

Chapter One

Introduction

1.1 Background of the study

Tourism is the largest industry in Nepal, and the largest source of foreign exchange and revenue. Possessing 8 of the 10 highest mountains in the world, Nepal is a hotspot destination for mountaineers, rock climbers and people seeking adventures. The Hindu and Buddhist heritage of Nepal and its cold weather are also strong attraction. Nepal is the country where Mount Everest, the highest mountain peak in the world, is located. Mountaineering and other types of adventure tourism and ecotourism are important attractions for visitors. The world heritage Lumbini, birthplace of Gautam Buddha, is located in southern Nepal, and there are other important religious pilgrimage sites throughout the country. The government of Nepal declared 2011 to be Nepal Tourism Year, and hoped to attract one million foreign tourists to the country during that year. The tourist industry is seen as a way to alleviate poverty and achieve greater social equity in the country. The government of Nepal has also declared Lumbini Tourism Year 2012 to promote Lumbini - a birthplace of Lord Buddha.(Wilkerson, 2003)

In 2007, the number of international tourists visiting Nepal was 526,705, which was an increase of 37.2% compared to the previous year. In 2008, the number of tourists decreased by 5% to 500,277. In 2008, 55.9% of the foreign visitors came from Asia (18.2% from India), while Western Europeans accounted for 27.5%, 7.6% were from North America, 3.2% from Australia and the Pacific Region, 2.6% from Eastern Europe, 1.5% from Central and South America, 0.3% from Africa and 1.4% from other countries. Foreign tourists visiting Nepal in 2008 stayed in the country for an average of 11.78 days.(Survey Report,2010). The total tourist in Nepal in the Year 2010 is 602855 which is 18% increment than the previous year 2009. (Nepal Tourism Statistics, 2010)

Rural tourism focuses on participating in a rural lifestyle. It can be a variant of ecotourism. Any village can be a tourist attraction, and many villagers are very hospitable. Agriculture is becoming highly mechanized and therefore requires less manual labor. This is causing economic pressure on some villages, leading to an exodus of young people to urban areas. There is however, a segment of urban population that is interested to visit the rural areas and understand their perspective. This segment has been rapidly growing in the past decade and has led to rural tourism becoming a good business prospect.

Many niche tourism programs are located in rural areas. From wine tours and ecotourism to agro tourism and seasonal events, tourism can be a viable economic component rural community development. According the USDA (2008) , Cooperative State, Education and extensive service, "Tourism is becoming increasingly important to the U.S. economy. A conservative estimate from the Federal Reserve Board in Kansas, based on 2000 data, shows that basic travel and tourism industries accounted for 3.6 percent of all U.S. employment. Even more telling, data from the Travel Industry Association of America indicate that 1 out of every 18 people in the U.S. has a job directly resulting from travel expenditures.(Wilkerson ,2003)

Before the concept of village tourism was introduced, most of Nepal's tourism activity was centered on major trekking routes and mountains. The rural tourism program was devised to spread the economic benefits of tourism over a wider area, and create jobs outside of agriculture. Government support provided infrastructure such as roads, telecommunications and electricity, and in 1995, a village tourism program was included in the national tourism policy. Nepal Village Resorts was set up to market and manage the program, which was launched in Sirubari in 1997. Local community members were heavily involved in the planning stages. Other villages joined the program, but it suffered a major setback soon afterwards, due to the

outbreak of civil war. The signing of the 2007 peace treaty brought stability to Nepal, and village tourism started to grow again. (Nepal Tourism Statistics, 2010)

In general, rural tourism is defined as the tourist spending time in different environment and culture, as compared to the city area. The concept of rural tourism involves with making rural village as the final destination to tourist. The first concept of rural tourism was coined by club Mediterranean, the objective behind was to provide totally different environment and location to people living in the city. The first rural tourism by the club was started back in 1950 with the name 'Vocation Village' which is in the Majorca, a Spanish Island. The rural tourism is demand centric, desire of tourist to see 'other' culture and lifestyle which is often considered as primitive and unique from their own. (Kunwar, 1997).

In term of Nepal, organized rural tourism was first practiced by Sirubari ,Bandipur, Ghandruk, Ghale gaun villages, which was totally a new concept and ideas in Nepal. People have not imagined that the village could be turn into the tourist destination. The ancient concept was, tourism is for relaxation, luxurious star hotels are essential to develop particular place as tourist destination. With the development of rural tourism around globe, people's concept about tourism has changed, tourist can visit places without any luxurious hotel and resort. Rural tourism includes activities ranging from walking, climbing, horse riding, adventure, fishing, hunting, seeing culture, heritage, monastery, temples (Kunwar ,1997).

The social impact on the receiving areas of tourism, like any other aspect related to the sector, can have positive and negative effects. With respect to first, it is possible to emphasize the recovery and conservation of cultural values that, but for the attractiveness which it offers to the visitors, would be gotten to lose. It is the case of the preservation and historical monument rehabilitation and places, whose cost the small communities cannot do in front. Nevertheless, when one is a place of tourist interest destine special economic games for his attack. Of the same form, many of the local customs have been revitalized like part of the plans for the tourist supply (like tourist resources) in many places have seen appear again traditional customs that they were had lost: "folklore", crafts, festivals, gastronomy, etc. One of the more

important positive social aspects is the improvement in the facilities and services: sanitary attention, means of transport, parks, etc.

But in spite of the undeniable social-cultural impulse that these positive aspects represent, it is not necessary to forget that a negative impact also exists. The first remarkable negative aspect is the social differences between local population and visitors. In certain destinies, mainly in those of the most underprivileged countries, the call developing countries, the residents get to become true servants of the tourists. This creates between the local populations certain resentment towards the visitors and appears areas of social tension. Thus the tourism establishes the bases of a new form of colonialism based on the foreign currency dependency. As far as external workers occupy the jobs, the uses that they require greater qualification, being left the repaid works worse for the local population. As a result of the indicated socioeconomic differences it appears what more negative of the tourism can be considered like the social impact: the increase of prostitution, the game, and the drugs, in general criminal aspects that never had arisen without the appearance of the. The local population like superior considers the culture of the tourists. Of this form the indigenous cultures try to adapt to the customs of the visitors and they are possible to be ended up destroying the elements that at their moment represented greater the attractiveness for the tourist. (Pearce, 1997)

Environmental cost

The impact of the tourism in the environment is really the most negative aspect of the sector. Although in the last years one comes delivering an enormous attack to palliate his effects, the systematic damage that the tourism has caused in a great amount of areas is of very difficult recovery. The tourist activity, when becoming a massive phenomenon, requires great infrastructure and complexes services that not always have a suitable planning, and this has taken it to become a deteriorate constant of the natural and social environment. Non single it has transformed the physical aspect of the tourist zones, but that has generated serious upheavals ecological:

-) destruction of ecosystems,
-) diminution of the amount and quality of the water,
-) impoverishment and contamination of grounds,
-) extinction of multiple species of the fauna,
-) Severe affectation of the flora, fishing depredation and contamination of the sea.

It has produced in addition phenomena to population and urban growth disordered and lack of services public, among others. Destruction of ecosystems: One of the greater threats for the ecosystems is the massive presence of visitors. Throughout many years, only considered at the time of exploding a zone for the tourism was the fast enrichment of the people involved in the sector. The tourism became an activity that sent crowds on the defenseless nature. In this context it is no wonder the gradual destruction of numerous ecosystems took place in many countries, but mainly in those considered tourist “paradises”. Diminution of the amount and the quality of the water: The arrival of tourists to many zones where the water is little has had a devastating effect in the reserves of this natural good. The causes have been several: the number of visitors, whom in many cases the amount, has exceeded to which really it is possible to be supplied in many zones. The rating of facilities with which water is wasted, as they are the golf courses or the fresh water swimming pools and the city-planning mastication, etc. All this gets to affect the agricultural development and the ecological balance of the zone.

Impoverishment and contamination of grounds: A great amount of originating substances of the human activity exists that, added to the ground, changes their chemical properties and they make it unproductive. Some of these urban substances like sweeping remainders, used oils, etc. are related to the tourist activity. The solid remainders as much as liquid can include a great variety of chemical substances, that frequently pierce the ground and they not only contaminate this one if not that also the underground water bodies contaminate. Of this form the grounds stop being productive.

Extinction of multiple species of the fauna: The performance of the tourism on the forest masses and the uncontrolled city-planning growth is, along with the hunting, the greater dangers for the fauna in many of the zones in which we found a diminution of species. In the sea, the wealth of fish is being seen seriously affected. In the Mediterranean, 60 % of residual waters still are spilled to the sea without a suitable treatment. The growth of the population in the coasts is impressive and to this growth it is necessary to add to him to the impact of the tourism and the second residences. Esteem that in high season in the Mediterranean will go of 135 million of 1990 up to 570 million in 2025. In order to avoid an ecological disaster in this zone of the world it is necessary to develop plans that go beyond the municipal expositions. Severe affectation of the flora: The massive presence of visitors in natural zones in the same way affects the flora that to the fauna. In some zones, the proliferation of sport activities (motorcycles, mountain bikes, vehicles all land, etc.) It causes serious problems of erosion of the ground that, inevitably, affects the flora. (Pearce,1997)

A beautiful village of Lamjung distict, Ghale Gaon lies to the northwest of Khudi at the elevation of 2095 meters. It is approximately 20.5km North West of Kathmandu and 12.5 km north east of Pokhara. Ghale Gaon once a sphere of Ghale kings before 18th century presently consists of 106 households comprising Gurungs, Ghales and some Chhetri and Biswakarma under Uttarkanya VDC, 1 2 and 3 wards. Ghale Gaon faces the majestic Himalayan views Lamjung Himal, Mt. Fishtail, Mt. Annapurna and numerous other splendid peaks. The view from the villages stretches from Buddha Himal, Himalchuli and Manaslu to the northeast Mt. Lamjung and Annapurna II to the north and Mt. Machhapucchre and Annapurna South to the Northwest. Being just developed in the year 2001 for tourist destination, there are only basic facilities available in the village. Tourist can experience the rural accommodations and local foods with local families. The home stay and camping trekking can be experienced in family environment in Ghale Gaon. This place is famous for “HONEY HUNTING” which takes place during winter. To reach GhaleGaon three routes are available 1. Besishahar-Baglungpani-GhaleGaon 2. Khudi- Lamchaur- GhaleGaon and 3. Khudi-Roplephant- Vanche- GhaleGaon. The trekking route passes through the dense forests, villages and awesome waterfalls.

To develop GhaleGaon a rural tourism destiny, GhaleGaon Village Tourism Committee was established in the year 2001. The committee has been trying its best to make aware the local people of GhaleGaon about the importance and value of rural (village) tourism for making their living standard better so that their economic hardship can be settled down gradually. Now, it seems that the local people have understood somehow about the positive impacts of rural tourism on economic sustainability. GhaleGaon is the second village tourism model after Sirubari.

1.2 Statement of the problem

Tourism can bring many benefits to an economy. When tourist spends money, they create demand for local goods and services and generate income, tax revenue in the economy. (Mak, 2004)

Tourism in developing economy can create an increased demand both for imported goods and for local products and factors for production. Shop prices rises and the cost of production, particularly land is likely to bid up. To the extent that the domestic population is adversely affected by some resultant inflation, this can be considered as additional cost of tourism development. Jobs from tourism are seasonal. (Lews, 1995)

In the name of tourism, many facilities including parks and entertainment facilities will be added and infrastructure will be developed. This will benefit the society but at the same time it can promote child prostitution also. (Mak, 2004).Tourism is also criticized for it's environmental impacts. Hunter and Green (1995) divided these environmental impacts on natural, built and cultural impact.

Rural tourism is particularly relevant in developing nations wherein farmland has become fragmented due to population growth. The added incomes that rural tourism can provide to the poor households hold great prospects for development. The social and cultural context is dynamic leading to the change in the status of the people dwelling in the GhaleGaun. The beautiful place is attractive for both the outsider and also for the locals. The prevailing trend of tourism development has made a drastic change in the socio-economic and cultural aspects of the people living in the place. This has made more important to conduct study on the impacts of rural tourism in this place.

1.2 Objectives of the study

The general objective of the study is to explore the impact of rural tourism in the life of the local residents of Ghalegaun.

The specific objectives of the study are

-) To assess the economical impact of rural tourism on the people of Ghalegaun
-) To explore the environmental impact of rural tourism in Ghalegaun
-) To analyze the socio-cultural changes of rural tourism on the people of Ghalegaun.

1.3 Significance of the study

Every society and culture is changing and it is inevitable and it prevails in Ghalegaun too. Before few years Ghalegaun was unknown but due to its natural beauty and the concept of tourism it has been a most visiting place for the local and international tourist. Under the strong pressure of urbanization, Modernization, and new trends, the life style pattern of the people of ghalegaun is changing so it is a prerequisite that a study should be made regarding the impact of rural tourism on the social life style of the people of the Ghalegaun.

-) The result generated from this study will give a trend of rural development due to the concept of rural tourism.
-) Similarly the information generated from this study will be also helpful to the policy makers so that more strategies are made regarding tourism which will improve rural tourism.
-) The development of tourism helps to those people who are unknown about the tourism and its development in Nepal by providing required information.
-) Teachers and students also may obtain a lot of information's regarding development of tourism account for proper study about it.

1.4 Limitations of the study

-) This study was conducted in short duration of time and limited budget so all the aspect may not be covered during a short period of time.
-) The scenario of other rural tourist area of Nepal may be different so the findings of the study cannot be generalized.

1.5 Organization of the study

This thesis report is organized in five chapters. The first chapter of this study includes the general background of the study giving a preview to the study area. Similarly the overall objective of the study and the statement of the problem including the reason for conducting the study were included. Lastly the limitation of the study was mentioned in chapter one.

The second chapter is literature review. Literature review was done through reviewing many books, articles, newspapers, thesis reports and journals. Firstly, the global scenerio of rural tourism was included and then the similar study conducted in Nepal was included along with the benefits and negatives aspects of rural tourism. After the literature review, summarization of literature review was done ending with the gaps found in the literature related to rural tourism and the impact of rural tourism.

The third chapter is Methodology which is the main body of the study report. Starting with the conceptual framework of the study. The impact of rural tourism on economy, environment and socio-cultural aspect was shown on the basis of literature review. Descriptive research design was used to conduct this study. This chapter included nature and sources of data, universe and sampling technique, reliability and validity of the data collected method of data processing and analysis was included.

The fourth chapter is findings and the data interpretation. The data collected from the survey, interview schedule and Key Informant Interview was included in the chapter four.

The last and the fifth chapter included summary, conclusion and recommendation. On the basis of findings of the study, certain conclusion was drawn and recommendation was listed for the development of rural tourism business and some area for study were also recommended.

Chapter Two

Literature review

The word “tourism” so popular today is derived from the French word ‘Tourism’ that originated in the 19th century. Tourism means journey from place to place for pleasure. Tourism has been defined in various ways. Some authors describe tourism as system consisting of four interrelated parts; market, travel, destination and marketing. In general Webster’s new international dictionary defines tourism as “Travelling for recreation”. According to Edmond Picard, Professor of economics at University of Brussels, “The function of tourism is to import currency from foreign resources into the country. Its impact is what tourist expenditure can do to the different sector of the economy and in particular the hotelkeepers.”

According to IASET (1981), "Tourism may be defined in term of particular activities selected by choice and under taken outside the home environment. Tourism may or not involve overnight stay away from home". Similarly, based on tourism statistical report (1965) of Nepal, ‘The citizens of all the foreign countries, except India visiting the kingdom of Nepal for at least 24 hours in the pursuit tourists interests such as recreation, health, study, religion, pilgrimage, sports, visit to friends and relatives, meeting and conference, trekking and mountaineering, short delegation and mission, excluding the person on an job and representative of staff or organization permanently located in Nepal". This definition is based on the decision made by the international union of official travel organization (IUOTO) at Rome in 1968.

Xie, Lacher and Nepal (2010) examined the economic impact of tourism in and around China's Zhangjiajie City, a destination known for its protected areas and natural beauty. It is a rather unique case in that it is a natural attraction in the developing world that attracts predominately domestic tourists. Based on the analysis of published governmental statistical data, this study concludes that tourism has

accelerated the economic development of the region, transformed the industrial base of the region, and that tourism is gradually emerging as the dominant economic sector. It concludes by discussing future threats to Zhangjiajie's tourism-centric economy.

Tourism is an attractive tool for economic development, specifically in the developing world. Viewed as an export industry of three Gs- "get them in, get their money, and get them out" – tourism has assisted many developing countries to move away from a dependency on agriculture and manufacturing. Chosen for its ability to bring in needed foreign exchange earnings, income and employment, tourism has become a popular addition to economic development policies in many African, Asian, South and Central American countries. Although tourism seems to be adding substantially to the economic growth of many of these regions, many developing countries are not reaping full benefits from tourism.(Tooman, 1997)

The importance of tourism industry for poverty reduction especially in poor countries is highly recognized and it is considered as the major source of economic growth. In 2007 the tourism industry earns more than USD 260 billion in developing countries. Out of 49 LCDs, tourism industry is the major source of foreign exchange in 46 LCDs, which is the major export source of poor countries. (UNWTO, 2007; Madrid, 2008)

Economic growth is the precondition for the poverty reduction, but it is not only sufficient unless there is a change in institution, law, regulation and practices that creates favorable conditions for the growth of the poor. Development policy must always consider poverty as a problem of the nation; tourism development policy must include every individual, the economic impact of the program has to be positive and should contribute to all despite of his past economic condition (Agarwal & Upadhyay, 2006).

Pleumarom (1999) states that more than two-thirds of the revenue from international tourism never reaches the local economy because of high foreign exchange leakage.

Understanding the many ways that tourism profits can leak out of an economy, and devising strategies to minimize leakage could make tourism a more effective economic development agent. The purpose of this paper is twofold: to describe the nature and sources of leakage of foreign exchange earnings from tourism, and to suggest strategies to maximize the economic benefits of tourism in developing countries.

The potential economic benefits of tourism are a major attraction for developing countries due to three pro-tourism arguments (Mill & Morrison 1999). First, the trend in demand for international travel is projected to continue at astonishing rates due to the economic stability and travel preferences of people in the developed regions such as Europe, Asia and North America. Second, the income elasticity of demand for tourism means that as the household incomes of people in the developed world increase, more disposable income will be directed towards travel. And third, developing countries are in need of foreign exchange earnings to support their economic development initiatives and to satisfy the demands of their own residents. Due to these pro-tourism arguments, many developing countries are choosing, or being encouraged to develop tourism over some of the more traditional industry alternatives such as agriculture and manufacturing. Although between 50 – 70 percent of people in developing countries are directly dependent on agriculture, reliance on the agriculture can result in numerous problems. (World Bank, 1979) One of the primary problems with agriculture is that countries can be overly dependent upon a few specific crops or products (Mill & Morrison 1999).

In the competitive global market, where externalities are uncontrollable and prices unpredictable, countries dependent on agriculture have an unreliable and inconsistent source of revenue. In these cases, tourism may play a role in diversifying the economy and complementing the income brought in through agriculture. For example, after introducing tourism into the Caribbean island economies, the 6.6 billion Euro tourism sector brought in six times the revenue of all traditional agricultural exports (Simon & Kaufman;1995 in Budhathoki, 2010).

Many niche tourism programs are located in rural areas from wine tours and ecotourism, to agritourism and seasonal events, tourism can be a viable economic component in rural community development. According the USDA (2008) Cooperative State, Education and Extension Service, "Tourism is becoming increasingly important to the U.S. economy. A conservative estimate from the Federal Reserve Board in Kansas, based on 2000 data, shows that basic travel and tourism industries accounted for 3.6 percent of all U.S. employment. Even more telling, data from the Travel Industry Association of America indicate that 1 out of every 18 people in the U.S. has a job directly resulting from travel expenditures. Rural tourism can bring various benefits such as foreign exchange, employment, higher government revenues and the transformation of agriculture into a modern service industry; it can also damage many indigenous societies.

ECONOMIC IMPACT POSITIVE ECONOMIC IMPACT- It will create employment for the rural people and generate income for them. The villagers will be able to provide better food and education for their children. Further it can:

- Create employment especially for the rural youth.
- Income level will rise.
- Generate foreign exchange.
- Demand for other goods and services will increase.
- Improvement in the public services.
- Generate revenue for the government.
- Modernization of agriculture and other rural activities.
- Local small businessman will be benefited. . (Kiran, 2008)

NEGATIVE ECONOMIC IMPACT- The facilities provider and investors such as resorts, hotels and tour operators will be mainly from cities; who will take away most of the profits. Most the products consume will be imported from outside, not produced locally. The economic benefits may go to urban communities and entrepreneurs. There is a chance that limited employment will be generated for the rural people due to their limited knowledge and exposure.

- The rural people can be exploited.
- The rural people have to depend on the urban entrepreneur, so the benefit may not reach them.
- The urban investor will take away most of the profit.
- Food, drink and necessary products will be imported from outside and not produced locally.
- Rural people may be under paid. (Kiran, 2008)

A case study conducted by Naomi (2001) in rural district of Humla, western part of Nepal, shows that poor people are not involved in tourism activities, as they lack skills and knowledge about what tourists need and want. Moreover she claims that, there is no support from government to involve poor in sustainable tourism industry. People lack English language skills, cooking skills, bread making, webbing and netting, vegetable growth, hotel management, lack of capital to run any business related to tourism by poor people. It seems government policy to promote tourism is in favor of some elite and educated people, not poor people.

Sharp (2000) in her report about eco-tourism in Nepal claims that Nepal government is not marketing tourism industry properly and is attempting to sell its product without focus. This is the reasons why rural community is not benefited by such program. It is clear that development of tourism industry is vital for economic progress of Nepal, to achieve this objective it needs more technical assistance and the

government should spend on infrastructure development such as drinking water, transportation, communication. 'If the country's major foreign exchange earner is to be saved, then peace and security have to prevail. A lot of work needs to be done, and it is vital that all groups in Nepal do everything they can to end the pain and suffering this conflict has cause'

Mass tourism is often blamed for not benefiting local and indigenous communities directly. In mass tourism some elite people and multinational companies are benefitted directly, not local communities. Few elite and multinational companies decrease the local economic benefits by 'leakage'; indigenous people are always employed at low level such as cook, cleaner, with low wages and salaries.

(Patullo, 1996)

Since the 1970s, economic restructuring and the farm crisis have reduced rural communities' economic opportunities. These changes have limited rural communities' economic development options, making older development strategies less viable and forcing many to look for nontraditional ways to sustain themselves. One of the most popular nontraditional rural development strategies has been tourism and its associated entrepreneurship opportunities because of tourism's ability to bring in dollars and to generate jobs and support retail growth. The purpose of this study was to identify and examine those factors that have helped rural communities successfully develop tourism and its entrepreneurship opportunities. Several focus groups were conducted with local businesspersons and leaders in six rural Illinois communities. The results clearly demonstrate the importance of the community approach to tourism development and that rural tourism development and entrepreneurship cannot work without the participation and collaboration of businesspersons directly and indirectly involved in tourism. (Wilson et al, 2012)

Nepal government has passed directive and working procedure of home stay tourism 2010. As per the directive, home stay has been divided into two, private home stay and rural community home stay. In urban areas, private house owned and managed by

single person is called private home stay and in rural area a house owned and managed by minimum of five family members is called rural community home stay. In rural community home stay, house for home stay should meet some criteria like house should have minimum four room for tourist, a single room should not have more than two beds, house should be in ancient and cultural design, it should have toilet and bathroom. Nepal government has mentioned that the owner of such home stay should conduct cultural dances and show in open space and are free to organize fete and cultural festival. They also take tourist for jungle visit and ecological visit. Committee is responsible to manage the fund collected from rural community home stay. They should spend the fund in the development of local community and advertisement of such rural home stay tourism. By passing such directives and procedure government has claimed that it has regulated the honesty tourism. Also if any rural community is unable to meet the criteria set by Nepal government, their license to run such business will be terminated automatically. Each and every community should renew their license after every five years (Ministry of culture, tourism and civil aviation, Nepal).

Similarly, Khalil and et.al (2007) examined the role of tourism in economic growth of Pakistan. Using annual data for the period from 1960 to 2005, they identified empirically whether there is a unidirectional or bidirectional causal relation between tourism and economic growth. Using the concepts and methods of the co-integration and Granger Causality Test, their study explored the short-term dynamic relations as well as long-run equilibrium conditions and concluded about the existence of co-integration between tourism and economic growth in Pakistan.

Collin (2001) defines environment, 'Environment is surrounding of any organism the physical world and other organism'. To make it simpler Hunter and Green (1995) classified environment as natural, built and cultural. Natural environment includes impacts on floral and faunal species.e.g killing of wild animals through hunting, pollution to air, water, damage to the geological features etc. similarly tourism may also bring positive natural changes by proper planning. Building national parks, wild

life reservation will preserve flora and fauna. Treatment of disposal facility will help to reduce pollution, developing greenery in city.

Tourism may bring negative and positive impacts on built environment. Due to overuse of historical places. Overload of infrastructure tourism will damage built environment. But if use in right way tourism will generate fund to preserve and restore these built environments. Increased importance to religious festivals, enhancement and development of museums are positive impacts of tourism and change in vocabulary of languages, pressure on religious festivals, growth in use of drink products and alcohol are it's negative impacts. (Hunter & Green, 1995)

Concept of community-based tourism was first coined in the 1970s. Current community-based, home stay tourism is the output of Rio summit of 1992, which gave rise to the concept of sustainable development (Carnaffan, 2003). In homestay tourism, environment and culture are commoditized; market value is created with the demand of visitor. This provides financial reward to local indigenous community for conservation of environment and their culture, conservation can be added into tourism development project with no cost to funder (Laurie et al, 2005)

Homestay are such stays where a guest instead of being put up in a lodge or guest house or hotel is accommodated to a local house where he/she gets to partake in the activities of the house' (Timlasana,2012).

Nepal government has introduced a new concept in tourism in the 2007, homestay tourism, though this concept around the world is old, but it is new concept and has important role for the development of rural sector life style in Nepal. In home stay tourism visitors are accepted as a family member by the host family and get a chance to spend time with the family observing their customs, values and culture, which gives them the opportunity to feel the taste of rural life. Cultural, religious and its geographical structure makes Nepal one of the famous destinations for homestay tourism. (Kandel, 2011).

To understand the culture of a particular place it is important to know the value and custom of local people. Values and custom includes their clothes, music, dance, religious believes, art, historical place, different ceremonies, their unique lifestyle and food. Tourism always brings new people with new culture and values to local people. In short tourism is such an industry which brings people with different culture and religion into one place. Sometime it is common to be influenced by culture of one group and tries to adopt it. This may influence local people and people may lose their local culture and tradition. (Gurung et.al 1996)

In Nepalese culture kissing in public place is not accepted, which is common in western society, so it is important to respect local culture by tourist. Also it will be more beneficial for tourist if they study about society of particular place before they make visit to that place (K.C, 1998). The main attraction of rural tourism in Nepal is its culture. Culture must be preserved in its originality. There are also other negative impacts of tourism in society such as increase in crime, increase of sex trade among women, increase in consumption of alcohol, negative impact in lifestyle of local people, exploitation of local resources, impact in religion and practice of local people, negative attitude toward tourism (K.C, 1998). Tourism must always preserve culture and promote to use local resources and manpower to promote economy of that place. On the other hand increased flow of tourists may aggravate the problem of traffic and parking in city areas, increases urbanization in places where there is more flow of tourism increasing noise and environmental pollution (Gurung et.al 1996). Construction of new hotels and resort may have negative impact on monuments and buildings of historical significance as construction of big building near ancient monuments may decrease its beauty (Banskota& Sharma, 1995).

Local youth are motivated for consumption of alcohol and uses of drug as they are enjoyed by tourist (Gurung et.al 1996).

The negative impact of tourism in social and cultural life of people is change in value system, change in lifestyle, individual behaviour, family relationship, safety and security, celebration of traditional ceremonies and community unity, creates some

socio-cultural conflict among young and old generation to preserve it or go for some change (K.C , 1998).Tourism has created pollution in mountain region of Nepal, there is high demand of firewood due to increase number of tourist, to fulfil these need there is lots of deforestation, and harm in wildlife habitats, also there is lots of tin and plastic bottles, batteries that pollute the environment. Consumption of firewood in Annapurna conservation area project (ACAP) by tourist is twice the consumption of firewood of local people. (Banskota & Sharma, 1995)

With the development of tourism, traditional economy of destination changed to market- based economy. Nepal government has considered tourism industry as main export industry of Nepal to earn foreign currency. By acknowledging the importance, Nepal government has included tourism industry in every long and short plan of government. Nepal government has expected the contribution of tourism industry in GDP by 3% in 2007 and has expected this rate to reach 3.5% by 2018. In the same fiscal year 2007, government has expected 5.3% of total employment in tourism industry and has expected the contribution in employment to grow to 6.2% by 2018. The main objective of government of Nepal behind the development of tourism industry is to increase employment, which is one of the major tools for rural poverty alleviation. (Subedi , 2007)

There are many positive impact of tourism; it increases interaction among different culture and religion helping each other understanding one culture and religion. More interaction with other culture and religion give ample of opportunity to understand that culture and religion which lead to more respect to each other culture and religion which increases harmony around the globe. Today our world is facing many problems due to lack of understating religion of each other, tourism may help to reduce such differences by bring all cultural and religion people at a place. More flow of tourism increases awareness among local people to preserve their local culture and tradition, which is a main attraction of tourism. This further increases more flow of tourist to such places (Ghali & Moheb, 1976).

Growth of tourism increases sanitation and hygienic of local people in least developed countries like Nepal. People built toilet for tourist and they start to use it for their own purpose too, improving hygienic and sanitation practice (Gurung, 1990).

2.2 Summary of the Literature Review

Reviewing the various literatures from published and unpublished documents, articles and reports it can be summarized that rural tourism is though a young business in Nepal but has a great scope to uplift the economy of Nepal. Various literatures indicated that increased income and tourism business is directly proportional. Similarly various research report findings stated that due to overuse of historical places. Overload of infrastructure tourism will damage built environment. But if use in right way tourism will generate fund to preserve and restore these built environments. Increased importance to religious festivals, enhancement and development of museums are positive impacts of tourism and change in vocabulary of languages, pressure on religious festivals, growth in use of drink products and alcohol. Along with that there is a chance of deforestation and harm to wild animals. Literature review also explored that tourism can give an opportunity to exchange the culture between two countries.

Studying the various literatures on rural tourism, i found some gaps which need to be studied in future. The factors affecting rural tourism business literature was not so much available.

Chapter Three

Research Methodology

3.1 Conceptual Framework

The Conceptual framework constructed for the study describes the impact of rural tourism on various aspects like income, environment and society/culture. Conceptual Framework was developed on the basis of literature review. Clues to develop were found from literature review and consultation with subject expert and research expert.

Rural tourism concept brings various changes in the community level. The important change seen is in the income level of the residents. Flow of tourist increases the daily income of the locals. Similarly, the environment can be made more attractive, clean and the other hand can be polluted if disposal are unmanaged. Likewise, the major change can be seen in the socio-cultural aspects like change in the infrastructure of the house, language spoken, dressings, grooming and there is chance of adapting western culture.

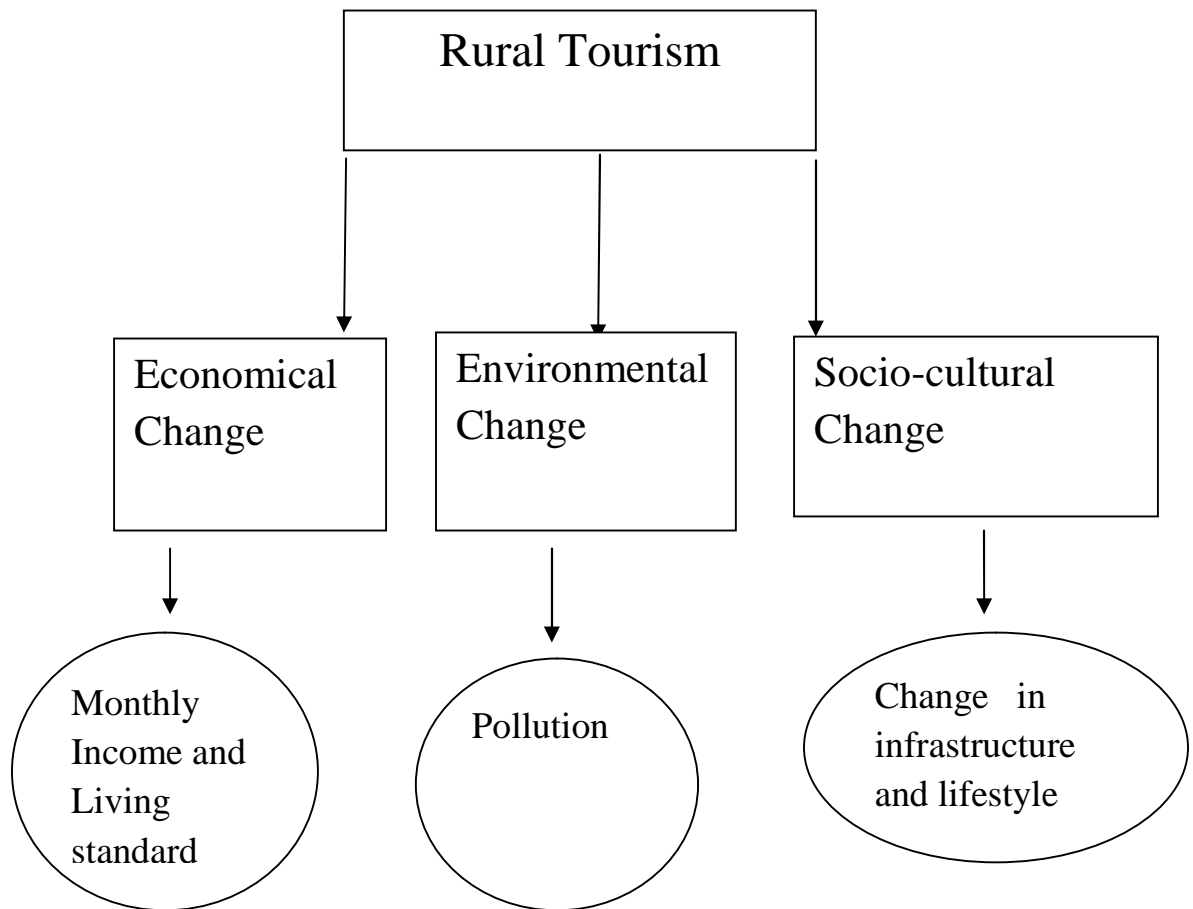


Fig 1: Conceptual Framework of Impact of rural tourism

3.2 Research Design

A research design is a plan of the proposed work. It is a planned sequence of process involved in carrying out the research study. This study followed descriptive research design. This research design described the socio-cultural changes, economical impact and the environmental impact of rural tourism on the people of GhaleGaun.

3.3 Operational Definitions

-) Rural tourism: It is accommodation services provided to the tourist which is complemented by additional services/facilities relying on the local social, cultural and natural resources.
-) Environment: It defines the population growth due to migration, pollution including noise, air and refuse disposal.
-) Economical: Daily and monthly earnings of the local resident due to rural tourism.(earnings from home stay, honey hunting, selling handicrafts, guide)
-) Socio-cultural: Change in the life style of local resident and the social structure like buildings, modern facilities.
-) Lifestyle: Adapting western language, clothing and culture.

3.4 Nature and sources of data

In this study, both primary and secondary data are used. The primary data was collected by the involvement of researcher herself. Primary data was collected through informal interviews and observation method, both phone interviews and face to face interviews were conducted with VDC personnel and travel agency workers. Data published by Ministry of Tourism, Government of Nepal and Nepal tourism board were the main sources of his secondary data collection. Other secondary data were collected from various books, journals, newspapers, unpublished thesis reports. Furthermore internet was also used.

3.5 Population/ Universe of the study

The total households of Ghale gaun was 106 which was under Uttarkanya VDC, 1,2, and 3 wards. The total 106 household was the Universe of the study.

All the Hundred and Six households and the tourists visiting ghalegaun were the population of the study.

3.6 Sampling design, sample size and sampling procedure

House hold survey was conducted for the household respondents and for the tourist respondents accidental sampling technique was adopted for sample collection. Total 126 respondents were chosen as sample. Hundred and Six respondents were chosen from the households and twenty respondents were tourists. Four respondents for KII were chosen, each one from the VDC personnel and the travel agency worker, and two from the experts working in tourism business.

3.7. Data collection methods and tools

Semi structure interview schedule was prepared according to research objectives for the household survey. The instrument consisted of two parts. Part I contained socio-demographic related questions, Part II contained questionnaire related to the environmental impact, socio-cultural and economical impact of rural tourism on the people of Ghalegaun.

For data traingulation, Key Informant Interview guidelines were developed. KII included questions related to the economical change, socio-cultural change and enviornmental change seen due to rural tourism and the recommendation to improve the rural tourism business. Later the results of KII were developed into three themes; a. Economical change b. Environmental change and c. Socio-cultural change. Key Informant Interview was conducted with VDC personnel and experts. Similarly, semi structured interview schedule was also developed for interviewing with the tourist.

The interview schedule contained questions relating to the expenses during the stay, environmental change and problems faced during the visit to Ghale gaun.

3.8 Reliability and validity of the study

Validity of the study was maintained by consultation with the research advisors and subject advisors. For the validity of instrument literature review was done through the research process. Pretesting was done in 10% of total sample size in Nagarkot home stay area where certain questions were modified in the questionnaire list. Q 4 is added in part III similarly Q6 was removed from part I and Q 3 was modified. (See Appendix A)

3.9 Data Processing methods

Data collected from field was edited daily for accuracy and completeness on the day of collection. After data editing it was entered in SPSS 16. On the end of data collection and entry, data cleansing was done for preventing errors.

3. 10 Method of analysis

Descriptive analysis was done and the data were calculated for frequency and percentage and presented in tables.

CHAPTER FOUR

FINDINGS AND INTERPRETATION OF THE DATA

This chapter describes the main findings related to the impact on rural tourism in economy, environment and socio-cultural aspects of Ghale gaun. The collected data were tabulated as prerequisite for analysis and interpretation. The data was analyzed and interpreted on the basis of percentage. The analysis and interpretation was made with the help of tables to make the presentation more clear and meaningful. The analysis and the interpretation of the data have been presented in several headings according to the objectives.

4.1 Demographic Profile

In social research, the information about population of study area is necessary to collect because the population plays a vital role in the development as well as in the status of the people of that area. Ghale gaun is located in Lamjung district. The concept of home stay was started in Ghale Gaun. A total of 40 households offer homestay facilities to the visitors in the village. No restaurants and hotels are available in Ghalegaun. According to the Village Tourism Development Committee; more than 11,000 people visited the beautiful village including more than 400 foreign tourists in 2011. Traditional customs are still followed during births, deaths, marriages and in other rituals. Age old cultural dances like Ghatu, Sorathi, Jyaure, serka, dohori, etc are performed on various occasions accompanied by different musical instruments and with the dancers in traditional dress. The demographic characteristics of Ghale gaun such as population, education, religious group, and income were examined and presented in the following sub-headings.

4.1.1 Climatic Condition

The study area is located to the northwest of Khudi at the elevation of 2095 meters. It is approximately 20.5km North West of Kathmandu and 12.5 km north east of Pokhara.. Ghale Gaon faces the majestic Himalayan views Lamjung Himal, Mt. Fishtail, Mt. Annapurna and numerous other splendid peaks. The view from the villages stretches from Buddha Himal, Himalchuli and Manaslu to the northeast Mt. Lamjung and Annapurna II to the north and Mt. Machhapucchre and Annapurna South to the Northwest. Climate is most pleasurable in spring and autumn but tour can be made any times round the year. The winter is colder sometimes with snowfall.

4.1.2 Population Composition

Gurung is the largest ethnic group in Uttarkanya VDC. The researcher took 106 respondents as the sample of the survey. One each from the total 106 households. Age was categorized in four age groups with the interval of ten years. Similarly, two sex category of male and female. Out of them 75.2% were male and 24.5% were female.

Table 1 Distribution of Population by Age-group and Sex

	Number	Percentage
Age Group and Sex		
Age group		
18-28	25	23.3
28-38	40	37.7
38-48	28	26.4
48-58	6	5.6
Above 58	7	6.6
Sex		
Male	80	75.4
Female	20	24.5

Source: Field survey, 2014

Table 1 shows the age and sex distribution of the household respondents. Age was categorized into five age groups. 37.5% of the population was from middle adulthood group which shows that working population was the age group of (28-38) and the least (5.6%) were over in between 48-58. Similarly, majority of the respondents (75.2%) were male as female were not willing to participate in the study and it also shows that male were the breadwinner in most of the houses.

4.1.3 Monthly Income: Monthly income is the earnings per month in Nepali rupees of the respondents. It includes all the income generated from agriculture, service, remittance, home stay, honey hunting, guide and selling handicrafts. Monthly income was categorized into four categories. The least category of income was 10,000-20,000 and the highest category of income was above 40,000.

Table 2 Monthly Income of the respondents

Monthly Income	Number	Percentage
10,000-20,000	32	30.1
20,000-30,000	48	45.2
30,000-40,000	20	18.8
Above 40,000	6	5.6

(Source: Field Survey, 2014)

Table 2 shows the monthly income of the household respondents. Near about half of the respondents i.e 45.2% monthly income was in between 20,000-30,000 and only 5.6% of them had income above 40,000.

4.1.4 Religion and Ethnicity

Nepal is a developing country, but with respect to cultural heritage, it is one of the richest members of the world cultural communities. It is homeleand of several caste/ethnic groups of Nepal. Among the ethnic groups, Gurung is one the largest in Uttarkanya VDC. Nepal has constitutional provision of no discrimination against any religious. The Hindu population in the country has been consistently over 86%. Here in below table respondents belonged to major two religion and they were Budhhist and Hindu. Similarly, ethnicity refers to the caste they belonged. Respondents belonged to major three ethnic groups i.e Gurung, Biswakarma and Chettri

Table 3 Religion and Ethnicity of the respondents

Variables	Number	Percentage
Religion		
Buddhist	100	94.3
Hindu	6	5.6
Ethnicity		
Gurung	100	94.3
Chettri	4	3.8
Biswarkarma	2	1.8

(Source: Field Survey, 2014)

Table 3 shows the religion and ethnicity of the respondents. Ghalegaun is named after the ghale residing the place so, majority (94.3%) of the respondents were gurungs and they followed buddhism. Following the gurungs, chettri respondents were 3.7% and 1.8% were biswakarmas. Chettri and Biswarkarmas were hindu.

4.1.5 Educational Status

Education is perhaps the most important single mean of attaining social and economic development. The educational status of the community reflects the level of public awareness and efficiencies. Education plays the vital role in integrating the community. Therefore educational aspect of Ghale gaun people was studied in the process of research. Two categories of educational status were made. The first one is illiterate which means that they could not read or write. Similarly, in the literates further five categories were made starting with Under SLC level, SLC, Intermediate level, Graduate Level and Post graduate level.

Table 4 Educational Status of the household respondents

Educational Status	Number	Percentage
Illiterate	34	32.07
Under SLC	32	30.1
SLC	25	23.5
Intermediate Level	10	9.4
Graduate Level	5	4.7
Post Graduate Level	-	-

(Source: Survey report, 2014)

Table 4 is the distribution of the educational status of the household respondents. About one third of the respondents were illiterate meaning those who cannot read and write. Similarly, none of the respondents had post graduate degree. Among the literates, 30.1% had studied under SLC and there was no any respondent who was Post graduated. This table interprets that still the education level of the ghalegaun resident is low and this may effect in their tourism business during learning new skills, communication or adapting new technologies.

4.1.6 Occupation

Occupation is the source of income, without proper occupation people cannot meet the increasing demand of their family and society. The occupation influences the protection and promotion of health and attains a quality of life as well. The following table reflects the occupation of household respondents.

Table 5 Occupation of the household respondents

Occupation	Number	Percentage
Honey hunting	18	16.9
Home stay	40	37.7
Guide	30	28.3
Agriculture	8	7.5
Service holder	6	5.6
Blacksmith	4	3.7

(Source: Survey report, 2014)

Table 5 shows the occupation of the household respondents. One third of the respondents were working as a tourist guide whereas 37.7 % running home stay at their own home and 16.9 % were opting honey hunting as ghalegaun is also known for it's honey business. Least of them i.e 3.7% of them were working as blacksmith and still 7.5% were engaged in agriculture. This above table shows that most of the residence of ghalegaun is attracted in tourism business and the type of occupation is also changing as with the demand

4.2 Economical Change from tourism business

Monthly income included all the income coming from different sources. The net incomes from tourism business need to be identified to see the impact of tourism business in economy. From the 65 respondents, half of them had monthly income above Nrs 25,000 which indicates that tourism business was a beneficial occupation for them and the income generated from the tourism business was sufficient to run their expenses of family.

Table 7 Income generation from to Rural Tourism

	Number	Percentage
Monthly income from tourism business		
10,000-15,000	10	15.3
15,000-20,000	25	38.4
20-000-25,000	30	46.1
Above 25,0000	33	50.7
Role of tourism in business*		
Increase in monthly income	80	81.6
Competition within the business	55	51.6
Good service	71	72.1
Income sufficient for them and family	65	100

* Multiple responses

Source: Field Survey, 2014

Table 7 shows the change seen in the income of GhaleGaun people due to rural tourism. Out of the total respondents, 61.2% (65) of them were involved in occupation related to tourism, only those respondents were further asked about the economical change. Half of the respondents earnings was above 25,000 and was sufficient for them to run their home. They were able to own facilities like television, mobiles and fridge with the income generated from the business. And all of the respondents had these facilities at their home. In terms of role of tourism in business which was a multiple response, 81.6% of the respondents stated that the presence of tourist increased their daily income. Similarly, about 72.4% of the respondents stated that continue flow of tourist has forced them to give a quality service to the tourist and also half of them felt that it aroused a competitive environment in the business.

4.2.1 Occupation related to Tourism

People in Ghale gaun had different occupation like service, agriculture, blacksmith etc. Among the total respondents 61.2% of them were in occupation related to tourism. This table guides to identify the actual income of the respondents from tourism business.

Table 6 Occupation related to tourism of the respondents

Occupation related to tourism	Number	Percentage
Occupation related to tourism	65	61.2
Service Provided* (n=65)		
Home stay	40	61.5
Honey hunter	12	19.3
Vehicle transport	15	24.1
Guide	22	35.4
Selling handicrafts	25	40.3

* Multiple responses

Source: Field Survey, 2014

Table 6 shows the distribution of the occupation related to tourism. Out of total respondents, 61.2% (65 out of 106) were engaged in occupation related to tourism. So only 62 of them were asked about their specific occupation related to tourism. It was also a multiple response. About 40.3 % respondents were working as a tourist guide and also engaged in selling handicrafts. As ghalegaun is also known for its natural honey, and it is a seasonal business only 19.3% were honey hunter and 48.3% of them run home stay.

4.2.2 Assets Owned with the tourism income

With the increasing income people, mostly people want to increase their property and assets. The more assets one have, he or she is thought to be economically sound. So, to explore the assets owned with the earning from tourism business (Within a year), this question was asked and following responses was found and tabulated.

Table 8: Assets Owned by the respondents from tourism business

Assets Owned*	Number	Percentage
Land	20	30.7
Livelistock	42	64.6
Home appliances	50	76.2
Bank Deposits	25	16.25
Gold	15	23.07
No Assets	15	23.07

*Multiple responses

Source: Field Survey, 2014

Table 8 is a multiple response in the question asked about the assets owned from the income of tourism business. Among the total 65 respondents, 23.07% had no assets owned till the date of interview from their tourism business. It was just sufficient for them to run their daily life expenses. Similarly, 76.2 % of them had owned home appliances like T.V, Fridge, Laptop etc from the income. 30.7% bought land nearby them and also outside their VDC from the income. Likewise, 64.6% owned live-stock like cattle from the income and few of them i.e 16.25% had bank deposits. So from the above table, it can be interpreted that villagers are able to add assets from the business and uplift their economical status.

4.3 Environmental Change

The surrounding around us is environment, may be air, water, soil, forest etc. As human population is increasing people want more land causing deforestation. The waste from house, industry cause air and water pollution too. Tourist visit place is always busy and is in a chance of being polluted. Table 9 provides the information regarding the environmental change felt by the respondents due to tourism.

Table 9 Environmental Change due to rural tourism

Environmental Change	Number	Percentage
Overcrowded due to tourist	35	33.01
Change in environment(n=62)		
Noise Pollution	5	8.06
Air Pollution	3	4.8
Water Pollution	-	-
Littering	32	51.6
Disposal of waste material*		
Burning	77	72.6
Dumping	27	25.4
Burying	55	51.8
Open Field	23	21.6

* Multiple Responses

Source: Field Survey, 2014

Table 9 shows the change seen in the environment due to rural tourism. Among the total respondents, 33.01% felt that there is overcrowding in the village due to the flow of the tourist. Similarly, out of the total respondents, 58.4% (62) of the respondent felt there was change in the environment due to the flow of tourist. The least change in the environment due to tourism was air pollution (4.8%) and about half of the respondents i.e.51.6% felt littering were more common. Likewise, regarding practice of waste disposal which was a multiple response, 72.6% of them choose burning as a method of disposing; half of them (51.8%) responded burying as the method of waste disposal and 21.6% of them disposed

waste material in open field. This shows that disposing waste material in open field and littering may bring environmental problem in the future days.

4.4 Socio-Cultural Change

Social change refers to any significant alteration over time in behavior patterns and cultural values and norms. There are many factors in socio-cultural change. Social change has many causes. Also in world linked by sophisticated communication and transportation technology, change in one place often begets change elsewhere. The main process of socio-cultural change in this research is diffusion. Diffusion is the transference of cultural traits from place and group to another. It creates change as products, people and information spread from one culture to another.

The researcher wants to identify the socio-cultural change due to the flow of tourist. The major changes seen were in language, dressing pattern, facilities, and change in house structure, family size and preference.

Table 10 Socio-cultural change due to rural tourism

Socio-cultural Change	Number	Percentage
Modification in the house structure		
*(86)		
Furnished room	76	88.3
Toilets	86	100
Food Preference		
Home Meal	84	79.2
Junk Meal	22	20.7
Language Learnt*(n=90)		
English	66	73.3
French	22	24.4
Russian	23	25.5
German	35	33.01
Chinese	22	24.4
Change in Clothing pattern	10	9.4
Increase in Land Price	106	100
Time for family	35	33.01
Preference of Family		
Joint Family	15	14.1
Nuclear Family	91	85.8

* Multiple Responses

Source: Field Survey, 2014

Table 10 shows the socio-cultural change due to rural tourism. Among the total respondents, 81.1% of them responded that there was change in the structure of house; especially the interiors of the house were modified. Among the 86 respondents, all of them felt that attached toilet/bathroom was the main change and 88.3% felt that room was more furnished than before. In spite of the flow of tourist, tourist enjoyed homemade meal. The food served was locally available daalbhaat, so most of them (79.2%) preferred home meal. The main attraction of ghalegaun was its local meal. The significant change was seen in the language

learnt by the locals, as they could understand the language of tourist from different country. On asking about the spoken language learnt by the respondents which was a multiple response. One third of them responded that they could understand and communicate with Germans, similarly 24.4% of them equally with Chinese and French. Among all, 73.3% could communicate in English though all of them had no formal education in English language. This finding interprets that the flow of different tourist influences the language of the locals. Only 9.4% of the total respondents felt that there was change in clothing pattern as some of the youth followed the western clothing pattern. Rest of them was usually in their cultural dress to welcome the tourist. All of the respondents felt that there was increase in the price of land than recent years. Engaging in tourism business, one third of the respondent felt that they had less personal time for their family members. Likewise, 85.8% of them chose to live in a nuclear family than in joint family.

4.4.1 Social Problems

Social Problem refers to an issue that influences and is opposed by a considerable number of individuals within a society. It is often the consequence of factors extending beyond an individual's control and local geographical environment. With advance time and technology social problems are common.

Any new change can bring problem in the society. Researcher wanted to indentify the social problems emerged due to the tourism business.

Table 11 Social Problems seen due to tourism business

Social Problems*	Number	Percentage
Alcoholism	90	84.9
Use of Vulgar words	75	70.7
Fighting	55	51.8
Robbery	25	23.5

* Multiple responses

Source: Field Survey, 2014

Table 11 shows the social problems seen due the tourism business. It is a multiple response. Money generated from the tourist service was mostly spent in and majority (84.9%) of them felt that alcoholism was the major social problem and after alcohol intake half of the respondents stated that there was a fight between the locals. Similarly, 70.7% of the respondents felt that use of vulgar words in public was also emerging as social problem. Likewise, 23.5% of them also stated that robbery and theft was also increasing in ghalegaun. This table shows the darker side of tourism business.

4.4.2 Communication and Electricity Facilities

Communication and electricity facility are the indicator of development and progress of a society. Communication makes people come close and connect around the globe from anywhere. The most common faster communication choice is mobile phone and internet. Transportation access is also a type of communication where people can travel from one place to other. Similarly water facility is also very important and the use of water by man, plants and animals is universal. There is no life without water.

Nepal is the richest country in water source in the world but Nepal faces load-shedding problem. In the absence of electricity, nothing can be done.

Table 12 Distribution of the Communication and electricity facilities in Ghalegaun

	Number	Percentage
Facilities		
Water	106	100
Electricity/Solar	106	106
Mobile Phone	106	100
Internet(ADSL)	-	-
Road Transportation	106	100

Source: Field Survey, 2014

Table 12 shows the communication and electricity facilities in ghalegaun. Ghalegaun used solar power for electricity so they had no any problem of load shedding. Similarly all of the respondents used mobile phone and had two mobile networks

(NTC and N Cell) but respondents used internet only through mobile networks as ADSL internet facility was not present. There is road access to ghalegaun but as stated by the respondents, in rainy season it would be difficult as the road is muddy and sometime vehicle gets stucked in the road.

4.5 Demographic Characteristics

Demographic characteristics include age, sex and the country the respondents belonged. Age was further categorized in four groups.

Table 13 Socio-demographic Characteristics of the respondents (Tourists)

Variables	Number	Percentage
Age group		
18-28	2	10
28-38	10	50
48-58	5	0.75
Above 58	3	15
Sex		
Male	15	75
Female	5	25
Country Belonged		
Nepal	4	20
France	5	25
Germany	8	40
Russia	3	15

Source: Field Survey, 2014

Table 13 shows the socio-demographic data of the tourist respondents, among the twenty selected tourist half of them were from the age group (28-38) and none of the respondents were from the age above 58. Similarly, 75% of the tourists were male. As 20% of the respondents were Nepalese, it showed that internal tourism is also growing day by day in our

country. Likewise, 40% of them were from Germany followed by France (25%) and Russia (15%).

4.5.1 Expenses and Duration of Stay

The income of the villagers who were running tourism business is dependent on the expenses of the tourist and their duration of stay. The longer the stay more the income. Similarly, if they had foreigner tourist they would charge more than Nepalese tourists.

Table 14 Expenses and Duration of stay in Ghalegaun by the respondents

Variables	Number	Percentage
Expenses (Per day/per person/Nrs)		
700-1000	4	20
1000-1,500	16	80
Duration of stay		
1 night 2 days	6	30
2 night 3 days	9	45
One week	5	25

Source: Field Survey, 2014

Table 14 reveals the expenses done by the tourist in one day in ghalegaun. As there was different charge for the internal tourist (for nepalese) and the foreigners, Nepalese had to spend minimum of Nrs -700 per person to spend a day in ghaleghaun and spending this amount was (20%) of the total respondents and 80% of them spent Nrs 1000-1500 per day. Likewise, about half of the respondents i.e 45% spent 2 nights and 3 days in ghalegaun and 25% of them spent a week in ghalegaun. This table data reveals the income of the homestay owner and roughly it can be calculated that a home stay owner can earn a net income of Nrs 1000 a day if he/she has three of the guest in his/her house.

4.5.2 Reason for Visit

Nepal is known for its natural beauty like mountains, sightseeing, trekking, natural herbs etc. People visit Nepal for viewing this natural beauty. Nepal is a country of different culture and caste but still is united. So, there are many reasons for visiting Nepal for the foreigners and also for the internal tourists. There are so many places to visit in Nepal for the internal tourist also.

Table 15 Reason for visiting ghalegaun by the tourist respondents

	Number	Percentage
Reason for Visit*		
Holiday	10	50
Sightseeing	15	75
Trekking/Hiking	8	40
Exploring Culture	10	50

* Multiple Responses

Source: Field Survey, 2014

Table 15 is a multiple responses, it shows the reason for visit in ghalegaun by the tourist. Half of them (50%) visited ghalegaun to spend their holiday and exploring new culture. Similarly, most of the respondents i.e. 75% of them visited for sightseeing and 40% of them felt that ghalegaun was a perfect choice for hiking and trekking.

Table 16 Environmental change seen in Ghalegaun by the tourist respondents

Environmental Problem (n=10)	Number	Percentage
Air Pollution	2	20
Water Pollution	-	-
Garbage and littering	8	80

Source: Field Survey, 2014

Table 16 shows the environmental change seen by the tourist in ghalegaun. Among the 20 respondents, only half of them (10 tourist) responded that there was environmental pollution in ghalegaun. 80% of the tourist stated that they found unmanaged garbage and littering in ghalegaun.

4.6 Thematic Analysis of Key Informant Interview

Total four Key Informant Interview was taken to analyze the impact of rural tourism in ghalegaun. KII was taken for the triangulation of data finding from the questionnaire survey from the household respondents and the tourists. From the data of KII, three themes were developed. The first one is economical change, the second one is environmental change and the last one is socio-cultural change as the result of rural tourism.

a. Economical Change: As economical change refers to the monthly income increment of the people of ghalegaun only from the tourism business except the income from cattles, pension, crops, remittance etc. All of the respondents of KII stated that the living standards of the people were raised. They could own basic appliances like TV, Mobiles, and motorbikes from the income of tourism business and run a family with the income depending only in the tourism business. Some of the respondents of KII stated that, '*People here in ghale gaun doesn't have money scarcity, and tourism business is the reason for it*'

b. Environmental Change: Most of the respondents of KII stated that there was no any significant environmental change in the village due to tourism. But unmanaged garbage, littering and dumping waste in open field was seen lately and could be a problem in near future. Some of the respondents of KII stated that, "*The natural beauty of this place is the major attraction, but needs to be preserved.*"

c. Socio-cultural Change: Socio-cultural change refers to the change in the house structure, family structure, clothing pattern and the impact of modernization in rural tourism. Most of the KII respondents stated that local people of ghalegaun now takes boys and girls walking together in hand in hand as normal. The clothes worn by the tourist is also well adjusted in ghalegaun. Similarly, most of the respondents of KII stated that the people could speak english though illiterate. . Some of the respondents stated that, "*The income from tourist business is mostly wasted in alcohol and gambling, at the end of the day they spend the net income in alcohol and gambling and remain at the same level. Saving concept among the people is low.*"

According to some of the respondents there was significant improvement in the local school building, health centre and water supply pipes. As new class rooms are added the students are

now able to study in their own class rooms instead of different classes merging in one room. This has increased the child literacy rate and school enrolment in the village. Due to the availability of the drinking supply in the village the women do not have to travel for long time to fetch the drinking water.

Similarly, most of the respondents stated that, '*A shopkeeper here in Ghale gaun can tell about the western lifestyle*'. This indicates that local people are getting opportunity to interact with the other cultures too.

Chapter Five

Summary, Conclusion and Recommendation

5.1 Summary

A descriptive study was conducted in Ghale gaun, Lamjung district to find out the impact of rural tourism in the income, environment and socio-cultural life of the local residents. The result is based on questioner survey conducted during period of July and August of 2014 in Ghale guan, thus respondent accuracy and intension on giving information are subject to various biases.

Socio-demographic findings of this study revealed that 37.5% of the population was from middle adulthood group which shows that working population was the age group of (28-38) and the least (5.6%) were over in between 48-58. Similarly, majority of the respondents (75.2%) as female were not willing to participate in the study and it also shows that male were the breadwinner in most of the houses. Ghalegaun is named after the ghale residing the place so, majority (94.3%) of the respondents were gurungs and they followed buddhism. Following the gurungs, chettri respondents were 3.7% and 1.8% were biswakarmas. Chettri and Biswarkarmas were hindu. About one third of the respondents where illiterate meaning those who cannot read and write. Similarly, none of the respondents had post graduate degree. Among the literates, 30.1% had studied under SLC.

In the context of economical change due to rural tourism, the exact information of the income may not be disclosed due to less interaction with the respondents and may be in fear of tax payment. So it is not possible to completely avoid biases of people in proving information about income and wealth. Figure on tourism income and dependency thus should be treated here as conservative estimate.

This study has supported much other study about the economic importance of tourism in life of people and economy of nation. In particular, the study has supported the objective of Nepal government to reduce rural poverty by means of developing rural place as tourism destinations. It is clear that majority of respondents i.e.61.2% was involved in any kind of tourism business and the monthly income of half of the respondents was above 25000 per month. Among the total 65 respondents, 23.07% had no assets owned till the date of interview (within a year) from their tourism business. It was just sufficient for them to run their daily life expenses. Similarly, 76.2 % of them had owned home appliances like T.V, Fridge, Laptop etc from the income. 30.7% bought land nearby them and also outside their VDC from the income. Likewise, 64.6% owned live-stock like cattle from the income and few of them i.e 16.25% had bank deposits. So from this, it can be interpreted that villagers are able to add assets from the business and uplift their economical status.

The study already shows importance of tourism income in poor people in country like Nepal where there are not many option for income. So it can be one tool to eradicate rural poverty in such places.

Due to the development of home stay tourism in the village, change in the socio-cultural aspect is; the infrastructure has developed. Solar facilities and water facility is round the clock and the even for communication two network companies have their tower. The land price of ghale gaun is increasing. People and young generation are being friendly with the technology along with the preservation of their culture, as the local serve their guest in their own culture style. The other danger with the increasing tourism can be child prostitution, gambling, alcoholism, fight. Therefore it is important for the villagers to focus on this and control any kind of abusive culture from entering in their community. With the increase need of money and capital there is always a danger of local labor force getting involved in sex trade to have it in short time in easiest way.

Although there are many advantages of economic benefit from the tourism sector in the villages, recently the people are more involved in drinking. With the increased alcohol consumption there are argument and fight among local people. The reason that most of the respondent of the KII stated that, , " *The income from tourist business is mostly wasted in*

alcohol and gambling, at the end of the day they spend the net income in alcohol and gambling and remain at the same level. Saving concept among the people is low."

This indicates that with the increasing tourism and income generation there is indirect problem of alcoholism which has direct impact on youths and the old people. Similarly from the findings of the survey, money generated from the tourist service was mostly spent and majority (84.9%) of them felt that alcoholism was the major social problem and after alcohol intake half of the respondents stated that there was a fight between the locals. Similarly, 70.7% of the respondents felt that use of vulgar words in public was also emerging as social problem. Likewise, 23.5% of them also stated that robbery and theft was also increasing in ghalegaun.

There are also several positive benefits of rural tourism, the host community or the family can have exposure with the outer world through the people who visit the village. According to the respondents of KII there was significant improvement in the local school building, health centre and water supply pipes. As new class rooms are added the students are now able to study in their own class rooms instead of different classes merging in one room. This has increased the child literacy rate and school enrolment in the village. Due to the availability of the drinking supply in the village the women do not have to travel for long time to fetch the drinking water.

From the findings of survey, among the total respondents, 81.1% of them responded that there was change in the structure of house; especially the interiors of the house were modified. Among the 86 respondents, all of them felt that attached toilet/bathroom was the main change and 88.3% felt that room was more furnished than before. With the flow of tourist, local people could understand and communicate in different languages like German, French, Chinese and English. them equally with Chinese and French. Among all, 73.3% could communicate in English though all of them had no formal education in English language. Along with the language they were equally getting opportunity to interact with different culture. Most of the respondents of KII stated that people in ghale now are familiar

with the western culture. They had an idea about their food choice, dressing, family structure and marriage system.

Likewise, from the total twenty respondents some of them were Nepalese and they visited ghale gaun as a holiday destination which states that the scope of internal tourism is increasing. Beside holiday destination, tourist usually visited for sightseeing, so it is important for the locals to make the environment clean and manage the garbage and refuse.

Appendix I
Tribhuwan University
Central Department of Rural Development
Kirtipur
Interview Schedule

Research Title: The Impact of Rural Tourism, a Case Study of Ghale Gaun VDC, Lamjung District.

Objectives of the study: The general objective of the study is to explore the impact of rural tourism in Ghale gaun

I Kripa Rai, student of Masters in Rural Development second year (T.U.) is conducting this research as the partial fulfillment of masters degree. I would like to assure that information would be kept confidential and used only for the purpose of this study

Date:

Ward:

House no:

PART I
Demographic Information

Age:

Sex:

Religion:

Marital Status

Ethnicity:

Monthly Income:

Education:

Occupation:

Type of House

Part II Questions Related to Economical Change

1. Are you involved in any occupation related to tourism?

a. Yes b. No

If yes, what is the main tourism service that you provide?

- a. Home stay
- b. Selling handicrafts
- c. Transportation
- d. Guide
- e. Honey hunting
- e. others, Specify....

2. How long have you worked in the business?

.....

3. What is the total income of this business per month?

.....

4. Does the flow of tourist affect your income?

a. Yes b. No

5. How would you describe the role that tourism play in your business?

.....
.....

6. Is the income sufficient for your family?

a. Yes b. No

7. What are the electronics that you own in your house?

a. Television b. Computer/ Laptop

c. Fridge

d. Washing Machine

e. Others, specify

8. Have you taken any loan for running your tourism business?

.....

9. What are the assets you have own with the income from tourism business (within this year)

a. Land

b. Live-stock

c. Bank deposit

D. Gold

E. Home appliances

E. None

Part III

Questions Related to Environmental Change

1. Do you feel that your village is being overcrowded?

a. Yes

b. No

If yes, what is the reason,

2. Do you feel that tourism has brought following changes in your environment?

a. Noise Pollution

b. Air Pollution

c. Water Pollution

d. Littering

3. How do you dispose the waste material from your workplace and home?

a. Burning

b. Dumping

c. Burying

d. Open field

e. Others specify.....

4. Have you seen deforestation in your village?

a. Yes

b. No

Part III

Questions related to Socio- cultural Change

1. Is there any change in the structure of houses in your village?

a. Yes

b. No

If yes, what kind of changes,.....

2. What is the food preference at your home?

a. Home meal

b. Junk meal

3. Have you learnt any other languages beside Nepali and your native language?

a. Yes

b. No

4. Do you find changes in the clothing style of new generation in your village?

a. Yes

b. No

If yes, what kinds of clothes are preferred,.....

5. What is the source of drinking water?

a. Tap Water

b. Well water

c. Tubewell

d. Others, specify.....

6. Is there 24 hours supply of following facilities?

a. Water

b. Electricity

c. Internet

d. Transportation

7. Is there any rise in the land price in your village?

a. Yes

b. No

8. What type of family do you prefer to live in?

a. Joint family

b. Nuclear family

9. Do you give enough time for your family?

a. Yes

b. No

10. Is there telecommunication facilities in your village?

a. Yes

b. No

11. What kind of social problem is common in your village? and why?

.....

12. Are you familiar with the culture of the tourist visiting in your village? if yes, which culture?

.....

Appendix II

Tribhuvan University

Central Department of Rural Development

Kirtipur

Interview Schedule

Research Title: The Impact of Rural Tourism, a Case Study of Ghale Gaun VDC, Lamjung District.

Objectives of the study: The general objective of the study is to explore the impact of rural tourism in Ghale gaun

I Kripa Rai, student of Masters in Rural Development second year (T.U.) is conducting this research as the partial fulfillment of masters degree. I would like to assure that information would be kept confidential and used only for the purpose of this study

Date:

PART I

Demographic Information

Age:

Sex:

Religion:

Ethnicity:

Country Belonged

Part II

1. How much money (Nrs) you spent in one day?

.....
2. How long are you staying in ghale gaun?
.....

.....
3. Have you been in this place before?

a. Yes

b. No

4. What is the reason for visiting ghale gaon?

a. Holiday

b. Sightseeing

c. Trekking

d. Exploring culture

5. Have you seen any environmental problem in ghale gaon?

a. Yes

b. No

If yes, what are they?
.....
.....

6. Have you faced any kind of problems in following facilities? If yes, what?

Facilities	Yes	No	If yes, what
Mobile Networks			
Health facilities			
Transportation			
Hospitality			
Drinking Water			
Food			

Appendix C
Tribhuvan University
Central Department of Rural Development
Kirtipur
Key Informant Interview Guidelines

A. Welcome and explain the purpose of the interview

-) My name is Kripa Rai. I am the student of Master's Degree (Rural Development), T U Kirtipur. For the partial fulfillment of Master's Degree i am doing this thesis on title, ' Impact of Rural Tourism in Ghale Gaon',
-) The Purpose of this interview is to learn about your experiences about the impact of rural tourism in Ghale Gaon and also the recommendation for improving the tourism business.
-) This interview will last about 30 minutes

B. Ground rules

-) Everything you tell us will be confidential. To protect your privacy, I won't connect your name with anything that you say.
-) At any time during our conversation, please feel free to let me know if you have any questions or if you would rather not answer any specific question. You can also stop the interview at any time for any reason.
-) Please remember that I want to know what you think and feel and that there is no right or wrong answers.

I would like to start with your current job

1. What is your position at [organization]? What are your major responsibilities in your current position?

2. How long have you been with [organization]?
3. Can you tell me a bit about your work and experience?
4. I'd like to get your opinions about the concept of "rural tourism." How would you describe it in your own words? What are the most critical components of rural tourism?
5. What is your organization doing for promoting rural tourism? (With whom, how, when)
 -) What staff, or who, from your organization have been involved in this effort?
 -) What prompted your organization to get involved in this issue?
 -) What resources does your organization have that are available for this effort (e.g., financial, staff expertise, etc.)?
 -) How did you assess or evaluate these efforts?
6. What do you feel about the influence of rural tourism in the monthly income of the villagers? How and why?
7. What do you feel about the influence or rural tourism in the socio-cultural life of the villagers?
 -) Is there any change in lifestyle of the villagers?
 -) Is there any change in infra-structure of the villagers?
 -) Is there any negative impact in socio-cultural life of the villagers?
8. Is the environment of Ghale gaon influenced by the tourist visit? (Polluted, Clean, Overcrowded)
9. Is there any recommendations to improve the tourism business in Ghale gaon? Is there any important message in this interview?
10. Is there anything else that you would like to add about any of the topics that we've discussed or other areas that we didn't discuss but you think are important?

Thank you for your time and participation in this interview. The information that you provided to us will be very helpful in this study.

5.2. Conclusion

On the basis of findings of the study following conclusion can be drawn:

One third of respondents were illiterate. Villagers one of the income source was tourism business beside other occupation and local people are more attracted towards this business. Local people can take tourism business as their occupation now. Due to lack of knowledge regarding tourism business appropriate management of home stay, service delivery seems lacking. Both positive and negative influence is seen in socio-cultural life of local peoples. In the context of Environmental change, there was no any major negative influence of the tourism business. Similarly, internal tourist flow was increasing in Ghale gaun. Lastly, concluding in a gist, rural tourism can be a factor for alleviating poverty. Rural tourism has equally benefits and problems in the local community but the problems can be minimized if villagers are trained in hospitality and tourism business.

5.3 Recommendations

On the basis of findings of the study, following recommendations are listed;

The recommendations for promoting rural tourism

-) During the study time, health care facilities were seen limited. Health care facilities are an 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 run a well equipped and facilitated health center
-) According to the findings, there were no any single individual in ghale gaon who were post graduated. One third of them were illiterate so, Nepal

government must work on the education of the villagers.. Adult learning classes can be started along with guests' handling training to the villagers.

-) Language is another barrier for the developments of rural tourism in Ghale gaon, as everyone couldnot speak english properly. They just could answer in Yes or No. Therefore, youth English learning, tour guide and vocational training should be encouraged for rural tourism promotion in ghalegaun.
-) Transportation problems were found travelling to Ghale Gaun. In rainy season muddy road stucks the vehilce and increases the chances of accident. So safety of the travelers is very important especially in the rainy season. Similaryly, there were limited number of vehicles running in ghale gaon. the number of vehicles also should be increased.

The recommendation for further study;

Research on Identifying factor promoting rural toursim can be done in the same population.

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