exhibitions of selected archaeological sites should be organized in the foreign countries to acquaint foreigners attracted to archeotourism.
16. Nepal's festivals and juror should be widely publicized. Brochures illustrating these celebrations should be prepared by governmental and non-governmental agencies and distributed worldwide. Movies and audio-visual aids are also helpful in drawing tourists.
17. The surroundings of the villages promoting rural tourism must be kept neat and clean. Houses that are hosting the guests must be clean, too. If they have

Cattle, they must keep the cattle sheds separate in some measurable distance for sanitation.

18. Bedrooms for the guests are the main parts. They should be kept clean and tidy. The room should be comfortable and cozy with enough blankets, pillows and comfortable mattresses. The facilities of both hot and cold water are important in the bathrooms.
19. Health care facilities are yet another important aspect of rural tourism. Nobody wants to go to the place without health care facilities because accidents and mishaps might occur, any place and any time. Hosting villages must take care of this sensitive matter.
20. Nepal government must work on the education of the villagers. It is of course, a farsighted approach but it is a must for educational uplift. Adult learning classes can be started along with guests' etiquette training to the villagers. Education awareness campaign should be started for proper attention on female education.
21. Language is another barrier for the development of rural tourism in Nepal. Youth English learning, tour guide and vocational training should be encouraged for rural tourism promotion.
22. Many villages in Nepal are suffering either from daily basis power cuts of no electricity facility at all. In this case, rigorous and collective initiations should be made for electricity availability in the villages by the villagers, Nepal government, NGOs, INGOs and even the donors.
23. Villages could be united and develop the infrastructure of the Villages. At least they could set up public toilets and public drinking water

taps to maintain health and hygiene.

24. Most importantly, youth migration to the cities and abroad should be discouraged because youths are the main manpower for the rural tourism development. In no way can the middle aged and elderly people initiate the rural tourism in their villages without the young working force. Youths must involve with the entrepreneurship development programs in the support of NGOs, INGOs and donors. Youth should be oriented thoroughly about the implications of their migrations towards the village and they should orient how they can make meaningful and traditional culture, norms and values for the benefit of their village development. They should not stay idle but should make themselves busy with different career oriented trainings for the promotion of rural tourism.
25. Transportation problems must be taken well care of because it is important that the tourists reach the destination comfortably at first. Safety of the travelers is very important, the frequent plane crashes were not doing any good to the tourism, and the plane crashes must be stopped.

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Sector of expenditure	Rs
Food	
Treatment	
Clothes	
Education	
Festival	
Entertainment	
Tour	
Others	

10. Please mention average annual income of your family.

Sector of income		Rs
Agriculture	Crops	
	Cash Crops	
	Livestock	
Business		
Employment		
Wages		
Others		

Section II: Knowledge/Opinion towards Tourism

11. Do you Know About tourism?

i. Yes [] ii. No []

12. Do tourists visit in this place ?

i. Yes [] ii. No []

13. If they visit ;

Especially which month do they come?

14. Is there any possibility of village tourism in this place?

i. Good [] ii. Bad [] iii. Normal [] iv. Unknown []

15. If good, which places do you recommend?

- i.
- ii.
- iii.
- iv.
- v.
- vi.

16. Generally domestic or foreign tourists visit this place?

- i. Domestic []
- ii. Foreign []

17. In your opinion. What are the major sources of attraction for tourists?

- i.
- ii.
- iii.
- iv.
- v.
- vi.

18. For domestic tourists, which part of the country do they belong to?

- i.
- ii.
- iii.
- iv.

19. In which purposes generally they visit this place?

- i. Entertainment []
- ii. Study []
- iii. Religion []
- iv. Culture []
- v. Others []

20. What is your attitude towards tourists?

- i. Positive []
- ii. Negative []
- iii. Neutral []

21. What sort of job opportunities will be created by tourism industry in this place?

.....

22. How many people will employed here if its developed as tourism area?

- i. Below 50 []
- ii. 51-100 []
- iii. 101-150 []
- iv. Above 151 []

23. What are the possibilities of tourism in the future?

- i. Good []
- ii. Bad []
- iii. Normal []
- iv. Unknown []

24. Do the tourists stay at your home as a paying guest?

- i. Yes [] ii. No []

25. If yes, How many tourist can stay per night at your Home?

.....

26. Do you think tourism industry can be your main occupation?

- i. Yes [] ii. No []

27. Please provide the number as indicated bellow;

If Very good-4,.Good-3,. Normal-2 and Bad-1

I. Transportation [] ii. Hotel and Lodge [] iii .Local Market []

iv. Health Service [] v. Security [] vi. Drinking Water []

vii. Sanitation [] viii. Communication [] ix. Home Stay []

x Electricity [] xi. Entertainment []

28. What kinds of effect does the tourism have in socio-cultural, economic and environmental sectors?

- i. Good [] ii. Bad [] iii. Normal [] iv. Unknown []

29. Is there any organization working in the field of tourism development?

S N	Name of Organization	Estd year	Works had done	Remarks

30. Is there any local committee/organization working for sustainable development of tourism?

- i. Yes [] ii. No [] iii. Unknown []

31. Did you participate any seminar, training and interaction programme to develop tourism in your area?

- i. Yes [] ii. No []

32. What kind of village tourism development do you expect in Chhintapoo?.....

33. What problems do you think to develop tourism in this area?

- i.
- ii.
- iii.
- iv.
- v.

34. Please mention any 5 important tasks (based on priority) to be done to develop tourism here.

- i.
- ii.
- iii.
- iv.
- v.

Date :

Signature

Thank you for your kind help !