

CHAPTER – I

INTRODUCTION

1.1 Background of the study

Throughout history, people have traveled for many different reasons. Tourism as an industry, however, began to flourish after the Second World War, with per capita incomes in the developed countries increasing significantly and the development of efficient mass air transport. The tourism industry is the largest in the world and is a complex one. The demands of international tourists, the consumers- and of international destinations, the producers – are bridged by the tourism industry. The industry consists of a wide range of enterprises supporting the mass movement of people across varied areas within a country and across international boundaries, including a variety of wholesale and retail outlets for hotels, airlines, tour operators, etc. The tourism industry sells a unique product, often called an invisible export. The product may be sold and consumed locally, but foreigners, i.e., the external market, consume it. Nepal is one such popular destination for tourists from all over the world.

Massive mountains, rolling hills, abundant vegetation and diverse wildlife – it is little wonder that Nepal is a popular tourist destination and the ideal location for eco-tourism. Eco-tourism in Nepal is the main form of tourism in the country aside from the attractions of Kathmandu and other historical cities. From wildlife viewing, to wilderness camps, hiking vacations and white-water rafting, Nepal's eco-tourism industry is flourishing. In an area of 1,47,181 km² the landscape of Nepal changes from lowlands towards the highest mountains in the world, this is truly a land of extreme diversity. From tropical to arctic climates, Nepal's great diversity is a real draw card. Despite its relatively small size, Nepal contains 2% of all the flowering plants in the world, 8% of the world's population of birds (more than 848 species), 4% of mammals on earth, 11 of the world's 15 families of butterflies (more than 500 species), 600 indigenous plant families, 319 species of exotic orchids (NTB, 2011).

Tourism is backbone of economic development of Nepal. It is one of the most thriving industries in Nepal. Tourism is important not only from the point of view of earning foreign exchange but it also enhances scope for various industrial branches, like hotels, motels, other types of accommodation, restaurants and other food services, amusement and other leisure activities, gift shops and large number of other enterprises such as fruit production and processing. So, tourism has another advantage as compared to merchandise export. Tourism industry, being a comparative advantages industry of Nepal, has important role in Nepal's economy. Development of tourism sector has contributed to increase employment opportunities and to improve the balance of payment of the country. Nepal has immense potential for tourism development, as it is full of places that attracts tourist throughout the globe. With its natural beauty and cultural heritage, like Mount Everest (Crown of the World), snow Peak Mountains, birth place of lord Buddha, a number of lakes and rivers. For the nature lovers and pleasures seekers Nepal can provide many attractions, the sight-seeing, jungle safari, trekking, white-water rafting, sport fishing, bunzi-jumping, the friendly and ethnic people are major attraction of the country. Nepal is beautiful destination for international tourists. The snow clad mountains, different religious believes, different tastes of festivals are the main attraction for the foreign visitors.

Tourism is a system that brings together many interrelated issues such as society, nature, and environment. It is also true that studying tourism means relating its different components and analyzing its outcomes – both positive and negative. However, many scholars have come to agree that the mass tourism of 21st century is becoming unsustainable. Problems introduced by mass tourism of this age include overcrowding and disrupting of local communities, massive commercial exploitation of cultural heritage, social conflicts, disturbance to natural heritage and wildlife, increased economic dependency, the emergence of black markets and increased illicit trade in every item from exotic pets to drugs and sex (Holden, 2008). The rapid growth of tourism during the last three decades has led to an increasing concern related to its impacts. And the great environmental movements of 1970's and 1980's also contribute to consider critical towards the mass tourism. These have been the major components which forced people to think about more responsible tourism, which has become known under different names

like sustainable tourism, eco-tourism, green tourism, soft tourism, adventure tourism, nature-based tourism, agro-tourism, village tourism etc. (Butler, 1991).

These alternative tourisms differ from the mass tourism in different ways that the alternative tourism is labelled in various types like 'eco', 'responsible' and 'sustainable' tourism to check the negative impacts of mass tourism and support sustainable development by maximizing the positive contributions to destination where there is a number of social and environmental challenges. In this way, ecotourism has been very popular in many developing countries like Nepal where it is believed that it might be proved as the best way of practicing tourism in the time of modern age when traditional tourism has been losing its charm and its core values.

"Eco-tourism is a segment of tourism that involves traveling to relatively undisturbed or uncontaminated natural areas with the specific objective of admiring, studying and enjoying the scenery and its wild plants and animals, as well as any existing cultural features" (Adhikari, 2005). By this definition, nature-oriented tourism implies a scientific, aesthetic or philosophical approach to travel, although the ecologically motivated tourist need not be a professional scientist, artist or philosopher. The main feature of such tourism is that the person who practices eco-tourism has the opportunity of immersing himself/herself in nature in a manner generally not available in the urban environment. Eco-tourism is assessed from various perspectives. Eco-tourism is also seen as an interfacing of conservation concerns and tourism interests, setting free the synergy required to jointly preserve the quality of the environment while protecting nature and promoting tourism. It is a timely strategy that is vital to the maintenance of healthy ecosystems along with economic benefits to any host-area communities. Therefore, eco-tourism has been viewed as a new tourism strategy that balances development and economic gains by benefiting both nature and destination areas. Although it seems a challenging in Nepalese tourism, it is also true that Nepalese tourism can only be made more responsible and sustainable though the real implementation of ecotourism that will surely provide real income and benefits in both national and local level.

1.2 Statement of the Problem

Although small in size, Nepal is nevertheless a country of immense diversity in her geography, natural setting and culture. The majestic Himalayas, breath-taking natural beauty and her rich cultural heritage attract a large number of tourists to Nepal. It is not surprising that tourism has been recognised as one of the major potential industries in the country (www.apo-tokyo.org).

Having been blessed with natural and cultural panorama Nepal has huge potentialities of economic prosperity through tourism industry. Although, tourism in Nepal dates back to early 1950s but the major issue of unequal distribution of benefit from tourism remains same till date. This issue is thriving up because the development of tourism is confined to certain areas of the country i.e. Lantang, Annapurna, Kathmandu, Pokhara and Chitwan often referred as the tourism triangle of Nepal. To make the tourism industry more inclusive and sustainable Nepal Tourism Board (NTB) the only National Tourism Organization in the country, is promoting and networking different non-governmental (Local & International) and private sector organizations which are working for sustainable tourism development.

1.3 Objectives of the Study

The general objective of the study is to find out the potentiality and challenges of eco-tourism in the study area.

The specific objectives are to:

- 1) to explore potentiality of eco-tourism in study area.
- 2) to describe potential use of natural and cultural heritage in eco-tourism development.
- 3) to find out the major challenges for the eco-tourism development in study area.

1.4 Importance of the Study

For a country like Nepal, eco-tourism has become an important economic activity. It provides opportunities for visitors to experience joy of nature and culture, and to learn about the importance of biodiversity and local cultures. At the same time, eco-tourism generates income for conservation and economic benefits for communities living in rural and remote areas.

As this study aims to explore the potentialities and challenges of eco-tourism in study area, this will be helpful to understand the status and trend of tourism activities in study area and pave the way to well manage tourism industry. Some other importance are as follows:

-) This study can be helpful to explore the potentialities of eco-tourism in the study area.
-) This study can be helpful to determine the impact of eco-tourism to uplift the socio-economic status of study area.
-) This study can be helpful for policy makers, researchers and development agencies to conduct various researches and development programs in the similar area.

1.5 Limitations of the Study

-) The present study covers the tourist area namely Jagdispur which is located on the western development region.
-) This is completely an academic work.
-) The study is fully dependent upon the field visit inspection as well as interviews, data and response of local people of the study area.
-) The study is very specific like that of case studies. So, the conclusion drawn from the study might not be conclusive.

1.6 Organization of the Study

The thesis has been divided into five chapters. The first chapter describes about background of the study, statement of the problem, objectives of the study, significance of the study limitations of the study and organization of the study.

The second chapter has carried out a review of literature related to the study. Literature related to Tourism has been consulted and properly mentioned. Ecotourism related literature has also been studied. Details of the literature have been mentioned in the References section of the thesis.

The third chapter deals with research methods applied to carry out the study. It includes research design, nature and sources of data, sampling procedure, data collection procedure and data processing and analysis procedure.

Fourth chapter deals with study area and the people, presentation and analysis of primary data collected from local respondents, tourist, hotel/lodge operator and key informant. It describes tourists and visitor's related information and socio-economic impacts of tourism.

Fifth chapter is the concluding chapter which includes summary, conclusion and recommendations on the basis of findings from the study.

The appendix part includes supporting information related to the study. These include questionnaire and schedule used for the study, maps and related photographs.

CHAPTER – II

LITERATURE REVIEW

2.1 Concept of Tourism

Defining tourism is not easy job as it is an experience rather than a tangible object. There is no widely accepted definition of tourism. Tourism has been defined in different ways by different experts.

The word Tourism is derived from Latin word ‘tornare’ and the Greek word ‘tornos’, meaning ‘a lathe or circle; the movement around a central point or axis’, this meaning changed in modern, English to represent ‘one’s turn’ , when the word tour and the suffix ‘ism’ are combined they suggest the action of movement around the circle. The act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist (Kunwar, 2010)

Tourism is not a new phenomenon for the Hindus. In Sanskrit literature there is found different terms for tourism derived from the root *atan*, which means leaving home for some time to other places .They had different types of tourism known as:

Paryatan: going out for pleasure and a knowledge

Deshantan: going out to other countries primarily for economic gain

Tirthatan: going to the places of religious importance

We get even references of *akhet*(hunting) and *vihara*(excursions) (Kunwar, 2010).

The tourism society in Britain attempted to clarify the concept and defined in 1976 as: “Tourism is the temporary short – term movement of people to destination outside the places where they normally live and work, and their activities during the stay at these destinations, include movements for all purposes, as well as day visits or excursions (Bhatia, 1994:34).

Tewari (1994) has summed up the concept of tourism as a movement of people to various destinations has two components, journey and stay, both of which take place outside the normal area of residence and work. The movement is of a temporary nature and for a short duration, which distinguishes it from migration. It gives rise to activities at the destination, which are distinct from those of resident population of the place visited. The main motive for participation in tourism is largely recreation and the visit is made for the purpose other than seeking permanent residence or employment remunerated from within the place visited. Tourism, in the pure sense, is essentially a pleasure activity and involves a discretionary use of freely disposable incomes and free time.

According to Tewari (1994), the concept of Tourism is as follows:-

-) A movement of people to various destinations has two components, journey and stay, both of which take place outside the normal area of residence and work.
-) The movement is of a temporary nature and for a short duration, which distinguishes it from migration.
-) It gives rise to activities at the destination, which are distinct from those of resident population of the place visited.
-) The main motive for participation in tourism is largely recreational and the visit is made for the purpose other than seeking permanent residence or employment remunerated from within the place visited.
-) Tourism, in the pure sense, is essentially a pleasure activity and involves a discretionary use of freely disposable incomes and free time.

Tourism is a composite of activities, services, and industries that deliver a travel experience: transportation, accommodations, eating, and drinking establishments, shops, entertainment, activity facilities, and other hospitality services available for individuals and groups that are travelling away from home. It encompasses all providers of visitors and visitor related services. Tourism is the entire world industry of travel, hotels, transportation, and all other components that, including promotion, serve the needs and wants of travelers. Finally, tourism is the sum total of tourist expenditures within the borders of nation or a political subdivision or a transportation-centered economic area of

contiguous states or nations. This economic concept also considers the income multiplier of these tourist expenditures (Goeldner & Ritchie, 2007).

Any attempt to define tourism and to describe its scope fully must consider the various groups that participate in and are affected by this industry. Their perspectives are vital to the development of a comprehensive definition. Four different perspectives of tourism can be identified:

a. The tourist. The tourist seeks various psychic and physical experiences and satisfactions. The nature of these will largely determine the destinations chosen and the activities enjoyed.

b. The businesses providing tourist goods and services. Businesspeople see tourism as an opportunity to make a profit by supplying the goods and services that the tourist market demands.

c. The government of the host community or area. Politicians view tourism as a wealth factor in the economy of their jurisdictions. Their perspective is related to the incomes their citizens can earn from this business. Politicians also consider the foreign exchange receipts from international tourism as well as the tax receipts collected from tourist expenditures, either directly or indirectly.

d. The host community. Local people usually see tourism as a cultural and employment factor. Of importance to this group, for example, is the effect of the interaction between large numbers of international visitors and residents. This effect may be beneficial or harmful, or both.

Thus, tourism may be defined as the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved (Goeldner & Ritchie, 2007).

Upadhyay (2006) outlines the following characteristics of tourism:

-) Tourism involves a complex set of interrelationship between people, places and products.
-) The interrelationship evolves through the transaction of people to various destinations outside of their normal place of residence and their stay at those destinations.
-) The duration of visit must generally be of a short-term nature.
-) Tourism is essentially a pleasure activity in that it does not involve earning related travel.
-) It is a service and is intangible; it cannot be seen or inspected before its purchase.
-) Tourism product is not homogeneous. Tour package to a destination may vary in quality, depending upon the circumstances. For instance a delayed domestic flight could affect the image of the product.
-) Tourism product cannot be brought to the consumer but the consumer has to be taken to the product.
-) The short-term supply of the product is fixed. The number of hotel rooms cannot be increased overnight to meet the requirements of the season.
-) The tourism product is highly perishable. A hotel room or an airline seat not used today is total loss.
-) The tourism product cannot be stored for future use.
-) Its raw material is inexhaustible.
-) The tourism products do not diminish with constant use.

2.2 Evolution and Development of Tourism

Traveling from one place to other started back in ancient time .Travel in the past was not undertaken for the purpose of pleasure and it was not taken during the leisure time. The ancient people used to roam and travel to different places for food and safe place.

Travel before the industrial revolution was largely a matter of pilgrimages and travel for business or official purposes, no much private travel was done in the medieval period.

Travel in the 18th century was an activity undertaken by a small wealthy and mostly elite. These elite traveled chiefly for educational and for official purposes. After industrial revolution there was accountable change and increase in the economy of Britain, which had marked effects in laying the foundation of modern tourism. As the economic condition of people started to increase, they just not focused on food cloth and shelter but also on health and recreation. So they started to travel to various places in leisure time. A large number of people visited for salt water treatment (sea water) which is also known as spa.

The foundation of modern tourism was laid after the development of railway. But before the railway, the travelers traveled by road. Until the middle of the 17th century, such roads as existed were maintained from local funds. Then rather than the creations of a national road authority "turnpikes" were constructed.

The organization and sale of travel as it is known worldwide today, began in 1841. It was started by Thomas Cook, the pioneer travel agent, who is considered as father of modern tourism. His first excursion train ran from Leicester to Loughborough, a distance of 12 miles, and back on 5 July 1841 with 570 passengers at a round trip fare of one shilling (Kunwar, 2010).

A service oriented industry, has cropped up to be a revolution sing phenomenon, specifically after the Second World War displacing the manufacture and extractive industries from their dominant position and emerging as a catalyst of the development process at the national as well as at the global levels. The terms 'smokeless' industry has become a cliché, but it is doing all that a manufacturing industry does from instance in certain economics, it is the substratum of the environ, especially economic pyramid while in most other it is contributing meaningfully in the general development process and in the solvation of their underlying issue. Tourism is largely examined and questioned for its ample potential to bring about changes in the economic ecological, societal and cultural edifices of a country however two aspects of tourism; its capacity to generate employment both directly and indirectly, and its potential to earn hard international currency for the host country have made this industry greatly desirable for a concerned governments, planners, entrepreneurs and people in general (Karma, 2002).

After the 2nd world war the standard of living of the working and middle class rose in the international countries. Tourism began to appear in the countries where it had been particularly unknown a few years earlier. The war also changed the concept of people especially in Europe. It broke down the international barriers and peaceful internationalism developed. This was the favorable climate in which tourism flourished. Enormous expansion of tourism has taken place primarily in the advanced industrialized countries where travel has become a part of life style. Thus the 20th century and onward can be called "the century of mass tourism" In the past, tourism was limited to limited countries and destinations. Now every country is directly or indirectly involved in tourism. All countries compete with each other to attract tourists

2.3 Tourism in Nepal

The development of tourism started immediately after the fall of the xenophobic isolation of Rana regime in 1950s. Till then there had been very few tourists' particular lily missionaries who came over to Nepal and discovered it as a fascinating country. Perhaps that was the period when Nepal was labeled with such romantic names as "Shangri La", "Garden of the East", etc Throughout the Rana regime and till the late 1950s, many writers and mountaineers visited Nepal and studied and wrote of such varied subjects as Tibetan Buddhism, Birds, Katmandu Valley, Himalayas etc. (Shakya, 2008).

The history of tourism in Nepal is not so long. After the establishment of democracy in 1951 Nepal followed an open door policy. On May 29, 1953 Late Mr. Tenzing Norgy and Edmund Hillary scaled Mt. Everest and Worlds attention was focused to Nepal and subsequently a tourism industry began to develop. Until mid-1960 tourist inflow was not recorded when the Department of Tourism was established in 1966, under the Tourism Development Act 1964 the systematic recording of tourism started in Nepal. Although the tourism administration machinery has existed since 1956, tourism sector was further promoted only after Royal Nepal Airlines Corporation (RNAC) came into being in 1958 (Dhakal, 1998).

Tourism being an important activity plays not only an instrumental role in alleviating poverty but also improve socio economic status of a community. It helps to earn foreign currency and provides a sustainable way of conserving environment and culture through

integrated local participation .It, by all means is peoples industry, it is run by the people for the people at the core be they guests or hosts, and it is their wellbeing and enrichment which should be the primary goal of tourism development (Kunwar, 2010).

Nepal is well known as the main tourist destination in the international arena due to its natural beauty, unique culture, incomparable heritage and innumerable special tourist destinations. Known for the coexistence of different castes and races, religions, languages, literature and culture, Nepal is an example of art, culture and religious harmony. Nepal is one of the richest countries in the world in terms of bio-diversity due to its unique geographical position and altitude variation. The elevation of the country ranges from 60 meters above sea level to the highest point on earth, Mt. Everest at 8,848 meters, all within a distance of 150 kilometers resulting in climatic conditions from sub-tropical to arctic. This wild variation fosters an incredible variety of ecosystems, the greatest mountain range on earth, thick tropical jungles teeming with a wealth of wildlife, thundering rivers, forested hills and frozen valleys. Within this spectacular geography is also one of the richest cultural landscapes anywhere. The country is a potpourri of ethnic

groups and sub-groups who speak over 93 languages and dialects. Nepal offers an astonishing diversity of sightseeing attractions and adventure opportunities found nowhere else on earth (Subedi, 2010).

William and Gill (1994) are of the opinion that like other enterprises, tourism is widely recognized as a change agent, with sound management, it has potential for being a low user of scarce resources as well as being a sustainable industry. Prof. Noraiki Kano, Tokyo University of science during his visit in Kathmandu as a Chairman of Asian Network for Quality to participate at the Fourth Regional Quality Convention, 2006 suggested, "Nepal's development recipe lies of making proper use of its heavenly gifted unique assets of nature, strategic location and underdevelopment. Nepal is gifted with snowcapped beautiful Himalayas and is sandwiched between world's two fastest grooming giant economics, China and India. Highlighting the quality as the key driver of economic prosperity Prof. Kano suggested Nepal should explore and exploit advantages of natural gifts where its competitive advantage is incontrovertible, Prof. Kano feels " manufacturing is a kick starter of prosperity, but it is not a Nepal's cup of tea, in the

context of today's globalized economy Nepal should opt for service based industry rather than manufacturing and tourism which has the best potential as well as comparative and competitive advantage. Referring to economic prosperity of China and India, Prof. Kano reckons these two countries will generate millions of out bound tourists. In the process of economic prosperity, people start touring from one place to another and it will happen with Chinese and Indian people. For these tourists, Nepal is the next-door market and they will flood into the country, provided Nepal prepares to 'welcome' them. He feels Nepal's comparative advantage in tourism is unbeatable because of its strategic location and natural resources. The best way to enhance competitiveness is without taking part in the competition, Nepal does not need to compete for tourism products. The change in paradigm calls for a systematic management with special focus on quality. This will ensure sustainable growth and development.

Anand (1998) in his unpublished research report 'Indian Tourist in Nepal,' submitted to UNRICO opines that tourism is not a capital-intensive industry. This feature is of crucial significance for a capital starved country like Nepal. In fact, investment per-capita, in this industry is much lower than in other sectors. While highlighting the role of tourism in reducing the dependence on imports to develop the country, Mr. Aditya has come to the conclusion that "by reducing its important coefficient tourism can be used to make the country less dependent on outside markets a critical political strategy that can reduce Nepal's heavy dependence upon outside trade and industry by diversifying tourists products and by decentralizing its tourist destination."

To take the issue of leading role vis-a-vis tourism sector in the Nepalese economy Rogers Paul and John Aitcheson in their article 'Towards Sustainable tourism in the Everest Region of Nepal' published by IUCN Kathmandu, contended that the growth based on tourism covers only the economic dimension of development. But the multiplier effect that it thus leaves upon the overall economy of the tourist receiving country can provide the highest number of employment between local development and tourism.

Nepal has immense potentiality in terms of tourism. The mystical Himalayan mountain kingdom on the roof of the world has held a very powerful appeal as a tourist destination. Nepal offers tourists a breathtaking experience of nature and ever present mountains

scenery, including Everest, the world's highest peak. Flora and Fauna in Nepal are truly amazing both in terms of their variety and in some cases, their rarity. The friendly populations of the country are generally very happy to share their innate hospitality as well as their many customs and traditions with the visitors. (TRPAP, 2005)

Upadhyaya (2007), in his article '*Save Chitwan from Disaster*' he had attempted to elaborate some of the burning issues regarding culture, nature and adventures. According to him, there is a great pressure on nature and wildlife because of population influx and haphazard growth of tourism. As a result there is a growing pressure on Chitwan National Park. This is the most crucial problem of Chitwan, which cannot be solved by government alone. Therefore, there is need of people's active participation. Chitwan is also home of unique ethnic groups of Nepal, they create the potentiality of cultural tourism for taking its advantage, eco-friendly programmes should be developed and implemented, Chitwan is also an area of ecotourism. Therefore, there is need of establishing botanical garden, educational and recreational parks, and cultural museum, horticulture, and floriculture, dairy farms with emphasis on bee-keeping and vegetable farming. Tourism in Chitwan is based on culture and nature. The Narayani and Rapti rivers are the lifeline of Chitwan but they are getting polluted every year. Lack of proper management is a serious national problem and so is the case of tourism and environment in Chitwan also.

Dr. Harka Gurung in his article „Tourism and Tirth“ published by Hotel Association Nepal (HAN) 25 January 2000 has elaborated certain unique features of tourism in the context of a land locked country like Nepal, which we quote hereunder (Upadhyay, 2003:29)

1. Its material is inexhaustible. In other industries, raw materials are used for extracting certain products. In the process, the material is transformed from one form of input to another form as output. The original raw material is discarded as waste or some may be recycled as a by-product. In tourism, the raw material (client) intact but capitalizes on the service provided. Better the quality of service, greater the economic return.

2. Tourism products do not diminish with constant use. Despite influx of increasing number of tourist, the sights and sounds of particular destination can be maintained, and even enhanced with tourism revenue whatever the number of climbing expeditions each year, Sagarmatha (Mount Everest) will be ever there. Millions and millions of photographic exposures there have been but the altitude of Machapuchhre (6,697 m) has not diminished. Rather these have enhanced the promotion of Pokhara or Nepal as tourist destination. Tourism indeed had been instrumental in reviving traditional culture, arts and handicrafts. The key is proper management whereby small countries, like Austria and Switzerland host many more tourists than their native population, and territories, like Hong Kong and Singapore handle high volume of tourism traffic in form of sophisticated industry.
3. Modern tourism is of global dimension and the volume will even grow with the telescope of time by jet travel and increase in leisure in industrial societies. International tourism is one of the fastest growing industries in the world. In addition, for many countries, receipts of the foreign currency from tourism constitute the single largest item in their balance of payments. Therefore, it is highly competitive and needs aggressive promotion.
4. Tourism has another advantage as compared to merchandise export. That is, tourists happen to be physically in the 'exporting country'. „This means that many goods consumed by tourist do not have to be transported across international borders and hence face no tariff barrier of foreign countries. Thus, greater the domestic product of tourist goods lesser the leakages of earnings from tourism.

Upadhyay and Agrawal (2006) have been written a book entitled "Tourism and Economic Development in Nepal". This book is prepared keeping in mind the rapid changes taking place in the land-locked economy of Nepal seated in the lap of great Himalayas where tourism is expected to contribute in a big way. The book consist the following main feature:

-) Analyzes economic impact of tourism growth on various aspects of the Nepalese economy.
-) Explores the rate of tourism on globalization of this background economy.
-) Attempts to incorporate important studies undertaken in this context.

-) Incorporates opinion of leading experts on tourism promotion and economic development exclusively for this book.
-) Thoroughly reviews contours of changes in tourism policy.
-) Well documented in terms of source of tourism information, institutions and chronological highlights etc.

In view of the above, this piece of work would be immense use to policy makers, planners, researchers, practitioners and to students for whom sufficient materials have been added.

2.4 Concept of Ecotourism

(Kunwar, 2006) In 1983 a tour operator in Costa Rica registered the word 'eco-tourism' for his tour operating business. Soon after this the word was used in a few public articles in Costa Rica. The word became more known, when Hector Ceballos- Lascurain, in an article in the Mexico Journal in 1987 defined the word 'eco-tourism' and the same definition is used in shortened form in BOO: Ecotourism to be sustainable, the type and extent of tourism activity must be balanced against the capacity of the natural and man-made resources available.

The main concept of ecotourism is responsible travel to natural areas that conserves the environment and sustains the well-being of local people. From the tourists' viewpoint, ecotourism is typically the gratification provided by a unique experience in an undisturbed natural environment, viewing flora, fauna, birds, animals, landforms, scenery, and natural beauty (Goeldner& Ritchie, 2007:489).

Ecotourism and nature based tourism have become mainstream in recent years and are widely acknowledged to be a valuable part of the general product mix. Encompassing soft adventure, culture, activity wildlife, village and rural tourism, ecotourism is based on the outdoors, usually in remote and unspoiled natural or cultural surroundings. This interest has come about largely because, over the past two decades, an awareness of the environment in which we live, a concern for the fragility of the planet and an appreciation of tradition cultures has spread from the concern of a few to a pre occupation amongst many educated travelers (NTP, 2004).

Ecotourism has been defined by the World Conservation Union as “Environmentally responsible travel and visits to relatively undisturbed natural areas, in order to enjoy and appreciate nature and (any accompanying cultural features-both past and present) that promotes conservation, has low visitor impact and provides for beneficially active socio-economic involvement of the local population.” (Sharma & Kharel, 2011:176).

“Around the world, ecotourism has been hailed as a panacea: a way to fund conservation and scientific research, protect fragile and pristine ecosystems, benefit rural communities, promote development in poor countries, enhance ecological and cultural sensitivity, instil environmental awareness and social conscience in the travel industry, satisfy and educate the discriminating tourist, and some claim, build world peace” (Honey, 1999).

Through ecotourism tourists get appropriately for observation and learning it and contribution to natural conservation and long term sustainability of communities and natural resources and local economy. This may be achieved through various means such as employment for local people or programs where tourists contribute money to community activities. In Nepal, Annapurna Conservation Area project (ACAP) provides one of the best examples of ecotourism. Under this project, several village sites have been identified for community based ecotourism development. The main aim of ACAP is to balance natural resource conservation and sustainable community development. The area is characterized by both biodiversity and cultural diversity. ACAP has been successful in gradually changing the traditional subsistence activities into a framework of sound resources management, supplemented by conservation, development of alternative energy programs to minimize the negative impacts of tourism and to enhance the living standard of local people. It follows the principles of maximum people's participation, sustainability and a catalyst's role (Pradhan and Pradhan, 2006).

“Ecotourism is travel to fragile, pristine, and usually protected areas that strives to be low impacts and (often) small scale. It helps educate the traveller, provide fund for conservation, directly benefit the economic development and political empowerment of local communities, and foster respect for different cultures and human rights” (Honey, 2008).

Ecotourism focuses on local cultures, wilderness, adventures, volunteering personal growth and learning new ways to live our vulnerable planet. It is typically defined as travel to destinations where the flora, fauna and cultural heritage are the primary attractions. Responsible eco-tourism includes program that minimize the adverse effects of traditional tourism on the natural environment, and enhance the cultural integrity of local people .Therefore, in addition to evaluating environmental and cultural factors, initiatives by hospitality providers to promote, recycling, energy efficiency, water re-use and the creation of economic opportunities for local communities re an integral part of ecotourism (Adhikari, 2005).

In general, ecotourism is the best available option to develop tourism products with minimum of negative impacts. This is instrumental in opening an access to new and virgin natural regions but steered with an objective to conserve vegetation, its habitant and also by developing linkages to bring for the welfare and well-being of local residents. Travelers themselves begin to be concerned about traveling lightly and not leaving behind a legacy of negative environment and cultural impacts. More visitors are aware of the harm they can do to value of wildlife and to the concerns of local people's (Honey 1999).

Ecotourism differs from other forms of tourism particularly due to the opportunity for observation and learning it provides to tourists and its contribution to cultural conservation and long term sustainability of communities and natural resources. Therefore, it is a form of sustainable tourism that benefits the community, environment and local economy. This may be achieved through various means such as employment for local people or programs where tourists contribute money or labour to community activities such as free planting or conservation of local monuments or sites (Honey, 1999).

Regarding the inception of ecotourism, Blamey writes that the term 'ecotourism' was first used by Hetzer in 1965 when he wrote his book *Environment, Tourism, and Culture*, and came to identify four principles of responsible tourism that include – minimizing negative environmental impacts, respecting host cultures, maximizing the welfare of and benefits to the local people, and increasing tourists satisfaction (Blamey, 2000). The concept of ecotourism – born 'within the womb' of the environmental movement in the 1970s and

1980s (Honey, 1999) - is a very significant alternative concept standing against mass tourism, which had created a sense of dissatisfaction and various negative impacts in environmental and social realm. The conventional tourism always focuses on income and growth instead of conservation environment and culture of destination. In many places in the world, in the name of tourism, mass of forest destruction, various pollutions, cultural decay and other many problems have been emerged. Many countries have been facing serious environmental and social disorders due to mass tourism which only insists on quantity rather than quality tourism, number rather than sound economic benefits to the place and people of the destination. Mass forest and wildlife habitat destruction in Brazil, Indonesia, and some African countries, Sea beach pollution in America, Asia, and Africa are major concern of mass tourism bi-products that contributes loss of many valuable species of ecosystem and displacement of many indigenous people from their own living places. Moreover the conventional tourism degrades local culture owing to invasion of westernization and economic disruption due to capitalistic practice and inflation. In this way alternate tourism hopes to lead the tourism in responsible way. Unlike the mass tourism, alternative tourism, albeit various in types, is in small scale, low impact, community and local based, very low leakage, very holistic and long-term. There are so many types of alternative tourism have come into existed. They are nature-based tourism, responsible tourism, adventure tourism, green tourism, village tourism, culture tourism, and other many which are regarded as better tourism than mass tourism that has already caused various undesirable and deleterious impacts.

However according to Wearing and Neil(2008), in general sense, alternative tourism can be broadly defined as a form of ecotourism that sets out to be consistent with natural, social, and community values that contribute more conservation understanding, and appreciation of the environment and culture and also maximum satisfaction to both guests and hosts. Some important forms of alternative tourism are described below:

-) Nature-based Tourism: Tourism entirely based on nature such as trekking, mountain climbing, surfing, rafting and other many activities including adventure tourism are known as nature- based tourism in which tourists should respect the intrinsic value of nature.

-) Cultural Tourism: Tourism based on various cultural elements such as arts, music, dance, language, songs, cultural and religious heritages, traditional customs, skills and handicrafts of indigenous and local people that visitors enjoy with them and promote them.
-) Wildlife Tourism: Tourism based on various wild-species in terrestrial, marine and arial which tourists recognize the real value of these biological assets in ecosystem of the planet.
-) Educational Tourism: Tourism run by educated and responsible tourists about the importance of nature, culture and ecosystem and also support for nature conservation.
-) Agro-tourism : Tourism run basically by natural attraction on private farms comprising various traditional and indigenous farm activities like cattle herding, cowboy activities, sheep searing, dairy farming gardening, horse riding and other many more.
-) Scientific Tourism: Tourism primarily based on scientific research and other various study purposes which help to collect scientific information to acquaintance the current state of the field and support for the betterment.

The following figure is illustrating the mass tourism and major alternative tourism.

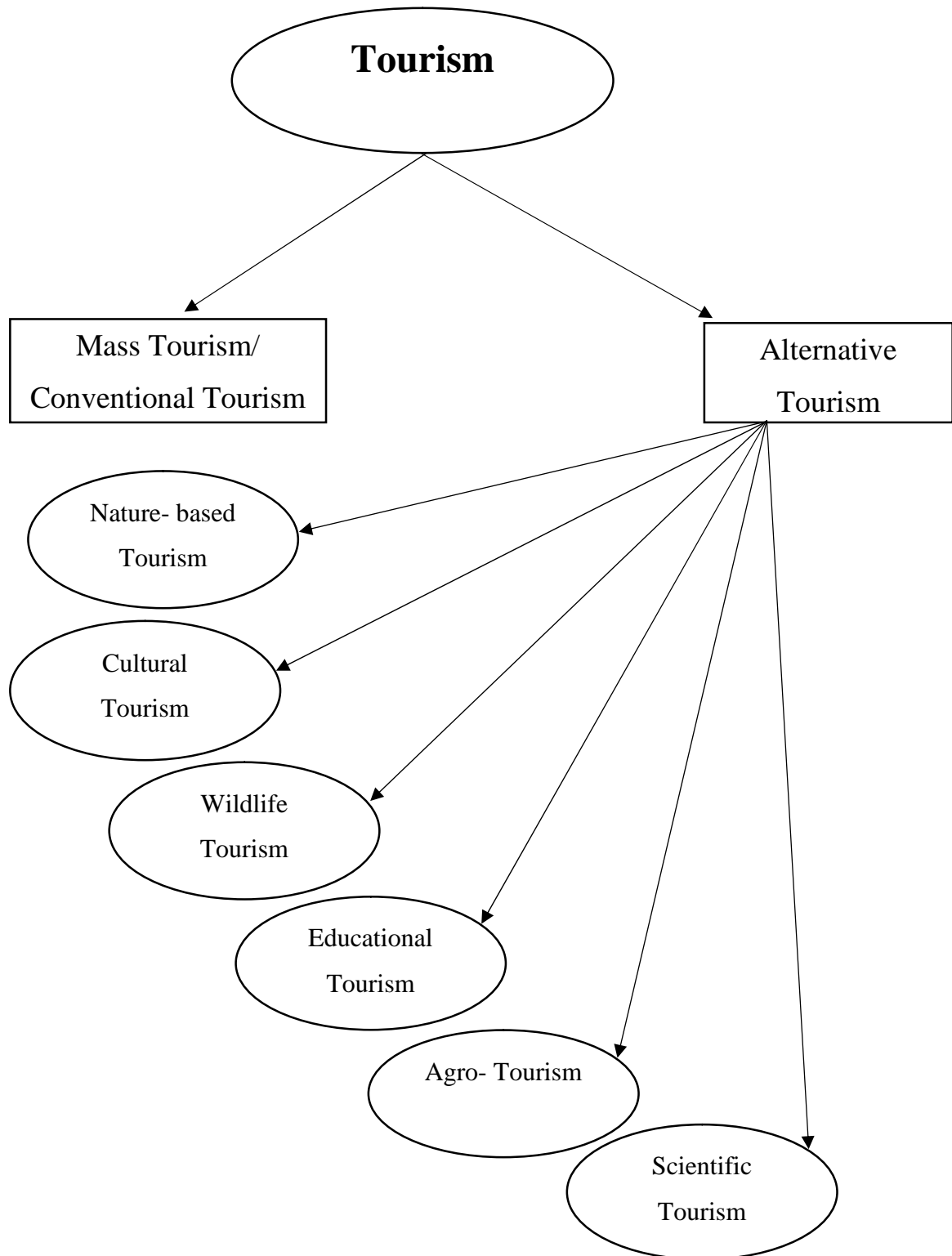


Figure 2.1: Mass Tourism and Alternative Tourism (Wearing and Neil, 2008)

When we discuss ecotourism, we cannot do so without linking it to the concept and principle of sustainability and sustainable development. In fact they are very interrelated issues. As sustainability is based on three aspects, sustainable ecotourism is also based on the balance of social, economic, and ecological goals. Bramwell and Henry point out four basic principles of sustainable development and sustainable ecotourism tourism development (Wight, 1993):

- i) Holistic and strategic planning
- ii) Conservation of essential ecological system
- iii) Conservation of both human (cultural) and natural heritage
- iv) Long term development and productivity for the future generation.

Marthe Honey, the editor of '**Ecotourism and Certification**' outlines seven points that define ecotourism as its best. (Honey 2002)

-) Involves travel to natural destinations, usually remote and under environmental protection.
-) Minimizes the adverse effects of development, attempts to limit damage to the ecosystem.
-) Builds environmental awareness and insight into natural and cultural history.
-) Provides direct benefits for conservation.
-) Provides financial benefits and empowerment for local people and communities.
-) Respect local culture and strives to have a minimal effect on the environment and people.
-) Supports human rights and democratic system.

The principles of ecotourism developed by The International Ecosystem Society (TIES) related to natural resources are: (Pradhan and Pradhan, 2006)

-) Avoiding the negative impacts that can damage or destroy the integrity or character of the natural or cultural environments being visited.
-) Educating the travelers on the importance of conservation.
-) Directing the revenues to the conservation of natural areas and the management of protected areas.
-) Bringing economic benefits to local communities and directing revenues to local people living adjacent to protected areas.
-) Emphasizing the need for planning and sustainable growth of the tourism industry, and seeking to ensure that tourism development does not exceed the social and environmental carrying capacity.
-) Retaining a high percentage of revenues in the host country by stressing the use of locally owned facilities and services.
-) Increasingly relying on an infrastructure that has been developed sensitively in harmony with the environment.
-) Minimizing the use of fossil fuels conserving local plants and wildlife, and blending with the natural environment.

2.5 Review of Empirical Study

Shrestha (1999) in her doctoral thesis entitled "Tourism in Nepal: Problem and Prospects" mainly concerned with the problems and prospects of tourism in Nepal. Beside this it also analyzed the trend of foreign demotic predicts. Her study identify the basic problems of tourism in the basis of its contribution to national economy, status of tourism infrastructure, review of the planning and policies of the government and as visualized by both tourist and the expert in the sample. She pointed out Nepal has not been able to introduce and diversify new tourism products. Her study found between the age of 16 to 45 establishing Nepal as a detonation for the young and adults and a mainly dominated by male visitors. The tourist generating regions are Asia and Western Europe. Out of them primary tourist generating countries are India, Japan UK, USA, France, Germany, and Australia. Shrestha put forward that the role of tourism in economic development is significant. The net earnings from tourism are greater than some other sectors.

Pushpa Shrestha (1999) in her doctoral dissertation "Tourism in Nepal: problems and prospects" mostly focused on the problems and prospects of tourism in Nepal. The situation of foreign exchange earnings and their contribution to the government revenue is also the major finding of this dissertation. The most important findings of her dissertation is the basic problems toward the Nepalese tourism as status of tourism infrastructures, absence of recurrent planning and policies of the government, unable to introduce the diversity of new tourism products. The net earnings from tourism sector are greater than other sectors. She has also found that Nepal is the destination for the young and adults and mainly dominated by male visitors, and the market of it is mainly of India, Japan, UK, USA, France, Germany and Australia.

Upadhaya, Rudhra (2003), in his Ph.D. dissertation on the title "Tourism as a Leading Sector in Economic Development in Nepal". The major objectives of the study is to explore the potentialities of tourism inducing overall economic development analyzing the role and impacts of tourism and to study scope for global linkages of the Nepalese economy with special reference to tourism. Mainly he concluded that tourism has been found to be an important determinant of government's developmental expenditure and regular expenditure. It has also been found that through the promotion of tourism sector

the Nepalese economy can be moved faster on the path of globalization. He argues that tourism sector has the potentiality to induce the other sectors of the economy.

Ghimire (2002) in his book *Travel and Tourism* has given more information related to the tourism. Tourism is related to traveling and is naturally a human character. Man needs change and travel provides the change. During primitive period travel was there but tourism was not there. Because at that time and motive was not to seek holiday from the routine work. The primary motive of their travel was trade and commerce or pilgrimage or to explore. The basic concept of tourism 'Pleasure to Leisure' was not there. When people learned to travel for pleasure, the concept of tourism was started. Learning to differentiate between work and Leisure create tourism. So tourism is related to the movement of people from one place to another for the purpose leisure.

He used different techniques to calculate the economic impact of tourism. Mainly he has explained about multiplier effect and input-output analysis. Ghimire further describes about tourism as it is a compound of different elements. It doesn't exist in isolation. To understand tourism is necessary to know about the various components which together make tourism. Tourism is made of 4A's as follows:

- a. Attraction
- b. Accessibility
- c. Accommodation
- d. Amenities

Burger (1978) in his PhD thesis entitled, "The Economic Impact of Tourism in Nepal, An Input Output Analysis" concludes two major groups were identified, pleasure tourist and trekking tourism offers for more scope for regional development. Than pleasure tourism, because there people's intent is to visit regions outside of Kathmandu and the standard required to meet their demand are lower and area cashier to provide with local resource. Trekking tourism offers more scope, especially for a few selected regions, and policies designed to better integrate it into local economic will widen trekking tourism's economic impact. Burger suggests that we should give emphasize on those tourist who stay for short times in general longer staying tourists spends less per day than tourist staying only a short time. Perhaps the most widely used argument favoring expansion of tourism is that it earns foreign exchange and thus supports the "balance of payments".

Kunwar (1997) in his book *Tourism and Development Science and Industry Interface* states that there is no doubt that travel opportunities can enhance the quality of human experience in spiritual as well as material ways, as witness the section headings used in a well-known book on tourism. Here it is shown the important characteristics of travel.

-) Travel is recuperation and regeneration.
-) Travel is compensation and social integration.
-) Travel is escape.
-) Travel is communication.
-) Travel is broadens the mind.
-) Travel is freedom and self-determination.
-) Travel is self-realization.
-) Travel is happiness.

In this book, he has provided very important insights of tourism management of Himalayan region. In order to develop sustainable tourism in the Nepal Himalayan region, the areas should be developed under the theme of four management prospective first and foremost; the camp site of trekking route should be properly managed in the development contexts. This is known as camp site management. After the management of camp, these areas along the trekking trail should also be properly managed. If this would be properly managed the whole trekking areas can be properly protected. To protect the area is to prefect its nature and cluster. This is called protecting management. Thirdly, if visitors could be topologically categorized and be sent to the proper places, this policy will be further enhanced to preserve both culture and ecology on one side and to keep balance environment on the other side. This is known as visitor's management. The fourth one is known as research management tries to give his view about ecotourism as, "For tourism to and in natural areas, recently a new concept, ecotourism is introduced the use of this concept is not unambiguous. In the past few years, many definition of ecotourism have been introduced. The definition varies from a description of nature tourism to a broader definition where by not only the activities of the tourist are involved but also elements such as the conservation of eco-system and sustainable development". He also adds "Ecotourism seems to be a catch word that means many things to many people. To some it means ecologically sound tourism to others; it is synonymous with nature

tourism. Ecotourism is both these things but it must go a step further. It must be a force for sustaining nature resources. Ecotourism is nature travel that advances conservation and sustainable development effort".

Sing (2004) in his book 'Ecotourism in Nepal' has mentioned that in the area of tourist concentration, deforestation due to increasing fuel needs, pollution of streams and haphazard waste of disposal are becoming evident. In the developed towns, the tourists flow is quite high and will increase further in the future. It seems necessary that some remedial and improvement measures be taken before the environment becomes further polluted, and natural resources are over exploited.

Major findings of the book are:

-) Maximum number of tourists are coming from India and lowest from Australia, so we can say that the maximum tourists are coming from developing countries and lowest from western developed countries. So due to this Nepal is earning less foreign exchange.
-) Maximum number of tourists arrives in the month of October because the climate is very pleasant in this month.

Cruz (1999) has studied about *The Impact of Ecotourism in the Annapurna Region* a case study of 'The Baragaon, the Annapurna Sanctuary, and Sikles Sector by using Primary data, in his research paper major findings are:

-) In the Annapurna Sanctuary, ACAP and the LMC have been able to not only create strong conservation rules, but also to follow them. Lodges are regulated, and there is an effective ban on cutting down wood.
-) A large portion of tourism revenue is put back into community, infrastructure and development.
-) ACAP's focus on the community and local level decision making and involvement has proven to work here. None of the three sites is showing serious social/cultural degradation, or wide scale deterioration of the environment.

CHAPTER- III

RESEARCH METHODOLOGY

3.1 Introduction

Research methodology is the process of arriving to a solution of the problem through planned and systematic dealing with the collection, analysis and interpretation of fact and figure. Research is a systematic method of finding out solution to a problem whereas research methodology refers to the various sequential steps adopted by researcher in studying a problem with certain objectives in view. The Advanced Learners Dictionary of Current English defines Research methodology as –"A careful investigation or inquiry especially through search for new facts in any branch of knowledge.

The basic objectives of this study are to identify the potentiality and challenge of tourism development in Jagdishpur reservoir area. These objectives are therefore important because it provides micro level information which is useful to make the macro level tourism development plan about the area for related department of the government. In order to achieve these objectives it is needed to adopt certain methodology, which is explained in the following paragraph.

3.2 Research Design

Research Design is the plan structure and strategy of investigation to obtain answer to research questions. A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure (Selltiz, 1959). Research design is the conceptual structure within which research is conducted.

On one hand, this study attempts to identify and explore the prospects and problem of ecotourism in study area, on the other hand this study will make an attempt to describe things related to ecotourism in the study area. Thus this study will be both exploratory and descriptive.

3.3 Rationale of Selection of Study Area

The main reason to selecting Jagdispur as a study area is its international significance. Jagdispur reservoir is the largest reservoir in Nepal and is consider to be among the most important wetland site in the country. Beside this natural aspect unique Tharu culture is another asset of the study area. The place also considers to be homeland of Kanak Muni Buddha, and there are lots of things which have historical importance e.g. Asoka pillar, Stupa etc.

Despite having lots of attraction, Jagdispur is not exposed in terms of tourism activities. So I choose Jagdispur as my study area to explore potentiality of tourism development in the form of ecotourism.

3.4 Sampling Procedure

Jagdishpur reservoir, a wetland of international significance, is located in Ward No 1, 3, and 4 of Niglihawa VDC of Kapilvastu District. So, the universe of the study was households of Niglihawa VDC, Ward No 1, 3 and 4. There are about 300 households in the immediate vicinity of the lake within 500m radius among them 30 households were selected as sample according to simple random sampling. Whereas in case of collecting information from tourist accidental sampling was followed. There were no hotels and lodges near reservoir area, so, the accommodation related information was gathered from hotels and lodge from nearby places.

3.5 Source of Data Collection

This study primary data was collected from the households of study area, similarly secondary data was also used for the study, which was collected from published and non-published written documents from individuals, experts, and organization related to the tourism sector, websites and journals.

3.6 Data Collection Tools and Techniques

Secondary data have been collected from the above mentioned sources. Primary data have been collected using structured questionnaires and schedules. Three sets of questionnaire have been developed they are different for tourist, local people and Hotel and Lodge owner. Both closed and open ended questions have been included in the questionnaire. To collect primary data different data collection tools and techniques had been used, they are as follows.

3.6.1 Questionnaire Survey

To generate accurate data from house hold of study area and tourist found on study area, structured questionnaire was provided and the respondents were requested to fill up questionnaire. In case of the respondents who cannot fill up the questionnaire, the question was asked to the respondent and answers was filled up to collect the required information.

3.6.2 Field Visit and Observation

During the research period different tourism components like attractions, accessibility, accommodation, amenities was observed. Apart from those natural aspects, cultural heritages, hospitality of the local people of the study area was observed.

3.6.3 Key Informant Interview

To acquire the more information about the status of tourism development in study area, key informant interview was applied. For this process some key persons of that area was selected such as: teachers, chairperson of Jagdispur conservation committee, members of hotel association, leader of local political parties, leader of mother groups etc. then made the check list and filled that form according to their view.

3.7 Techniques of Data analysis

The data and information collected from questionnaire were transformed into a master sheet and raw data were tabulated on the basis of master sheet. Information was grouped, sub grouped and classified as necessary so as to meet the objective of the study.

The systematic analysis has been done by using both quantitative and descriptive techniques. To analyze the quantitative data, simple statistical tools such as percentage, average have been used, besides these, maps, tables, charts, bar diagram, pie charts are also used for the presentation of the findings. Study is mainly descriptive and the analysis of the result is described logically.

CHAPTER – IV

DATA ANALYSIS AND PRESENTATION

4.1 General Introduction of the Study Area

Kapilvastu District covers 1,738 km² of Nepal's Western Region and is part of the Lumbini Zone. Its elevation ranges from 90 to 824 meters above sea level and it is 48km. long and 34km. wide. Kapilvastu comprises 77 Village Development Committees (VDCs), one municipality and five electoral constituencies, with its District Headquarters (DHQ) in Taulihawa. Taulihawa is located near the border with India and connected by blacktop road to Bhairahawa (44km.), the District Headquarters of Rupandehi District, and from there to the East-West Highway (26 km). Taulihawa is also connected by blacktop road to Lumbini (25km), the birthplace of Lord Gautam Buddha.

Jagdishpur Reservoir lies in the terai of central Nepal, west of the famous Lumbini area, a world heritage site and is part of the Important Bird Area (IBA) network of Nepal. This Reservoir is currently the largest reservoir in the country with a core area of 157 ha, and with surrounding wetlands the area is approximately 225 ha.

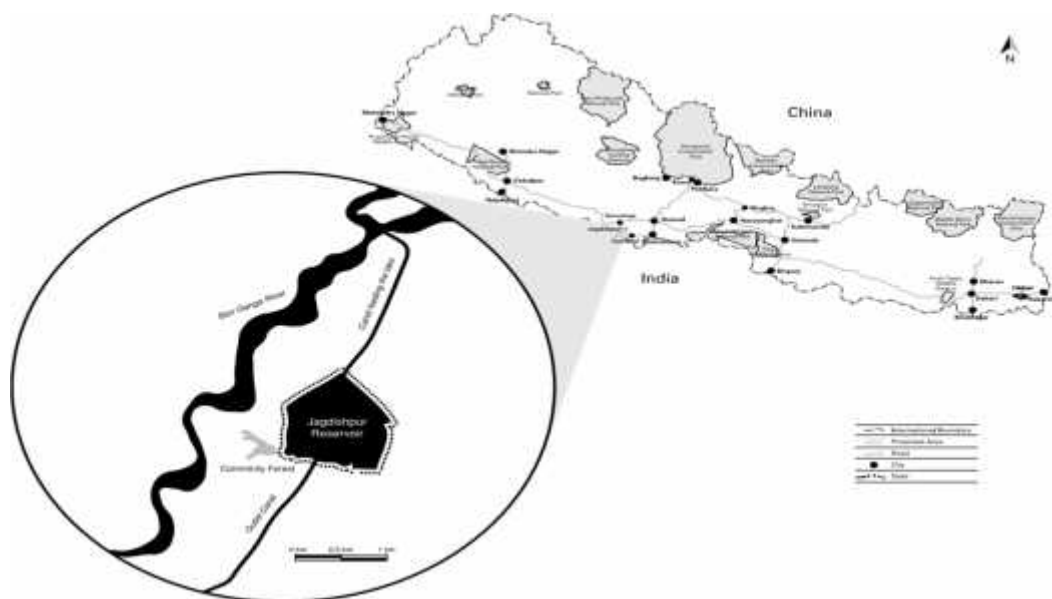


Figure 4.1: Map of Nepal showing location of Jagdishpur wetlands

It was constructed for the purpose of irrigation over the location of Jakhira Lake and surrounding agricultural land in the early 1970s. The construction of a rock-fill dyke took place in the early 1980s. The water in the reservoir is fed from the nearby Banganga River that has a catchment area in the Churia Hills. Incoming suspended silts and nutrients are deposited in the reservoir mouth. The water depth at the reservoir's deepest point varies from a maximum of 5 - 7 meters to a minimum of 2 -3 metres. The reservoir is surrounded by cultivated land and there are two smaller lakes known as Sagarhawa and Niglihawa situated in the area that serve as a buffer habitat for bird movements.

The reservoir bank is planted mostly with *Dalbergiasissoo* and some *Acacia catechu*. Floating vegetation is dominated by *Nelumbonucifera*, followed by *Hygrorhizaaristata* and *Potamogetannodosus*. Submerged plants include *Naja minor*, *Ceratophyllumdemersum* and *Hydrillaverticillata*. The reservoir margin holds *Ipomoea carnea* and *Typha sp.* Most aquatic vegetation is submerged, with patches of the lake covered by floating species or occupied by reed swamps.

The site is owned by the state. The surrounding areas are privately owned. An estimated 1000 families live in the Niglihawa Village Development Committee (VDC), and Jadishpur Lake is part of the VDC. Nearly 2000 people live in the immediate vicinity of the lake within 500m radius. The majority of people living in the area are from Tharu, Yadav and Muslim communities. There are also hill tribes eg Brahmin, Chhetris, Gurungs, Magars and others. Most villagers that live in the adjacent area are farmers and are poor.

Current uses of the reservoir by the local population include fishing, grazing, fuel wood and fodder collection, domestic use (e.g. laundry), harvesting of wetland products, recreation (e.g. have a picnic, bathing, boating) and supply of water for irrigation in 6,200 ha of surrounding cultivated land. Its surroundings are mainly used for farming. The reservoir dyke is used as a road especially during monsoon when the site is flooded lower down. Feeder and outlet canals are used for swimming by the local people and their livestock.

4.2 Profile of the Respondents

Population of the study is an important to sketch out its real result. It is not possible to survey to all households in the study period as a result, population sampling is taken. The profile of the sampling population has been listed below the table:

Table 4.2: Profile of the Respondents

Respondents	No. of respondents	Percentage
Local people	30	66.7%
Tourist	10	22.2%
Hotel/lodge owner	5	11.1%
Total	45	100%

Source: Field Survey, 2014.

Table 4.2 shows the main respondents from which primary data were collected. The main respondents were local people, tourists and hotel/lodge operator. The sample size for local respondents was 66.7%, out of total respondents and sample size was 22.2% for tourist respondents. Similarly there were 11.1% hotel owner respondents. Figure below give the brief profile about the respondents.

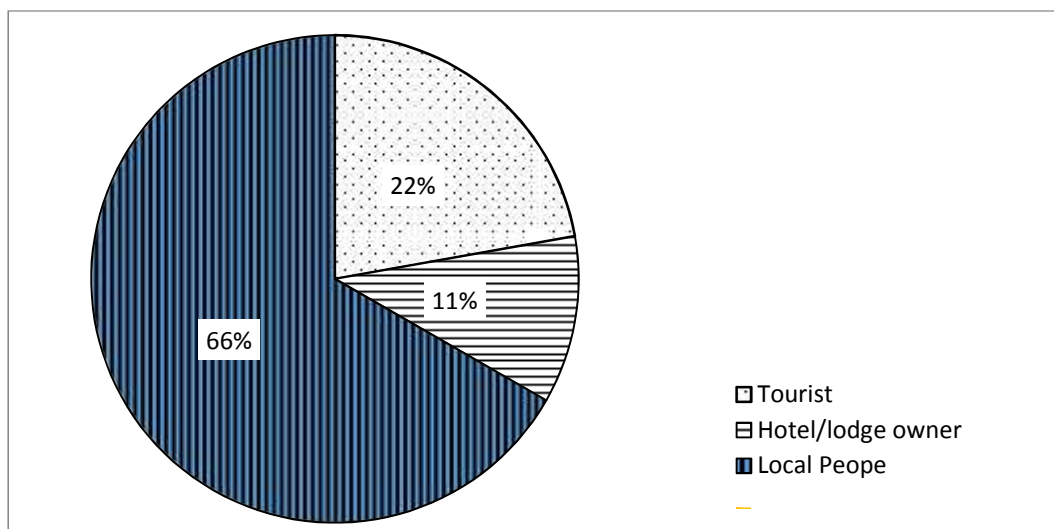


Figure 4.2: Profile of Respondents

4.3 Travel Trend

As this study aims to explore the potentiality of tourism in Kapilvastu and some part of the study area is somehow linked with Lumbini Master Plan. So, travel trend analysis of Lumbini will be fruitful to justify the objective of describing potential use of natural, cultural and religious heritage in ecotourism development.

Table 4.3: Travel Trend

Month	No. of Tourist	Percentage (%)
January	6591	4.84
February	20045	14.73
March	20519	15.08
April	8295	6.1
May	1316	0.97
June	1366	1
July	2651	1.95
August	17914	13.17
September	7955	5.85
October	13099	9.63
November	21740	15.97
December	14566	10.71
Total	136067	100

Source: Lumbini Development Trust (2012). Note: Figure exclude Indian tourist

Trend of tourist inflow in Lumbini was analyzed comparing number of tourist arrival in different month of a year 2012(Visit Lumbini Year). So it shows that the peak season of tourist visiting this area is November with 15.97%, March comes second with 15.08% and February stand third with 14.73% similarly August, December, October, April, September, January, July and June stand 4th, 5th, 6th, 7th, 8th, 9th, 10th and 11th respectively. Whereas, May was the month of least visitor with 0.9%.

Travel trend of Lumbini has been presented in figure below.

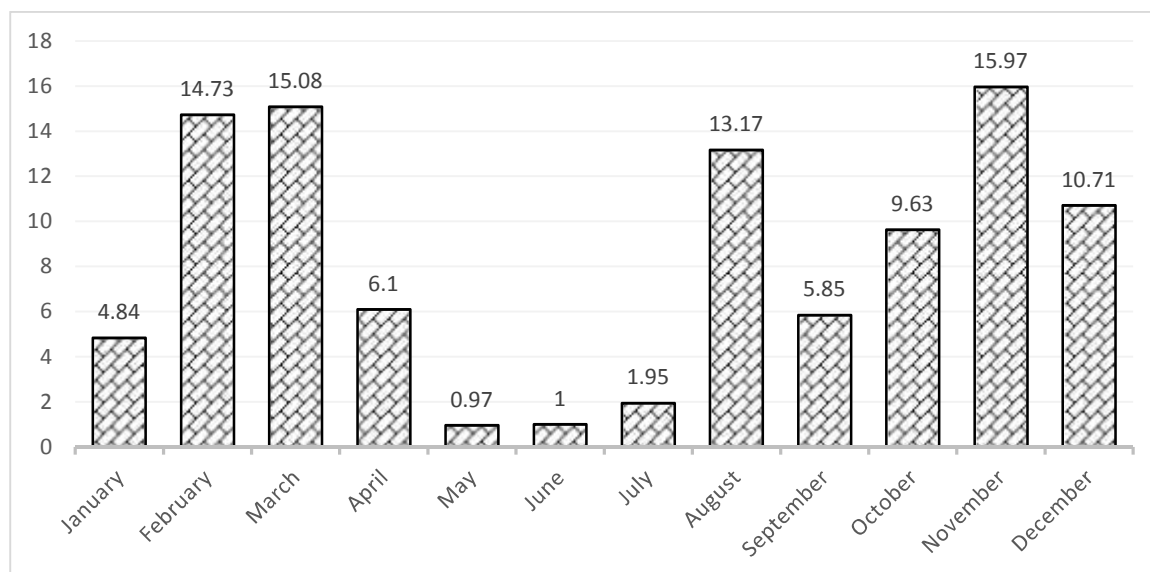


Figure 4.3: Travel Trend

4.4 Source of Information

Advertisement and exposers of a particular place plays a vital role for development of tourism of that area. To sketch out the status of publicity or exposers level of study area we had collected some information related data which has been presented in table below:

Table 4.4: Source of information

Source of Information	No. of Respondents	Percentage
Friends/Relatives	7	70
Print Media	2	20
Audio Visual Media	1	10
Total	10	100

Source: Field visit, 2014

From the table above we can conclude that the exposers level of tourism in Kapilvastu is itself a challenge. Most of the visitor (70% of them) found to be recommended by their friends or relatives. Whereas, 20% of them got information from print media and audio visual media provided information to 10% of total visitor.

4.5 Purpose of Visit

Tourists have many purposes for visit of any place. The main purpose of visit by tourist is dependent on their psychology, economic status and education level the main purpose of visit by respondent tourist is given below:

Table 4.5: Purpose of Visit

S.N.	Purpose of Visit	No. of Respondents	Percentage
1.	Entertainment	7	70%
2.	Research	2	20%
3.	Official work	1	10%
Total		10	100%

Source: Field Survey, 2014.

From above table, we can say that the main purpose of tourist visit in this region is entertainment, where 70% respondent believe that they are here for entertainment. As it is a place of international significance in terms of wetland and migrated bird, 20% of visitors found to have research and study as their purpose of visit. Whereas 10% of them visited this place for their official work. Purpose of visit made clearer in the figure below:

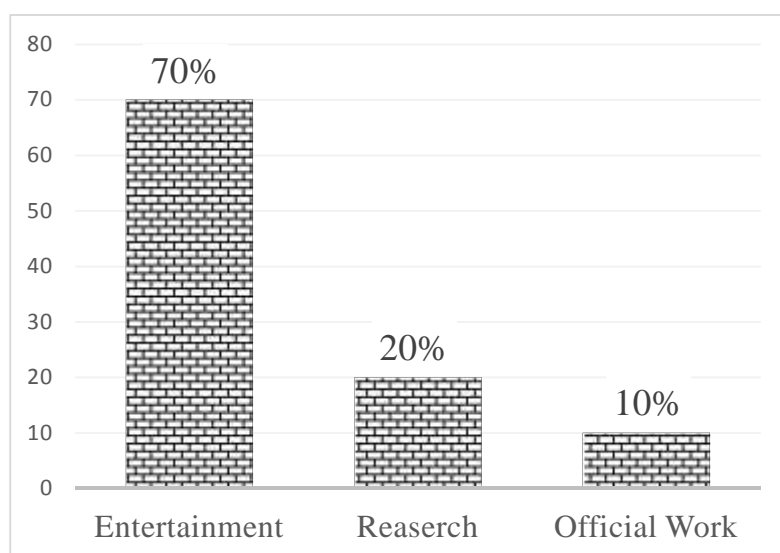


Figure 4.5: Purpose of Visit

4.6 Frequency of Visit

Naturally Nepal ‘once is not enough’ this slogan also proves that eco-tourism is important for repeated visit in Nepal. The following table represents the frequency of visit according to their purpose

Table 4.6: Frequency of Visit

No. of Visit	No. of Tourist	Percentage
First Time Visit	6	60%
Two more Time Visit	4	40%
Total	10	100%

Source: Field Survey, 2014.

Table 4.6 shows that 60% of tourists visited this place for the first time and 40% of tourists visited second time for their further study and entertainment. The frequency of visit is presented in figure below.

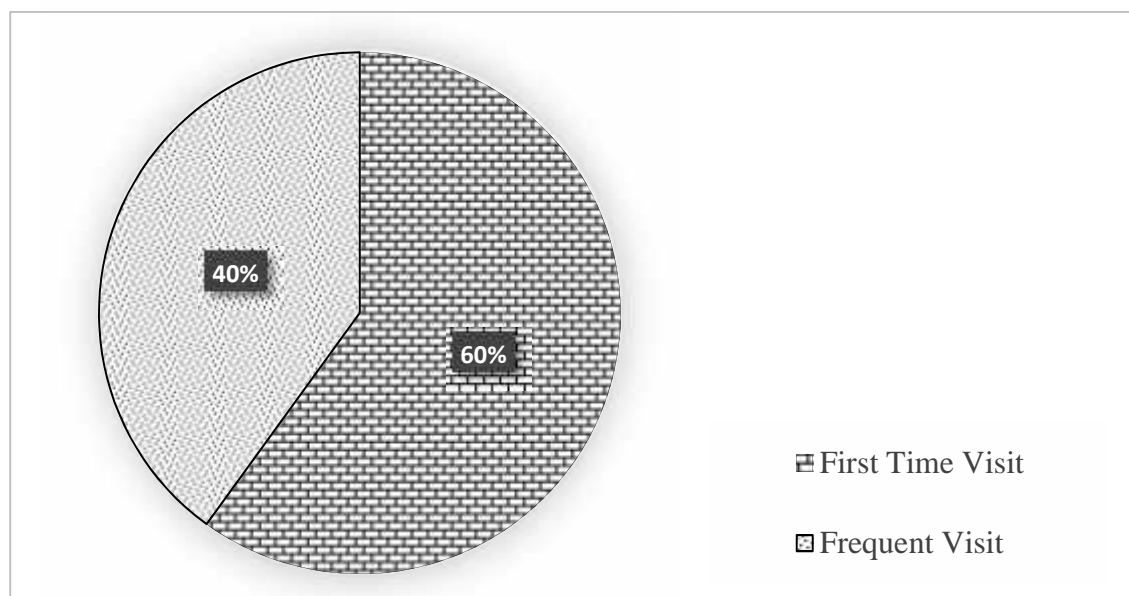


Figure 4.6: Frequency of Visit

4.7 Satisfaction from Different Services

The satisfaction of the tourist is important for the promotion tourism. There are various tourism related service by which tourist had got satisfactions. The following table presents service level available in Jagdishpur Reservoir area:

Table 4.7: Satisfaction from Different Services

Services	Excellent	Good	Average	Bad	Very Bad
Transportation	0	1	4	4	1
Security	0	2	3	4	1
Accommodation	0	0	1	6	3
Conservation of Assets	0	0	5	3	2
Local Market/Shops	0	0	4	3	3
Commination	0	2	4	3	1
Total Points	0	5	21	23	11

Source: Field Survey, 2014.

Table 4.7 shows the satisfaction level of tourists regarding in different services of Jagdishpur. Overall satisfaction level of tourist from different service is not good. Most of the tourist seems to be disappointed by accommodation service and market facilities available here. None of the tourism related service found to be excellent. Where, security and communication related service seems to be good.

4.8 Opinion of Tourist about local people

Local people play vital role for the development of tourism of particular place, the tourist's perception towards the local people of the Jagdishpur region is positive. Most of the tourists are satisfied from local people.

Table 4.8: Opinion of Tourist about Local People

Opinion of Tourist	No. of Respondents	Percentage
Positive	10	100%
Negative	-	-
Not Any	-	-
Total	-	100%

Source: Field Survey, 2014.

The above table shows the tourist's perception towards the local people. The people of Jagdishpur have positive behavior and very friendly to the tourists. Almost 100% tourist have positive opinion about local people.

4.9 Profile of the Local People Based on the Sample Size

This study as a part of the promotion of the eco tourists in Jagdishpur, has been taken the following sample size in the local people to its socio-cultural impacts.

**Table 4.9:
Profile of the Local People Based on the Sample Size**

Characteristics	Sex				
	Male 22 (73.3%)			Female 8 (26.7%)	
Occupation	Service	Student	Farmer	Businessman	House wife
	9 (30%)	8 (26.7%)	7 (23.3%)	4 (13.3%)	2 (6.7%)

Source: Field Survey, 2014.

Table 4.10 shows the sample of local people, the sample size is 30. Out of total sample size 73.3 percent are male and 26.7 percent are female. Majority of respondents are service holder (30%). Other respondents are students (26.7%), farmer (23.3%), businessman (13.3%) and house wife (6.7%).

4.10 Family involvement

The involvement of the family in tourism sector has crucial in determining the level of income. The following table shows the familial involvement out of the total respondents;

Table 4.10:
No. of Family Member Involved in Tourism Related Business

No. of family members	No. of respondents	Percentage
No one	25	83.3
One	2	6.7
Two	2	6.7
Three	1	3.3
Total	30	100

Source: Field Survey, 2014.

Table 4.10 shows the family member involved in tourism related field. It shows that very few of the family members of the sample unit are involved on the tourism related field. 83.3 percent of total respondent are not involved in tourism related field. Only 6.7 percent of sample unit whose one family member is involved in tourism sector similarly there were 6.7 percent family whose two family member and 3.3 percent family whose one family member involved in tourism related business. This table clearly shows that there is comparatively low number of family involved in tourism. Similarly commercialization of tourism product is necessary.

4.11 Impacts of Tourism

Tourism causes both positive and negative influences on society, culture, economy and environment of the destination. In socio cultural sector it helps to develop the infrastructure like road electricity water supply health education and communication and brings changes in the living standard of people, behavior pattern of people, dress, lifestyle, language and food habit. Economically it helps to improve the economic condition of the local people in community directly and indirectly by providing the foreign exchange earnings, income generation, and creation of employment.

On other hand tourism also encourages the decline of local practices and institutions. It encourages the decline of local cultural practices, pollution of sacred places, interdiction of alien architecture styles and building materials. Along with it disruption of family and social relationships, hospitality resentment within communities, decline in morality and value, acculturation, prostitution, drug abuse, alcoholism, beggary are also negative impacts of tourism.

Environment is also positively and negatively affected by tourism. Depletion of forest due to firewood and timber extraction for hotels and households, effect on the natural habitat of flora and fauna, bio-degradable and non-bio-degradable materials left by the tourists in the routes and in water sources have created serious environmental problems. Instead of these negative impacts, it encourages ecological awareness, conservation measures and awareness of sanitation to the people.

4.11.1 Socio-cultural impacts of tourism

Socio-cultural aspects include language, food habit and dress pattern, arts, cultural behavior, religion, traditional customs, beliefs and myth. Tourism can enhance local cultural awareness. Being the multicultural land in the study area may get more benefit from tourism in cultural sectors. In this study various questions were asked with the respondents to know their perception about the cultural costs and benefits of tourism in Jagdishpur. The impact of tourism on local cultural traditions and values is difficult to assess. Not only tourists but also other factors such as local people traveling for

education, trade and other purposes may bring new ideas and attitudes. Likewise television, film, school/college are other factor to bring cultural change in the community.

Table 4.11.1:
Change in socio-cultural aspects

Impact	No. of respondents	Percentage
Imitation of western culture	15	50
Change in religious view	10	33.34
Loss of traditional culture	4	13.33
Drug abuse	1	3.33
Total	30	100

Source: Field Survey, 2014.

Table 4.11.1 shows the perception of local people regarding the socio-cultural change due to tourism. Imitation of western culture is most common change felt by respondents, 50% of them think so. Change in religious view is noticed by 33.34% of total respondent. Out of total respondents 13.33% think loss of traditional culture as a socio cultural change due to tourism. While, 3.33% of them think tourism is responsible for drug abuse.

4.11.2 Economic Impacts of Tourism

Nowadays tourism is becoming more and more popular and potential industry in most countries. In some countries tourism is the single largest foreign exchange earnings. The impact of tourism in the host country's economy is quite massive. At present both developed and developing countries are trying to utilize their tourism resources for the economic development and growth. Jagdishpur reservoir area has high potentiality of tourism and the industry is slowly developing here. Few numbers of local people are engaged in tourism industry both directly and indirectly.

Tourism has brought changes in the traditional occupation and created new job opportunities. Before the development of tourism in this area, agriculture, animal husbandry and Foreign Service were the main occupation. But due to development of tourism, local people are attracted towards tourism related business. Because this business

is economically more profitable than others. They can earn foreign currency and fulfill their basic requirement easily. Thus tourism has played a prominent role to change the occupation of local people. Tourists want to take local products to their country as gift of Nepal by paying reasonable price which has played crucial role to uplift the economic standard of local women, because in handicraft industry, women are highly participated.

Table 4.11.2:
Occupation of Local Respondents

S.N.	Occupation	No. of Respondents	Percentage
1	Agriculture	14	46.7
2	Service	6	20
3	Business	6	20
4	Tourism Related Business	4	13.3
	Total	30	100

Source: Field Survey, 2014

Table No. 4.11.2 shows that among 30 local respondents majority i.e. 46.7% (14 in number) were found to involve in agriculture followed by service 20% and business 20%. It was also experienced during the study that if a respondent was unemployed, he/she chooses agriculture work as a last option. The percentage of agricultural occupation therefore is much higher among the respondents. As the occupation pattern varies their jobs related to tourism also vary. Among the local respondents only 13.3% said that their job is directly or indirectly related to tourism. Some respondents were directly getting benefit from tourism by producing liquors and selling it in local hotels while some people sometimes worked as guide of tourists as their side business.

Above table is made clearer in the following figure

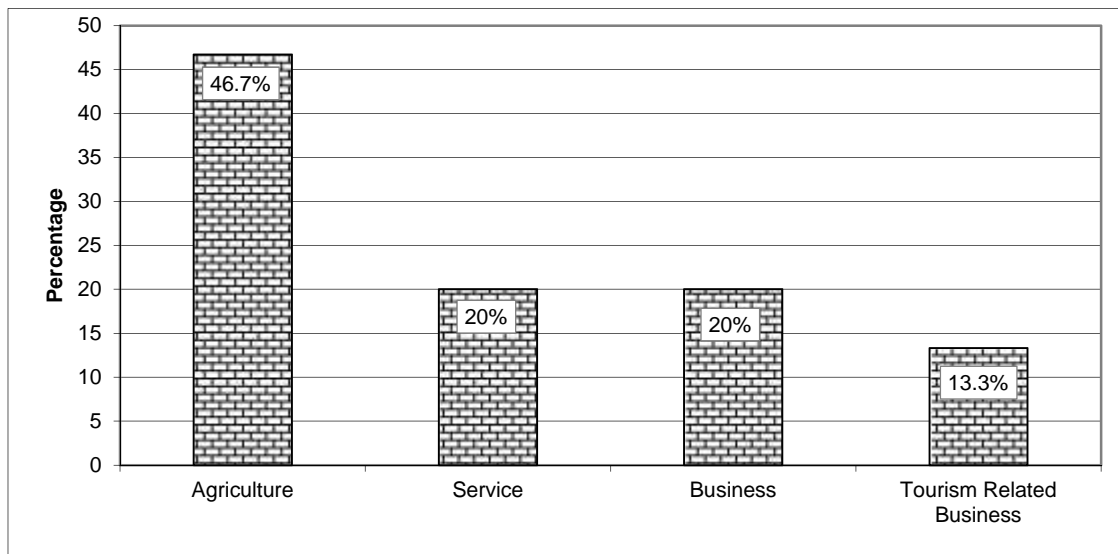


Figure 4.11.2: Occupation of Local Respondents

From the analysis above we can conclude that tourism has both positive and negative impact on local culture, society, economy and environment. The following tables shows the positive and negative impact of tourism

**Table 4.11.3:
Positive Impact of Tourism**

Ecological	Socio-cultural	Economic
<p><u>Encourages</u></p> <ul style="list-style-type: none">) Ecological Awareness) Plantation) Biodiversity Conservation) Clean Environment 	<p><u>Preserves</u></p> <ul style="list-style-type: none">) Cultural and Religious Monuments) Folk tradition) Indigenous Arts) Traditional Costume/Festivals) Social Norms, Value and System <p><u>Improves</u></p> <ul style="list-style-type: none">) Infrastructure) Quality of life) Relation between Local people and tourist) Knowledge level of local people <p><u>Promotes</u></p> <ul style="list-style-type: none">) Education) Resource 	<p><u>Creates</u></p> <ul style="list-style-type: none">) Job Opportunities) Additional source income) Investment friendly environment <p><u>Improves</u></p> <ul style="list-style-type: none">) Standard of life) Local products) Local market place

**Table 4.11.4:
Negative Impact of Tourism**

Ecological	Socio-Cultural	Economic
<u>Destruction of:</u> <ul style="list-style-type: none">) Forests) Biodiversity) Environmental status <u>Pollution</u> <ul style="list-style-type: none">) Water) Air) Sound) Hygiene problems 	<u>Encourages</u> <ul style="list-style-type: none">) Commercialization of traditional costumes) Declination of native priests) Political influence <u>Changes</u> <ul style="list-style-type: none">) Family structure) Indigenous art) Religious belief) Settlement pattern) Folk tradition) Indigenous Knowledge <u>Promotes</u> <ul style="list-style-type: none">) Prostitution) Population growth) Alcoholism) Westernization 	<u>Brings</u> <ul style="list-style-type: none">) Loss in indigenous farming system) Unhealthy competition) Economic inequality

4.12 Use of Cultural Heritage in Ecotourism

The relationship between culture, heritage, the environment and tourism has received a great amount of attention throughout the world. Yet rarely have individuals or organizations representing these special interests worked together on a local, regional, or national basis to define their common interests and discover ways in which they can develop a strong and mutually beneficial working relationship that conserves natural, cultural, and human resources.

Today, it is not distance but culture and heritage that separate the people of the world. How do we create stronger links between historic sites and monuments, indigenous people in the host community, and those individuals seeking a quality ecotourism experience? How do we improve the life of the two hundred and fifty million indigenous people in the world through ecotourism?

Individuals interested in ecotourism tours and projects are generally professionals with a higher degree of education than the average traveler. Those people choosing to participate in adventure travel are usually younger than travelers interested in cultural travel. Most have an interest in the natural resources and culture of the area they are visiting. Most of them also want to see many species of wildlife and at the same time understand wildlife in the context of the people who inhabit the area they are visiting.

In the query of researcher about the use of cultural heritage in ecotourism, key informants i.e. RD teacher of local college, responded that: 'Ecotourism of tomorrow will need to become more strategic to maintain its success. It will be necessary to combine business skills with integrated planning practices in order to satisfy customers and meet competition. The tourism industry must be an active participant in the continuing dialogue over conservation of natural and cultural resources. For example, Central America is one of the richest zones of biodiversity in the world. It is also home to 43 distinct indigenous/linguistic groups, a population of 4 million to 5.5 million people. Local culture contributes significantly to the ecotourism experience, but what are we doing to ensure that it continues to minimize the impacts of increased visitation? Indigenous groups must value, preserve, and develop their cultures, as expressed through their dance, music, architecture, and food. Many of the indigenous peoples' survival into

the next century is questionable. Since the beginning of this century, more than ninety of Brazil's indigenous tribes have disappeared'.

Another respondent i.e. teacher of sociology and anthropology responded as: 'Our natural and cultural resources are the engine that drives the tourism industry. Use of cultural heritage in ecotourism is much more relevant in Terai region of Nepal because level of natural biodiversity is lower than Mountain range of Nepal and tourism in Terai region need to shift toward responsible tourism'.

So by the analysis of information or thought provided by key informant we can assert that responsible tourism is today's need and formula to develop tourism industry along with people of destination area. It's impossible to provide typical natural resource and wild life biodiversity everywhere to experience ecotourism. So mixing the cultural heritage along with other natural assets would be a great combination to develop ecotourism in place like Jagdishpur.

4.13 Potentiality of Ecotourism in the Study Area

Potentiality of ecotourism development in any area is influenced by different physical, cultural and religious components. Those components are as follows:-

1. Accessibility and location
2. Scenery
3. Biodiversity
4. Climate
5. Culture
6. Settlement features:

The fundamental attractions of tourism in Jagdishpur Reservoir Area are: Religious and historical monuments, Cultural uniqueness, Natural sceneries, calm environment, diverse floral and faunal species, etc.

There are lots of natural, historical, cultural and religious places near study area, which have great potentiality to attract tourist in the study area in the form of ecotourism. Some of them are mentioned below as potential tourism destination.

Jagdishpur Reservoir

Jagdishpur reservoir is the core place of study area. The reservoir and its surrounds are believed to provide important habitat for resident, wintering and passage migrant wetland birds. A total of 37 wetland-dependent bird species believe to be and five globally threatened species have been recorded including the Lesser Adjutant *Leptoptilos javanicus* (Baral and Inskipp 2005). Other fauna recorded here include the globally threatened smooth-coated otter *Lutrogale perspicillata* and 25 species of fish.

So, this reservoir is most popular destination among visitor, one of the main reason of that popularity is its scenic beauty and boating facility. Tourist can enjoy boating along with viewing various bird species which they never seen before.

Sagrahawa

Sagrahawa is a forest site identified by archeologist as the “place of Massacre of Shakyas” by the invading forces. The ruins of the ancient site lie on the west and south bank of a large rectangular pond locally known as Lambusagar or long pond, in Niglihawa VDC.

Niglisager

At a short distance from the village of Niglihawa there stands a pillar to the West of a big tank, locally known as Niglisagar. Two big broken pieces of the pillar were discovered in 1985, March. The upper pieces about fifteen feet long was found lying on the ground, and contained an inscription of Ripu Malla and two peacock figures. Nearly two or three feet of the lower piece stand out from under the ground a little obliquely with Asokan inscription in the Brahminscript.

Gotihawa

About four miles south west from the market places of Taulihawa lays the village of Gotihawa often suggested to have been the natal town of Krakuchhanda Buddha, the fourth of human Buddhas .Ruins of ancient habitations, stupas and monasteries abound in the area of Gotihawa. But the most conspicuous of them all is the pillar of Asoka. In

course of his holy pilgrimage Emperor Asoka came to this place as well. Here, too, the emperor built a stupa. Installed a pillar near it and had a story of Karkunchanda Buddha and account of his visit to this place inscribed on it. This place is also said to have been the site where Lord Buddha had met his father King Suddhodana when he came to Kapilvastu after his enlightenment.

Araurakot

Araurakot is located nearly 6 miles northeast of Tilaurakot. It contains a rectangular area abounding in heaps of ancient ruins. In the centre can be noticed the remains of an ancient fortress together with a palace and some of its parts containing traces of ancient moat and brick fortification. The remains of brick walls of fortification can be seen on the east and the south and give an indication of having been of strong defensive type. Remains of two gates leading to the inside and a somewhat raised pathway leading to a temple were also noticed.

4.14 Challenges of Ecotourism in Study Area

Being a new and concept practicing ecotourism in every locality and every situation is somehow a challenge. In a country like Nepal, having capital movement towards sustainable tourism and conservation, establishment of socio-cultural strategy and mechanism oriented towards ecotourism and environmental conservation, etc, are the challenges to fight out for ecotourism development.

Similarly being small village of Nepal Jagdishpur Reservoir Area shares the same kind of challenges, some of them are listed below:

-) Managing the changing settlement pattern and decreasing its traditional value.
-) Maintaining biodiversity and environment.
-) Managing land degradation is the trending challenge specially in terai region of Nepal, where vegetation land are rapidly changing into commercial things such as roads, hotels, housings etc.
-) Capital management is other challenge that makes developing country's ecotourism industry a formidable task.

) Apart from these, in local level, establishment of an ecotourism committee, making economic strategies and mechanism are the highlighted challenges to ecotourism development in study area.

Though, these challenges are onerous, overcoming them vital for economic growth of particular area. Ecotourism, as one of the most important and growing concept for the sustainable development of country like Nepal, has potential to improve the lives of citizen and sustain its reach environment.

CHAPTER – V

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

In past few decades tourism activity has highly accelerated all over the world. The drastic change in technology, transportation and communication in recent years throughout the world has increased the pace of development of tourism industry. It has become a strong part of national economy of many countries.

Presence of unique biodiversity, cultural diversity and religious as well as historical places has made Nepal the ultimate tourist destination in the world. Although gorgeous Himalayan range, beautiful landscape, rivers etc. are the major attractions of Nepal. Wetland areas and religious places are also other major attraction points where a great share of tourists visit. As, it is known as homeland of Siddharth Gautam (BUDDHA), Kapilvastu is one of the Important religious site and the study area Jagdishpur Reservoir itself a site of international significance, which hold strong potentiality of tourism development.

The identification of different important spots for tourism is important to increase the length of stay of tourists. The tourism sector of Nepal is too heavily reliant on heritage (both manmade and natural). Among various tourist destinations Jagdishpur also has the potentiality of being one of the most important tourist paradises of Nepal.

But the area is lagging behind the ecotourism development. There is lack of collective leadership for ecotourism, poor transportation and communication facilities, lack of standard hotels and resorts, lack of manpower, lack of marketing.

Tourism in Nepal needs diversification. New sources of pleasure are to be explored so as to attract more and more tourists and to increase their length of stay. In this context this study has attempted to analyze the potentiality and challenges of ecotourism in Jagdishpur reservoir area.

The summaries of the major findings of the study are as follows:

- i. Natural beauty, cultural diversity and religious as well as historical significance help to promote Jagdishpur as a unique ecotourism destination.
- ii. Autumn and winter are the peak seasons of tourist arrival.
- iii. Jagdishpur is very rich in terms of religious places, historical monuments and reservoir is popular for bird viewing and boating. So, the most preferred attraction of this site is bird viewing, boating, historical monuments like Asoka pillar, local Tharu culture and other religious places.
- iv. The main challenges for eco-tourism development in Jagdishpur are poor infrastructure facilities, conservation level of local assets, accommodation and awareness level of local people.
- v. Use of cultural heritage in ecotourism is much more relevant in Terai region of Nepal because level of natural biodiversity is lower than Mountain range of Nepal and tourism in Terai region need to shift toward responsible tourism
- vi. The exposure level of tourism in Jagdishpur is also a challenge. Most of the visitor (70% of them) found to be recommended by their friends or relatives. Whereas, 20% of them got information from print media and audio visual media provided information to only 10% of total visitor.
- vii. The main purpose of tourist visit in this region is entertainment, where 70% respondent believe that they are here for entertainment. As it is a place of international significance in terms of wetland and migrated bird, 20% of visitors found to have research and study as their purpose of visit. Whereas 10% of them visited this place for their official work.
- viii. Overall satisfaction level of tourist from different service is not good. Most of the tourist seems to be disappointed by accommodation service and market facilities available here. None of the tourism related service found to be excellent.
- ix. The people of Jagdishpur have positive behavior and very friendly to the tourists. Almost 100% tourist have positive opinion about local people.
- x. Religious and cultural activities are found to be changed due to tourism in Jagdishpur.

5.2 Conclusion

Ecotourism is very fast growing sector in the world tourism industry. Nepalese tourism industry also cannot stand without embracing ecotourism. Although the history of ecotourism in Nepal is not that much long, its importance in Nepalese tourism industry is inevitable because it can be regarded as one of the best approaches to promote sustainable development that can be helpful to alleviate poverty by developing local economy and society and also conserving environment. Furthermore ecotourism in Nepal can be proved as boon for rural development, social empowerment especially for marginalized groups. Ecotourism principles basically focus to increase local community involvement in the planning mechanism that can support economic development, environmental conservation, social and cultural awareness, capacity building, and effective policy implementation. At the same time it is also necessary to consider critically that ecotourism also creates many problems such as environmental and cultural degradation and even economic imbalance (due to inflation and leakage) in local scenario.

Nepal is unique land of abundance of tourism resources which can only be used properly through ecotourism. Tourism has been the main foreign income sources of the country and it also supports the economy of the country. So ecotourism can be a promising industry in Nepal, if Nepalese government is committed to develop integrated and innovative ecotourism policy and planning that must address all the existing problems and challenges for better implementation. Nepal needs effective ecotourism because whole mass tourism of the country has been creating various adverse impacts such as environmental and social pollutions, deforestation, and other many and they can only be checked properly if there is ecotourism practices with holistic planning and innovative leaderships of concerned authorities. Furthermore ecotourism in Nepal always needs more scientific studies and researches and evaluation of ecotourism practice and scientific eco-certifications and accreditation system to the institutions and originations involving in the field. But it seems that Nepal still practises traditional tourism in the name of ecotourism due to massive policy deficit and various internal problems that prevent effective application of qualitative tourism which should emphasize for the ethical encouragement of all stakeholders including tourists, locals, and tour operators for the

promotion of genuine ecotourism. And also there is no special strategy for conservation and tourism development.

This study mainly emphasizes on the present status of tourism, potentiality and challenges of ecotourism development in Jagdishpur reservoir area. This study was mainly based on the primary data collected through questionnaires and schedules from 30 local people, 10 tourists, 5 hotel operators, 1 government officer and the secondary data was collected from various sources.

The potentiality of tourism in the area is evaluated on the basis of no of tourists visiting the area, their purpose of visit and other natural as well as cultural assets of the area. Natural view of reservoir, other lake nearby reservoir, migrated birds and other recreational such as boating fishing are the major tourism attraction of Jagdishpur reservoir.

Typical "Tharu" community and their festival such as "*JhumaraNaach*", "*BadkiNaach*" and various religious sites such as Tilaurakot, Kudan, Niglihawa, Ramghat, Laxmanghat etc. provide additional tourism potentiality in the area. Using cultural and religious assets along with natural beauty would be a smart move to develop eco-tourism in Terai area of Nepal. Equitable distribution of benefits and greater participation of local people are the key factors in ecotourism development.

Regarding various challenges, poor and inadequate transportation and communication facilities, lack of information center and advertisement, garbage, and sanitation problems, lack of recreational facilities, lack of awareness among local people about tourism and conservation are the major ones. The existing facilities and services regarding tourism development are not satisfactory. Increased awareness level, contact with outsiders, generation of additional income and employment opportunities are the major positive impacts of tourism in study area, while imitation of western culture, loss of indigenous style, uneven economic development, and leakages are the major negative impacts of tourism.

Thus besides various challenges and problems in the fields of ecotourism, it can be a great opportunity for Jagdishpur if all tourism resources are handled and utilized responsibly

and it can be phenomenal instrument to achieve real sustainable development of the study area by promoting different aspects and sectors – economy, environment, culture, and conservation procedure.

5.3 Recommendation

Kapilvastu has various touristic assets but it is lagging behind the publicity throughout the national as well as international level. There is necessity of intensive desire of government, local peoples, and stakeholders to promote ecotourism in Jagdishpur. Proper plans, policies and programs should be made in this regards.

If ecotourism planning and policy are designed and implemented properly, it will significantly contribute to sustainable development by supporting rural development, environmental conservation, social empowerment, and especially women's empowerment. But there is a policy deficit in the field of ecotourism promotion in Nepal due to political instability, corruption in the administrative network, lack of proper education and awareness planning, and feeble law enforcement. The recommendation of this study is therefore:

Information and Publicity.

-) A tourism information center should be opened near reservoir area which could provide detail information about natural historical as well as religious places and other major tourist sites.
-) Adequate, reliable and up-to-date information of the reservoir should be available to the tourists.
-) To increase the volume of tourist in those places which have potentialities but, marginalized in terms of tourism activities, more promotional activities should be provided by is national level of tourism authorities.

Infrastructure

Improvement of existing roads is needed and other potential destination near Jagdishpur reservoir such as Lambu Sagar Lake, Sagrahawa Lake, Niglisagar Lake etc. should be connected via link road.

-) Condition of boat should be improved and maintenance should be done in regular interval.
-) Adequate and improved communication facility near reservoir should be provided.

Other

-) Additional recreational facilities such as: community museum boating, fishing cultural shows etc. need to be added to increase length of tourist stay.
-) Local authority does not have any proper tourism development plan. So tourism management plan should be introduced and urgently implemented.
-) Way Site Facilities such as rest houses, tea shops, toilet and garbage disposal sites, sign boards, information board and location board should be developed.
-) For the conservation and promotion of cultural values there need to be established cultural museum.
-) Local people's awareness should be enhanced by providing various trainings and workshops related to tourism.
-) Government Nepal should internationalize its importance around the world.
-) More research and study should be carried out regarding ecotourism.

REFERENCES

- Adhakari, R. R. (2005). *A feasibility study of Ecotourism in Rupakot VDC, Kaski*. An unpublished Master's Thesis, submitted to Central Department of Rural Development, TU, Kathmandu.
- Anand, A. (1998). *Indian Tourist in Nepal*. Unpublished Research Report, submitted to UNRICO.
- Banskota, S. (2006). *Statistical Methods for Rural Development*. Kathmandu: New Hira Books.
- Bhatia, A. K. (1994). *Tourism Development Principles*. New Delhi: Sterling Publishers Pvt. Ltd.
- Blamey, R. K. (2000). The Principles of Ecotourism. In D. B. Weaver, *The Encyclopaedia of Ecotourism*. Willington: CABI Publication.
- Burger, V. (1978). *The Economic Impact of Tourism in Nepal*. An Unpublished Ph.D. Thesis Submitted to Cornell University.
- Butler, R. W. (1991). *ButlTourism, Environment, and Sustainable Development and Sustainability*. London: ITB Press.
- Cruz, R. (1999). *The Impact of Ecotourism in The Annapurna Region*. Kathmandu: Cornell-Nepal Study ProGramme.
- Dhakal, G. S. (1998). *Ecotourism in Nepal: A case study of Pokhara Valley, Kaski, A Master's Thesis, submitted to Central Department of Economics, TU*. Kathmandu.
- Ecotourism in Nepal*. (2014, 5 29). Retrieved from www.apo-tokyo.org/gp/e_publi/gplinkeco/19chapter17.pdf
- Ghimire, A. (2002). *Travel and Tourism*. Kathmandu: Ekta Books Distributors Pvt. Ltd.

- Goldner, C. R., & Ritchie, J. R. (2007). *Tourism-principles, practices, philosophies*. New Delhi: Wiley, India Pvt. Ltd.
- Holden, A. (2008). *Environment and Tourism*. London: Routledge Publication.
- Honey, M. (1999). *Ecotourism and Sustainable Development: Who Owns Paradise?*. Washington DC: Island Press.
- Honey, M. (2002). *Ecotourism and Certification*. Washington: Island Press.
- Honey, M. (2008). *Ecotourism and Sustainable Development (2nd edition)*. Washington, DC: Island Press.
- Karma, K. K. (2002). *Economics of Tourism*. New Delhi: Kanishka Publishers.
- Kothari, C. R. (2004). *Research Methodology: Methods and Techniques*. New Delhi: New Age International (P) Ltd.
- Kunwar, R. R. (2010). *Tourists and tourism science and industry interface*. Kathmandu: Modern Printing Press.
- Kuwar, R. R. (2006). *Tourists and Tourism: Science and Industry Interface*. Kathmandu: International School of Tourism and Hotel Management.
- NTB. (2004). *National Ecotourism Strategy and Marketing Programme of Nepal*. Kathmandu: Nepal Tourism Board.
- NTB. (2011). *Traveler's Information*. Kathmandu: Nepal Tourism Board.
- Pandey, H. (2008). Concept of tourism. In R. P. Upadhyay, *Reading in rural tourism* (pp. 1-10). Kathmandu: Sunlight Publication.
- Pradhan, B., & Pradhan, P. K. (2006). *Environment and National Resources: Concept, Methods, Planning and Management*. Kathmandu: Quest Publication.
- Selltiz, C. (1959). *Methods in Social Relations*. New York: Holt, Rinehark and Winston, Inc.

- Shakya, K. (2008). Tourism-yesterday, today and tomorrow. In R. P. Upadhyay, *Readings in rural tourism* (pp. 31-42). Kathmandu: Sunlight Publication.
- Sharma, B., & Kharel, S. (2011). *Rural Tourism*. Kathmandu: New Hira Books Enterprises.
- Sharma, P. (2007). *Handbook of Social Science Research Methodology*. Kathmandu: Kathmandu: Kriti Prakashan.
- Shrestha, P. (1999). *Tourism in Nepal Problem and Prospects, Unpublished Ph.D. Thesis, BHU, India.* .
- Shrestha, P. (1999). *Tourism in Nepal: Problem and Prospects,* . An Unpublished PhD Dissertation, Faculty of Economics, T.U, Kirtipur.
- Singh, S. (2004). *Shades of Green: Ecotourism for Sustainability*. Delhi: TERI Press.
- Subedi, K. (2010). *Ecotourism in Nepalese National Park*. paper presented in seminar organized by Chitwan Mahotsav 2065, Janaury 11.
- Tewari, S. P. (1994). Concept of tourism. In R. P. Upadhyay, *Reading in rural tourism* (pp. 1-10). Kathmandu: Sunlight Publication.
- TRPAP. (2005). *A Training of Trainers Manual on Ecotourism and Biodiversity Conservation*. Kathmandu: DNPWC.
- UN. (2013). *District Profil of Kapilvastu*. Nepaljunj: UNFCO.
- UNEP. (2002). *Ecotourism: Principles, Practices and Policies for Sustainability*. New York: United Nation's Publication.
- Upadhyay, R. (2003). *A Study of Tourism as a Leading Sector for Economic Development in Nepal*. An Unpublished Ph.D. Thesis Submitted to Lucknow University, India .
- Upadhyay, R. (2006). *Tourism and Regional Development*. Kathmandu: NTTR.

Upadhyay, R., & Agrawal, M. K. (2006). *Tourism and Economic Development in Nepal*. New Delhi: Northern Book Center.

Wearing, S., & Neil, J. (2008). *Ecotourism: Impacts, Potentials and Possibilities*. Elsevier: Potentials and Possibilities.

Weight, P. (1993). Ecotourism: ethic or eco-sell. *journal of travel search*, 3-9.

William, P., & Gill, A. (1994). Managing Growth in Mountain Tourism Communities. *Tourism Management*, 212-220.

Other Websites

<http://www.ecotourism2002.org>.

<http://www.icimod.org>.

<http://www.welcomenepal.com>.

<http://www.iucn.org>.

<http://www.world-tourism.org>.

www.apo-tokyo.org

APPENDIX I

QUESTIONNAIRES FOR TOURIST

Nationality.....

Age.....

Place of origin.....

Occupation.....

Name:

Sex.....

1. How do you know about Kapilvastu as a tourist destination?

.....
.....

2. Is it your first visit to Kapilvastu?

.....
.....

3. If you are a frequent visitor which is the best season to visit Kapilvastu?

- a. Spring ()
- b. Summer ()
- c. Autumn ()
- d. Winter ()

4. What is the purpose of your visit?

- a. Pleasure ()
- b. Research ()
- c. Official works ()
- d. Other.....

5. What mode of transportation you used to reach Kapilvastu?

- a. Local bus ()
- b. Car ()
- c. Travel coach ()
- d. Motor cycle ()

e. Other if any.....

6. Are you satisfied with the service level available in Kapilvastu?

.....
.....

7. How did you find the perception of tourists among the local people?

a. Positive ()

b. Negative ()

c. Not any ()

8. How do you evaluate the existence infrastructure facilities in this area?

Excellent = 1 Good =2 Average = 3

Bad = 4 Very bad = 5

a. Transportation (road condition) ()

b. Communication ()

c. Electricity ()

d. Water supply ()

e. Conservation of assets ()

f. Security management ()

g. Hotel and lodge ()

h. Toilet facility ()

i. Health service ()

j. Cleanness of place ()

k. Services ()

l. Guest house ()

m. Behavior of local people ()

n. Local market/shops ()

9. Will you refer to visit Kapilvastu to your acquaintances or others?

a. Yes ()

b. No ()

APPENDIX II
QUESTIONNAIRES FOR LOCAL PEOPLE

Introduction of Respondents

Name..... Gender.....

Age..... Occupation.....

Religion..... Education.....

1. Are you familiar with tourism?
 - a. Yes ()
 - b. No ()
2. What is your main source of income?
 - a. Agriculture ()
 - b. Business ()
 - c. Service ()
 - d. Tourism related business ()
 - e. Others.....
3. Are you satisfied with your occupation?
 - a. Yes ()
 - b. No ()
4. Are you involved in tourism related business?
 - a. Yes ()
 - b. No ()
5. If yes, how many of your family member involves in tourism related business?
 - a. Hotel / lodges services.....
 - b. Shops for tourist produce.....
 - c. Trekking.....

- d. Tourist guide.....
- e. Others.....

6. Does your family benefited from tourists visiting this area?

- a. Yes ()
- b. No ()
- c. Don't know ()

7. In your opinion, what things attract the tourists in Jagdishpur?

- a. Natural beauty ()
- b. Local culture ()
- c. Religious monuments ()
- d. All of above ()

8. What are the things that you have benefited from the tourist?

- a. Income ()
- b. Get job opportunities ()
- c. Learn new things ()
- d. Enlargement of the market and increase in production ()
- e. Others.....

9. Do you feel any economic or cultural change due to tourism? If yes what and how they are?

.....
.....
.....
.....

10. In your opinion what are the potentialities of tourism in Kapilvastu?

.....
.....
.....
.....
.....

11. In your opinion what is lacking to develop Kapilvastu as a well-known tourism destination?

.....
.....
.....
.....
.....
.....

12. What are your suggestion to increase the volume of tourists in Jagdishpur?

.....
.....
.....
.....
.....
.....

APPENDIX III
QUESTIONNAIRES FOR HOTEL/LODGE OPERATOR

Name of the Hotel / lodge.....

Name of the hotel / lodge owner.....

Establishment year.....

Situated in.....

Permanent address.....

1. How many staffs are there in your hotel / lodge?

.....
.....

2. How many rooms and beds are available in your hotel / lodge?

.....
.....

3. How many tourist visited / stayed in your hotel / lodge annually?

.....
.....

4. Which is the peak season of visiting tourists?

.....
.....

5. For how long the tourist stay in your hotel / lodge?

- a. One-two day ()
- b. Three-four ()
- c. Five-a week ()
- d. More than a week ()

6. What is your rent for room and beds?
 - a. Double bed room.....
 - b. Single bed room.....

7. What do you feel about the numbers of tourists in this area?
 - a. Sufficient ()
 - b. Insufficient ()
 - c. Don't know ()

8. How much a tourist normally spends per day on average except room charge?

.....

.....

9. What is your opinion about the satisfaction of tourist after visiting this place?
 - a. Fully satisfied ()
 - b. Satisfied ()
 - c. Dissatisfied ()
 - d. Don't know ()

10. There is any changes in your economic status due to tourism?

.....

.....

.....

11. What are the major problems of tourism in Kapilvastu?

.....

.....

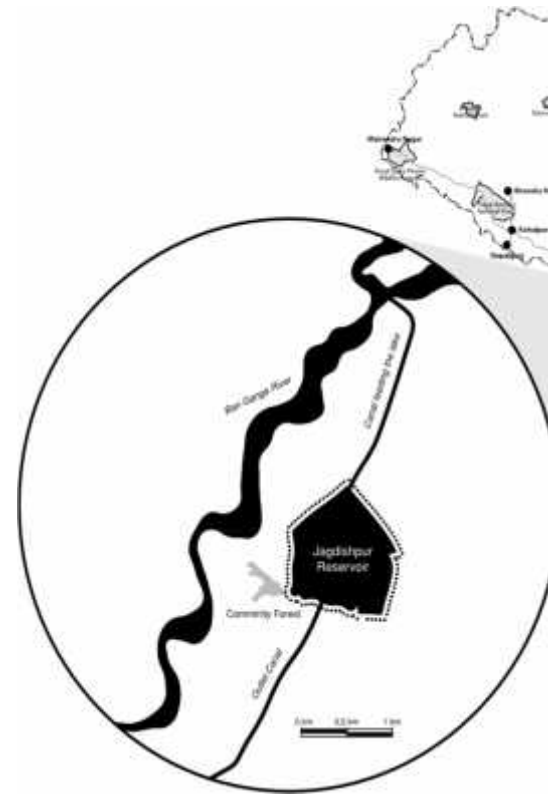
.....

12. Would you like to give some suggestions for the development of tourism in Kapilvastu?

.....

.....

.....



Map of Nepal showing location of Jagdishpur wetlands



Jagdishpur Reservoir



Kudan



Pair of Sarus Crane