

CHAPTER - I

1. Introduction

1.1 Background

Tourism is the largest industry in Nepal, and the largest source of foreign exchange and revenue. Possessing 8 out of 10 highest mountains in the world, it is a hotspot destination for mountaineers rock climbers and people seeking adventures. The Hindu & Buddhist heritage of Nepal and its cold weather are also strong attractions perspective view of the Himalaya and Mount Everest as seen from space.

The government of Nepal declared 2011 to be Nepal Tourism year, and hoped to attract one million foreign tourists to the country during that year. The tourist industry is seen as a way to alleviate poverty and achieve greater social equity in the country. The government of Nepal has also declared Lumbini Tourism year 2012 to promote Lumbini.

Sustainable tourism is tourism attempting to make as low impact on the environment and local culture as possible, while helping to generate further employment for local people. The aim of sustainable tourism is to that development brings a positive experience for local people, tourism companies and the tourist themselves "Sustainable tourism is an adopted practice in successful ecotourism environmental sustainability is one of the essential six principles that must be achieved at a 100% level", (Eco Certification Program, 2012).

Thus, sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tour is a continuous process and it required constant monitoring of impacts, introducing the necessary preventive and measures whenever necessary, (UNEP and UNWTO, 2005).

Meanwhile, the tourist visiting Nepal are not only attracted by the snow peaks, lakes gorges, glaciers, forests, animals, ancient cities but also by different ethnic groups, their languages, dress patterns and ornaments, food habits, village, structure and its type, housing pattern, family pattern, rites and rituals, marriage pattern, ethos, cultural

aesthetic values subsistence system fairs and festivals, religious beliefs priestly hood, supernaturalism, faith healing system, shamanism dances and songs etc. Altogether there are 103 ethnic cast groups in Nepal. Racially they belong to four major groups like Mongoloid, Caucasoid, Munda and Dravid. They are from four language families include 106 dialects spoken by all ethnic/cast groups (Kunwar 2006). Likewise Nepal can be promoted as a single destination for modern pilgrims. They are religious hub like; Pathibhara (Taplejung), Baraha Kshetra (Sunsari), Devghat (Chitwan and Tanahun), Pashupatinath (Kathmandu) Janaki temple (Janakpur), Muktinath (Mustang), Lumbini (Limbini), Sworgadwari (Pyuthan) Khaptad etc.

Among these various religious places, "Sworgadwari" is one of the sacred and famous tourist destinations for Hindu pilgrims, nature lover and scenic observation. It is located in Pyuthan district of Mid Western Development Region of Nepal. This district is separated between the 82°30" to 80°00" east longitudes and 27°55" to 28°25" north latitude (DDC plan 2064/65). The total area of the district is 1309 sq km. Pyuthan is a hilly district and it comprises of the large area of forest. 72694 hector (DDC plan, 2064/65). Villages and moderate markets. It is one of the few "off the beaten track" destinations of Nepal which is holy and hilly destination. The holy rivers Mandevi and Dharmawati (Jhimruk have been flowing from the downside on the lap of Sworgadwari Tapobhumi, offer the various adventures activities like, river rafting, Kayaking, Fishing angling, swimming etc. Pyuthan can be visited at any time of the year, while the climate is moderate to warm with temperature between 24° Celsius maximum during summer and 14° Celsius minimum in winter. The months June and July have maximum rain (DDC Plan 2064/65).

The destination "Sworgadwari" is situated in the Pyuthan district in the western region of Nepal at 1740m with the large area comprising forest villages and small market. Sworgadwari is one of the few "of the beaten track" destinations in Nepal which is holy a hilly destination. The holy river Mandevi has been flowing from the downside on the lap of the Sworgadwari, where various adventure activities can be conducted to attract the domestic as well as foreign tourists. Sworgadwari can be visited at any time of the year, while the climate of Sworgadwari varies from tropical to moderate. Domestic as well as Indian pilgrims to the Sworgadwari shrine comprise the largest segment of visitors. It is reported that Annually ground 2,00,000 Indian and 1,20,000

Nepali visitors are recorded to come to Sworgadwari for religious and tourism purpose, according to Hari Adhikari of the Ashram. Sworgadwari itself is at an altitude of about 7000 feet make a night stop at Vhingri and return same day or next day after visiting the Sworgadwari.

Long back, Viddyadhara and gods got heavenly pleasure through their meditation and performing yagyan at this place. Since then Vedic Yagyan with a Vedic slogan known as "Yagyan Vai Vishnu" (Flames as Lord Vishnu) has been continuously going on till date for 114 years. On the basis of that principle, his holiness Swami Shree Hansananda Giri Sworgadwari Mahaprabhu set up a vedic Yagyan in this place and started Panchmahayagyan myth further says the kind of gods; Indra had also performed Yagyan in Satya Yuga at this place. Sworgadwari, a place of Hindu pilgrimage lies almost 26 km west of Khalanga Bazaar, the district head quarter of Pyuthan.

Sworgadwari area is also rich in biodiversity with significant stands of rhododendron and other flora and fauna. On the clear days the top of the Sworgadwari hill offers panoramic views of various Himalayan mountain ranges. Sworgadwari thus, has the great potentialities to attract the western tourists also. Sworgadwari is approximately 450 km. and about 12-13 hours drive from Kathmandu via Butwal, Bhalubang. It can be entered from India via Krishnanagar, Mahendranagar etc.

1.2 Statement of the Problems

Tourism is one of the means to develop a mountain country like Nepal which is rich in natural, cultural and religious resources.

Tourism arrivals in Sworgadwari are growing steadily day by day. However its place in country's tourism is low. Further lack of proper sustainable tourism development plan and strategy for implementation of research based promotion program and effectives publicity in the world market. Sworgadwari has not been receiving expected number of tourists. However, low attention is paid by concerned authority: Govt; NTB, local government and the publicity about it. Sworgadwari is a culturally famous place but is has been backward due to the lack of infrastructure about tourism and development. Like reliable transportation, road, electricity, resident, hotel, motel,

guideline, information etc. This tourist area has been facing problems due to the negligence of Government, Local Government, Nepal Tourism Board and concerns. Tourists are facing many problems as well as they have impacted the local physical as well as cultural environment.

In this regards, this study were try to seek answers of the following questions;

1. What are its tourism potentials?
2. What are the impacts of tourism in Sworgadwari?
3. How can we minimize the negative impacts of tourism?
4. What are the burning problems for sustainable development?
5. What should be the appropriate measure to sustainable development?
6. What measures should we adopted to be sustained?

1.3 Objectives of the Study

The general objective of the study is to identify and examine the prospects and problems of sustainable development in Sworgadwari. However the specific objectives of this study are as follows:

1. To identify the prospects of tourism development in Sworgadwari.
2. To assess the challenges/problems for sustainable tourism development.
3. To explore the impacts of tourism.

1.4 Importance of the Study

Nepal is recognized as an ideal tourist destination for culture and nature lovers. Diversity in terms of geography ethnic communities and cultural heritages are the defining characteristic of Nepali society. Its hospitable people and their rich and colorful socio-cultural heritage and natural beauties are the major attractions for the people from the mid-western parts of the world.

The present study aims to analyze the problems and prospects of sustainable tourism in Sworgadwari. The salient significance of the study is the Sworgadwari is being relatively small and rich in tourism resources but the people of the world do not know about natural beauties and cultural diversities of the Sworgadwari. Tourism is also seen as an effective means to directly and indirectly benefit the local people through local employment and income generation. Another significance of the study is to recommend the effective way of management of the limited resources of Sworgadwari.

This study were provide basic information and general guidelines to the local people, tourists and other concerned agencies about the way to attain sustainable tourism development in Sworgadwari. This research was important for the development of tourism in Sworgadwari.

1.5 Limitations of the Study

Any study was not being far from the certain limitations. So, this study also is not free from limitations. Thus, the limitations of the study are as follows:

1. This researcher was remaining limited within the tourism and its impact and the infrastructure of Sworgadwari, Khal V.D.C, of Pyuthan district. Therefore findings of this study may not be applicable to all places of the country with regard to the problem and prospect of sustainable tourism development.
2. Because of ignorance on tourism, it is difficult to obtain expected level of feedback from local residents and tourism related entrepreneurs.

CHAPTER- II

LITERATURE REVIEW

The growing important of tourism encourages many writers or scholars to contribute a lot in the field of tourism. Here an attempt has been made to briefly with some studies and findings. In this chapter has been reviewed of the literatures.

2.1 Conceptual Review

2.1.1 Brief Concept of Tourism

Tourism is an ancient phenomenon and an inherent nomadic urge in man from the very earliest historical period. Travel has remained a fascinating to man in ancient time pilgrims, trades, explores, adventures and some scholars had undertaken journey in order to fulfill their respective requirements and needs. The progress of life, food, cloth and seller, human beings use to move from one place to another. Travelling in those times was difficult because of severe constraint of well equipped transport, lack of safety and comforts. Gradually, when permanent settlement started, different religions and trade emerged which motivated people to travel different places, (Khanal, 2009).

In the beginning tourism was developing unknowingly. People did not know tourism but they travel from one place to another by their necessity to fulfill their necessity. To fulfill their needs and desire they moved from place. The world, 'tourism 'was for the time described in the Oxford dictionary on 1811 (Callavos Lascurain, 1996) this reveals that the world tourism did not appear in the language until the early 19 century and the world 'tour' was more closely associated with the idea of individual being temporarily away from home for pleasure purpose a significant feature of the use of the 'tourist 'came into being, (Kunwar, 2006).

The rise of industrial revolution in the world brought major changes in the range and types of tourism development. Gradually, people search for new kind of product, place and people led them to discover ever new finding in the world. Those, tourism become flourishing and associate with economic product. The increased in productivity regular employment and growth urbanization promoted people with

several opportunities and motivation to go on holiday. The demand and supply medium contributed to an organized growth of tourism which virtually assumed to be the most dramatic proportions during the 20th century. Likewise, urbanization and industrialization were two important foundations, which have motivated the people to travel, (Kunwar, 2006).

The concept of tourism is developed as far from the place where s/he stays for various purposes. The word 'tour' is derived from the Latin language "tornare" and from the Greek word "tornos" meaning lathe or circle which means the movement around a central axis. This meaning changed in modern English to represent one turn. The suffix denotes one that performs a given action. When the word 'tour' and the suffix '-ism' are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey that is a round trip, i.e. 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 (Theobald, 1991).

Tourism is now one of the world's major industries and continuously expanding. It can be viewed in terms of demands by the tourists and supply of the attraction, facilities and services, transportation, promotion and information.

2.1.2 Definitions of Tourism

Tourism isn't a new phenomenon for Hindus. In Sanskrit literature we find three terms for tourism derived from the root 'atman' which means leaving home for some time to other places. According to (Kharel 2011), the three terms are:

Paryatna: It means going out for pleasure and knowledge.

Desatna: It means going out of country primarily for economic gains.

Tirthatna: It means going out to places of religious merits.

Kharel, (2011), has further mentioned that the World Tourism Organization has defined a tourist in precise terms as "A person who travels to a country other than that in which s/he has his/her usual residence, but outside his/her usual environment, for a period of at least one night but not more than one year and whose main purpose of

visit is other than the exercise of an activity remunerated from within the country visited. The term includes people travelling for leisure, recreation and holidays; visiting friends and relatives, business and professional; health treatment; religion/pilgrimages and other purpose. Whereas any person who stay less than twenty four in the place outside his/her usual habitat s/he called excursionist”.

Various scholars have defined the world tourism in different ways and yet there is no universal accepted definition. Austrian Economist Herman Von Schullard gave the forts definition of tourism in 1910 as, “The sum total of operation mainly of economic nature, which directly related to the entry, stay and movement of foreigners inside and outside a certain country, city or region” (Satyal, 2002).

The definition of tourism given by two Swiss professors Walter Hunsinker and Kurt Krapf in 1942 is board in nature as, ”Tourism is the phenomena and relationship arising from the travel and stay of non-resident, in so for as they do not lead to permanent resident and aren’t connected with any earning activity (Bhatia, 1994).

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

2.1.3 History of Tourism in Nepal

In the context of Nepal, history of modern tourism is not long as compared to other Asian countries. In fact, the introduction of paid holidays can truly be associated with the development of modern tourism. In 1936 the ILO adopted the convention to support a serious movement of promote paid holidays in turn. Tourism right to paid holidays has universal recognition now. The trend is to grant longer holiday periods. (Modi, 2001)

In respect to Nepali, Chinese visitor Huen Tsang is believed to have visited Nepal in 637 A.D during Lichhavi period and can be considered as first recorded visitor in the history of Nepal. Later, other empirical envoys from China like Li-Y-Piao I and Wang Hiventse II visited Nepal and wrote their experiences about the wonders of Nepal. Chinese history of the T-ang Dynasty gives details about Nepal from 643 A.D. to 651

A.D. The Malla kings who succeeded Lichhavis give a new turn to 1480 A.D. The three kingdoms Kathmandu, Patan and Bhaktapur of Malla Kings during medieval period virtually transformed in to open museum of art, culture and architecture. The craftsmanship was at the top level, the evidences of which are the pagoda style temples, places, houses and many other things of artistic character (e.g. Thangka painting, fresco art etc.) all over three cities. Since ancient times, Nepal is known as "Abode of the Gods" as such many visitors from China and India visited Nepal as pilgrims to worship at pilgrimage places like Lumbini, Pashupatinath, Muktinath, Baraha Chhetra, Swayambhunath, Boudhanath and many other sites of religious and cultural interest, (Upadhyay, 2008).

Prior to the Treaty of 1816 with East India Company, Nepal was virtually isolated and closed to outside world for centuries and closed to outside world for centuries. In 1817 a British resident Dr. Wallich was appointed representative from British government in Kathmandu after the treaty of 1816. He and his officials were allowed to visit and areas and assigned to them as tourists. British visitors like Mr. Schaguitweit, Daniel Wright, Sir Britan Hodgform, Sir Joseph Hooker, E.A. Smythie and others visited Nepal during the period of Jung Bahadur and later as British resident, researcher, explorer, medical doctor, writer etc. Nepali has always been regarded as sport man paradise and was famous shoot in 1911, and the Prince of Wales also visited in 1921. Edith the visit of these limited state dignitaries, Nepal was thus completely in a state of secession from outside world (Ibid).

Nepalese tourism sector began to walk at snail's pace after the relid of Rana regime in 1950 when the country opened its bolder to the foreigners. The political revolution of 1950/51 marked a new era for tourism Nepal. People were librated from Rana regime and the gates of Nepal were opened to the foreign visitor. The great revolution of 1951 proved to be a boom for tourism sector in Nepal. After the successful ascents by two French national Movrice Herzog and Lovis lachenal of Mt. Annapurna 1st (8,091m) on 3 June 1950, many mountaineers were attracted to Nepal. The successful ascent of Annapurna -1 was significant in this respect. The year 1953, marked the another successful victory over Mt. Everest (8848m) by two historical heroes, Sir Edmund Hillary and Tenzing Norga Sherpa. Since the Nepal has introduced all over the world, (Gurung, 2007).

MOF, (2013) had published economic survey (2012/13) in which tourism has been calculated as than main industry of Nepalese economy. It analyzes that the number of tourists visiting Nepal, their growth trend and length of stay, the percent of tourist has increased by 9.08percent. During the fiscal year2011/12, the average length of stay of a tourist was 13.12 days but it has fallen down two 12.87 days until in January 2012. It has reported that most of the tourists arriving to Nepal are found to be following purpose ; 43.3 percent for only visiting, 13.59 percent for trekking and mountaineering, 12.76 percent for religious, 4.09 percent for recreation ,3.15percent for business ,etc and some others has also visited for different purposes in the during of the year 2012. The government of Nepal was celebrated the year 2012 as a Lumbini Visiting year.

Sustainable Tourism

Sustainable tourism is the concept of visiting a place as a tourist and trying to make only a positive impact on the environment, society and economy. Tourism can involve primary transportation to the general location, local transportation, accommodations, entertainment, recreation nourishment and shopping. It can be related to travel for leisure, business and what is called VFR (Visiting Friends and Relatives).

The International Air Transport Association (IATA) considers an annual increase in aviation fuel efficiency of 2% per year through 2050 to be realistic. However, both Airbus and Boeing expect the passenger-kilometers of air transport to increase by about 5% yearly through at least 2020, overwhelming any efficiency gains by 2050 with other economic sectors having greatly reduced their Co2 emissions, tourism is likely to be generating 40% of global carbon emissions. The main cause is an increase in the average distance travelled by tourists which for many years has been increasing at a faster rate than the number of trips taken "sustainable transportation is now established as the critical issue confronting a global tourism industry that is palpably unsustainable, and aviation lies at the heart of this issue, (Gossling et al., 2010)."

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them "Tourism that takes full account of its current and future economic, social and environmental impacts

addressing the needs of visitors the industry, the environment and host communities" (WTO, 2004).

Conceptual Definition

Sustainable tourism development guide lines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Thus, sustainable tourism should make optimal use of environmental resources that constitute a key element in tourism development maintaining essential ecological processes and helping to conserve natural heritage and bio diversity.

Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values and contribute to intercultural understanding and tolerance.

Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous building. Achieving sustainable tourism is a continuous building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them, (UNEP and UNWTO, 2005).

2.1.4 Typology of Tourism

There is not uniformity about types of tourism. Different scholars classified differently on the basis of purpose of visit and nature of destination place. Some of them are as follows:

Rural Tourism

It is a small scale tourism from which the local population gets income and work from the activity because of the possibility to exploit its own resources in the form of labour force, knowledge, skill, land local machinery and building materials which offers opportunities to the less wealthy population segments as well.

Eco-Tourism

Environmentally friendly tourism which both host and guest are aware of environmental degradation as a result of participation in tourist activity, protection and preservation of natural as well as socio-cultural environment while travelling has attracted the attention of all concerned with tourism. Although, it is a new concept, it has become quite popular in tourism literature and tourism activity.

Ethnic Tourism

It is marketed to the public in terms of the "quaint" customs of indigenous community like Eskimos, the San Indians of Panama and the Toraja in Indonesia. Destination activities are characterized by visiting native home and village for observation of dance and ceremonies and shopping for primitive wares or souvenirs. As long as the flow of visitors is sporadic and small, host guest impact is minimal. This kind of tourism can be developed in different areas of Nepal.

Cultural Tourism

Cultural tourism includes the "picturesque" or "Local Colour", vestige vanishing life style that lies within human memory with its "old style" houses, home spun fabrics, ox drawn, carts and handicraft. Destination activities are also characterized by in taking meals in rustic inns, folk lore performances and costumed wine festivals.

Historical Tourism

People generally visit museum and cathedral for the purpose of knowing the glories of the past i.e. Rome. Egypt and Inca favored destination activities include guided tours of monuments and ruins. Host-guest contact is often impersonal and detached.

Business Tourism

It is an increasingly important component, especially in Alps and the Rocky Mountains, where it allows resources developed mainly for skill to attract customers in the off season.

Agro-Tourism

A charm of agriculture and farming attracts visits for farms. Buying and ownership of second home in rural areas has increasingly become popular to urban dwellers as a result of increased income, more leisure time and the wish to escape from the pressure of urban life have made agro tourism popular these days.

Recreational Tourism

Recreational tourism is often sand, sea song and sex promoted by beautiful colour picture that make you want to be "there" on the sky slopes, the palm-fringed beaches, the championship golf courses, or sunning in the deck chair that attract tourist who want to relax or commune with native. The activities are mostly conformed to the sports, curatives spas or sunbathing.

However, other additional types of tourism are available in the tourism sectors. Such as health tourism, sport tourism, religious tourism, environmental tourism etc. According to the Ministry of Federal Affairs, Constituent Assembly, Parliamentary Affairs and Culture, the Cabinet had decided to mark 2012 as the Visit Lumbini Year about two months ago. The government will launch the Lumbini year at the concluding ceremony of the Nepal Tourism Year 2011 on January 14.

2.2 Tourism Policy of Nepal

Tourism has become significance component as it enormous impacts on people's life, their living places and other factors relating to sustainability (Hall, 2000). The experiences show that the impacts are re on host communities and natural environment and therefore the formulation of tourism and accordingly introduced tourism policy in 1995. This policy has provided a set of guidelines to drive tourism industry in particular distinctions in accordance with the present tourism needs, and resource available. Among such strategies, exploring rural tourist destination is one that in duly considered for the first time in the Nepalese tourism policy. The policy has following objectives:

- J To increase employment foreign currency earning and national income and to improve regional imbalance having expanded the tourism industry up to rural areas.
- J To develop an expanded tourism industry by promoting natural, cultural and human environment of the country.
- J To maintain high image of the nation in international community by providing standard service and necessary security to the tourist.

2.2.1 The Policy Emphasize on:

Private sector participation shall be highly encouraged in the development and expansion of the tourist activities and Government of Nepal's involvement in this field shall mainly be focused to the development of the tourism infrastructures. In addition, that government shall also play a role of a coordinator as well as catalyst during this period. Tourism has given priority for conservation of natural and cultural resources as well.

During eight five year plan (1992-1997) period, the government has realized the importance of tourism and its multiple effects on economic development, a high-level tourism council was formed under the chairmanship of Prime Minister. In order to regulate tourism industries in Nepal, Tourism Development Board Act. 1996 and Civil Aviation Authority of Nepal Act 1996, Civil Aviation Act 1996, and Tourism

Policy Act 1995, were come in to force in the country. The main objective of the plan was earning foreign currency, development tourism destinations, reducing of poverty, improvement of quality, infrastructure development and use of local materials (NTB, 2001).

The basis role of the government was declared on tourism development in the country in ninth five year plan (1997-2002) period. According to this, the government has been playing a significant role on policy formulation, monitoring and tourism infrastructure development. This plan also emphasized on social, natural and cultural conservation and diversification of tourism, including active involvement of the private sectors in tourism development and management. Similarly, the government has realized the importance of rural tourism as well during this plan period and set up the objectives, policy, and strategies for rural tourism development in the country.

During tenth five year plan (2002-2007) period, has encouraged value based and quality tourism in the country. It has clearly stated its objective to contribute to poverty reduction initiatives by increasing people's participation in tourism activities while ensuring effective promotion and sustainable development. Diversification of the products, optimal utilization of existing potentials, establishment of regional tourism hubs, encouraging tourists to visit a new area, eco tourism as, an over-riding guideline for the future development of the tourism activities, are the major aspects of the tenth plan. The retention of earning in the local areas through increased use of local products is one of the main agenda and the plan stats to engage woman and deprived selection of the society in delivering such services. Development and conservation of heritage sites, managing air pollution, solid waste and air safety, expansion of road and air access, tourism facilitations are few other areas of concentrations. The rural tourism managed by the rural community themselves and the ploughed back resources to be handled by the local communities are the noticeable features of the plan. A view to promote tourism industry, the first set up national tourism organization has been changed in to the Department of Tourism in 1959.

Significant growth in tourist arrivals from overseas entertained by Nepal during the second five year plan (1962-1965) period. Due this, the concern authorities have started to regularize the tourism activities; tourist legislation came in to force in 1962

and construction of the tourist standard hotels in different tourist destinations has been established. Similarly, department of tourism started to keep the records of tourist arrivals to Nepal from 1962. The government also formulated new tourism policy in the country in this period.

Due to the importance of tourism, the government has formed a Tourism Development Committee for the preparation of Tourism Master Plan in the country. In the third five year plan (1965-1970) period, the government extended loan facilities for hotel construction. Different instructions related to tourism industry were come in to existence in the country during this period.

The fourth five year plan (1970-1975) sought to enlarge the scope of tourism with trade as an important source of increasing national income by earning foreign exchange.

The fifth five year plan (1975-1980) incorporated the plans and program recommended in the Tourism Master Plan (1972). Increase in foreign exchange earnings, and thereby improving the balance of payments, increase employment opportunities and achieve regional balance development were the major objectives of master plan. The master plan set a list of proposals in 1972 to be carried out for ten years period. According to the recommended plans and programs form the master plan, the government has carried out major tourism infrastructure development works in this period.

In Sixth five year plan (1980-1985) period, the air transport networks were extended some extent including Tibet, Hong Kong, Karachi and Dubai by, Singapore by RNAC, the national carrier. During this plan period, the number of visitors has not been increased. Due to crucial situation, the government has given special attention to find the major tourism markets to revive tourism in the country.

In Seventh five year plan (1985-1990) period, the air transport networks were extended more than thirteen destinations including London, Frankfurt, Dubai, Hong Kong and Singapore. Nepal has also given priority to extension of quality service and facilities to cater for high quality tourist in the country. The regional tourism development concept also introduced in the country.

-) Priority shall be given to new tourist sports particularly rural tourist sports having strengthened existing tourism infrastructure and facilities.
-) Promotion and protecting famous religious pilgrimage places shall develop religious tourism.
-) Nepal shall, gradually be developed as an attractive center for adventure tourism.
-) The service and facilities to be provided by the tourism entrepreneurs to the tourist
-) Shall be standardized and special provision shall be made for the security of tourist.
-) While developing tourism sector, high attention shall be paid to improve regional imbalance.
-) Emphasis shall be given to develop of agro-based and cottage industries by integrating them with the tourism industry.

This tourism policy has classified tourism industries into different categories are given below:

-) Hotels
-) Resorts
-) Trekking Agency
-) Travel Agency
-) Rafting Agency
-) Restaurant and Bar
-) Adventure/Recreational Tourism Industries (Skating, gliding, cable car-complex, hot air ballooning, gulf course, polo, horse riding).

2.2.2 Review of National Plans and Policies

Tourism was not in institutional and formal development for the tourism before 1950s. The ancient history of Nepal is the history of Kathmandu valley and the

ancient history of tourism is also related to the Kathmandu valley and the ancient history of tourism is also related to the Kathmandu valley. The government has not given proper attention for the development of tourism in Nepal before 1950 because of ignorance in multiple effects of tourism. When the government of Nepal has realized the importance of tourism, then some work on tourism was started. In this chapter, it deals about the efforts on tourism planning through the governmental sector.

Three Year Interim Plan (2007/08-2009/10)

According to the NPC (2007), interim plan envisaged enhancing the contribution of tourism in national economy by promoting international and domestic tourism through the development of international and national air services and urban and Tourism destinations. Potential tourism products and destinations will focus on increasing employment regional balance and social incision.

Physical infrastructure needed to support tourism will be developed and improved. Initial works to construct second international airport will be carried out. Nepal will be established as a major tourist destination in the international level so as to enable tourism sectors to develop as important segment of the national economy.

This plan seeks to develop reliable and competitive air services through the expansion of domestic and international air services by involving the private sector in the constructors, development, expansion and operation of infrastructure related to the air transports sectors.

As a whole, three year interim plan each promoted for the betterment of tourism industry in Nepal.

2.3 Review of Previous Study

Plenty of studies related to sustainable tourism development in protected areas have been done, in the world's case as well as in Nepal. In this sub-section previous studies related to various dimensions of tourism and major findings of those studies have been reviewed.

Presence of unique biodiversity, environment and natural beauty has made Nepal the ultimate tourist destination in the world. Gorgeous Himalayan range, beautiful landscape, rivers, lakes, religious sites cultural diversity etc. are the major attractions of Nepal which hold strong potentiality of tourism development.

In Nepal it is generally believed that the importance and necessity of sustainable tourism was realized significantly with the enactment of the National Park and Wildlife Conservation Act in 1973 and establishment of various natural Protected Areas in the hope of conservation of ecosystem and development in community and other sector in an integrated way. Furthermore the establishment of the Department of National Parks and Wildlife Conservation (DNPWC), coordinating the networks of all protected areas with various ecotourism programmes, excels more for the promotion of sustainable tourism in Nepal. Later other many significant efforts such as establishment of Annapurna Conservation Area Project in 1986 and special focus on ecotourism in Ninth Five Year Plan(1997- 2002) also paved the way to flourish ecotourism in the Nepalese tourism industry. ACAP is one of the most successful ecotourism projects in South Asian region that support nature based ecotourism with other various conservation and development programmes efficiently. The Industrial Enterprises Act, 1992 and Environmental Protection Act, 1996 also help to aware people about environmental protection and eco-friendly activities. Now ecotourism gets heightened every single tourism activities. However to achieve its objective implementation, in the context of Nepalese tourism industry, much more has to be done in days to come, (Yogi, 2010).

Nepal is aiming to practice more sustainable tourism to solve various rooted problem of the country like poverty, social inequality, and degradation of ecosystem. Furthermore Nepal has maximum potential of ecotourism that can contribute for better use of natural resources, economic prosperity, and social wellbeing in local community level. But it has not been yet proved as efficient as it is expected or envisioned because there is lack of commitment and implementation deficit. There are many countries in the world which have very successful story about ecotourism as the best model to achieve true sustainable development with better conservation of ecosystem and perfect community development, (Yogi, 2010).

In the Nepalese context, the prime aim of sustainable tourism has been to promote a symbiotic relationship between tourism and the environment with a particular focus on uplifting the local village economies. In order to fully tap Nepal's tourism potential and give it long-term sustainability, the impact of tourism needs careful assessment. Ecotourism has been touted as an attractive sustainable development alternative to mass tourism for two main reasons. The first is that ecotourism has fewer negative impacts on natural resources than mass tourism, while the other reason is that ecotourism-related activities can enhance conservation of natural resources, community development and overall socio-economic improvement of the area. In this light, the practice of ecotourism, per se, is a new phenomenon in Nepal. However, the country has seen environmental conservation and tourism being integrated in the name of sustainable development for quite some time. This is largely due to management of the protected areas such as Annapurna and Sagarmatha where considerable conservation works are being carried out. It is interesting to note that when the Annapurna Conservation Area Project, one of the pioneer projects, was launched, ecotourism as such was not in the planners' minds. It was what their initiatives have been labeled more recently, (Thapa, 2012).

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

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

Shrestha, (1999) has stated that in her Ph.D. Dissertation is concerned with the problems and prospect of tourism in Nepal. The main findings of her study are:

- (i) Tourism has emerged as a major segment a Nepalese economy contributing substantially to the foreign exchange earnings
- (ii) Employment generation and
- (iii) Overall economic development of the country

Most of the service infrastructures are mainly concentrated in major urban areas and in few population trekking routes, majority of the tourists had expressed that there is a high prospects of tourism in Nepal. Nepal Airlines should increase its air seat capacity and solve its problems on a long-term basis, otherwise, private airlines should be allowed to operate immediately even in those routes where Nepal Airlines operates. The private sector should come forward to join hard with the government for promoting and marketing tourism. The use of satellite communication, media such as international televisions channels, CNN, BBC, NTV, internet, should be used for promotional purposes. The government and the concerned authorities should take concrete steps to prevent deforestation, landslides, pollution, littering on trekking routes and in national park. It is necessary to protect and preserve the socio cultural values of the country for sustainable tourism development.

Upadhaya, (2003), has added in his Ph.D. dissertation on the headline "Tourism as a leading sector in economic development of Nepal" has mentioned Nepal as a showroom of Natural beauty, rich in flora and fovea which are the main attractions of tourism in Nepal. This loads to raise the economic status of the country.

In the context of Nepal's tourism development and management, the overall development actions guided by the tourism plan and polices formulated by government. Tourism is a high priority sector in the government agenda because of the inherent potential to address the necessities of the deprived and poor segment of the Nepalese population especially residing in the rural areas, (Sharma, Himal, 2010). The first master plan tourism was worked out in 1972, which had basically focused on the infrastructure development destination management and improving tourism product. Basing this problem as the skeleton plan, others tourism plans were formulated and from the seventh plan (1985-1990), emphasis was given on tourism quality over the quantity along with expansion of the areas with infrastructure facilities, creation of new employment opportunities, local production of consumable

items conservation of the environment of the religious place and historical sites. Thus, plan focuses towards a balanced development (Ninth plan, 1997). Similarly, the objective of the tenth plan (2002-2007) also revolves around the concept of sustainable development qualitative promotion of tourism sectors. It has also emphasized on conservation and preservation of historical, cultural, religious and archaeological heritages and enhancing their practical utilization by increasing people participation in tourism activities at par with developing and improving the infrastructure (Sharma, 2010). Also, the tenth plan says that eco-tourism would be the overriding guide line for future development of the tourism activities. The retention of the earning in the local areas, development and conservation of heritage sites managing air pollution, solid wastes are the noticeable agenda of the plan. Nepal, 2002 has also said that tourism can play an important role improving the livelihoods of mountain communities strengthen their position in local, regional, and national policy making if based on principles of sustainability and equity-encompassing ecological, economic and societal components. In Nepal, tourism has been used to alleviate poverty. Thus, for alleviating economic disruptions and environmental degradation, those are ultimately important for sustainable development.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

Research design is the plan, structure and strategy of the investigation conceived so as to research question and to control variable. It is the logical planning and directing of a piece of research. The research design asked what approach to the problem should be taken, what methods were used and what strategies were effective. Identification, selection and formulation of a research problem may be considered as planning stage of a research and the remaining activities refer to the designs, operation and completion of the research study. Descriptive and exploratory research designs have been used in this research.

3.2 The Study Area of Sworgadwari

The study is mainly focused on the particular area of Sworgadwari, Khal VDC Pyuthan district. This VDC lies in the North-Western corner of Pyuthan district, one of the farmer's religious places for Hindu pilgrims of Nepal and other Hindu people of foreign country. This district is fully covered by hills. The district covered by pleasant natural Geo-structure, lands, has been made prosperous by the hard work of the farmers. Thus, Sworgadwari, Khal VDC Pyuthan district is chosen for this study. The study was conducted on Pyuthan district, which are located $82^{\circ}30^{11}$ East longitudes and $27^{\circ}55^{11}$ to $28^{\circ}25^{11}$ North latitudes. It covers an area of 1365 Sq.km. It is situated at the altitude of 1000 feet (2100m) at the top of the Mahabharata range.

Sworgadwari, Khal VDC is rich in natural and cultural heritage. In present situation, the Sworgadwari is very important and potentials for the tourism development and helping in the socio-economic well being of the people in local communities. Sworgadwari is famous for studying mixed culture of Nepal's ethnicity such as; Gurung, Magar, Newar, Kumal, Kami, Damai, Brahmin, Chhetri, Thakuri and one of the end angered ethnic groups "KUSUNDA". Although this sector is promoted for tourism development but it is not enough for its betterment, we can do more for development of tourism in this sector.

3.3 Nature and Source of Data

Data are collection mainly from two sources: primary and secondary. The primary data and information were taken from, field survey; using observation, interview and key informant survey.

Secondary data and information were collected through different sources such as CBS, VDC, DDC, NGO, INGOs reports, published, unpublished documents, articles, books, journals, tourism related organization from district, national and international level etc.

3.4 Universe and Sample Size

This study was conducted through applied simple random sampling for the area selection where as sample population of the study area was selected on the following basis. There are altogether 1,058 households in the study area. Among 60 local households were selected. Accidental sample method was used to select tourist. 50 tourists were selected and interviewed within 1-2 days period. All together 20 hotels were found in the study area. All the hotel, lodge, tea shop/guest house owner manager were interviewed.

3.5 Data Collection Technique and Tools

To generate required data the following primary tools and techniques were applied;

- a. Questionnaire Schedule:** The questionnaire schedule was used to collect the quantitative information from the respondents such as cause, impact so on.
- b. Interview Schedule:** Structured schedule was develop to conduct with individual people and useful for the primary data collection.
- c. Field visit and Observation:** This method was used to collect the relevant information directly. Each household selected in sampling were visited and observed during the field survey and important information was noted for the study.

d. Key Information Interview

Key informant interview was applied to obtain information from the knowledgeable persons of the community who knew the aspect of the tourism and its overall activities as well as provides the information in details about their knowledgeable and experience in problem and prospect of the study area tourism development.

3.6 Data Analysis and Interpretation

The quantitative data collected from different sources were processed analyzed using simple statistical tool (Tables, Graphs, and Pie Charts). The qualitative information were categorized, tabulated, analyzed quantitative.

CHAPTER IV

Data Analysis and Interpretation

The study was a survey of 130 people undertaken in Sworgadwari, Khal VDC. The study has been undertaken in the Sworgadwari, Khal VDC. The survey results have provided one of the first primary sources of information on the process of prospects and problems of sustainable tourism development in Sworgadwari. It is hoped that the findings of this study were the prospects of tourism development and their problems for sustainable tourism development and to explore the impacts of tourism development in Sworgadwari. Some of the evidences are as follows:

4.1 Profile of the Study Area

Sworgadwari is located at the North west corner of Pyuthan district, with the large area comprising forest, villages, and small market, Sworgadwari is one of the few "of the beaten track" destinations in Nepal which is holy a hilly destination. The holy river Mandevi has been flowing from the down side on the lap of the Sworgadwari, where various adventure activities can be conducted to attract the domestic as well as foreign tourists. Sworgadwari can be visited at any time of the year, while the climate of Sworgadwari varies from tropical to moderate. Domestic as well as Indian pilgrims to the Sworgadwari shrine comprise the largest segment of visitors. Sworgadwari itself is at an altitude of about 7000 feet make a night stop at Vhingri and return same day or next day after visiting the Sworgadwari. According to population (Census 2011), Sworgadwari, Khal VDC has 1058 household with the population 4887 which male 2,132 and female are 2,755. The local level institution, NGOs government offices are working in the VDC. Sworgadwari is a natural gifted and also neat and clean place. It is culturally rich and inhabited of different ethnic groups such as Magar, Grung, Brahmeen, Chhetri, Kami, Damai, Newar, Kusunda etc. The best season of visits of Sworgadwari March to April. Most of the people of this district are predominance of Hinduism and some minor groups follow Buddhism, Muslim and Christian.

According to the population census (2011), in the Pyuthan district total population was 2, 28,102. The total male population were 1,00,053 and female population were

1,28,049 in Pyuthan. Pyuthan has higher literary rate than others district. Pyuthan is pronoun of Biodiversity, geo-diversity, linguistic diversity, cultural diversity and social diversity. The areas are very rich in scenic beauty. Treks along with this path (plain area) and riverside sliding towards Mahabharata Mountains will provide vistas of typical midland scenery, terraced hill slopes, carefully layer hamlets, and a series of mountains spurs and green forests. Waterfalls of various magnitudes, forested areas with their blooms birds pasture lands with cattle and sheep and variety of village settlements with seasoned crops and cultural activities are frequently encountered in this area.

The population in habiting in Sworgadwari Khal VDC is with a diverse caste/ethnic origin. As indentified during field survey, there are different caste group residing in the VDC. The inhabitants speak Nepali language in outside the home, Magar, Gurung and Newar people are spoken mother tongue between their own communities in general. The minority caste are considered socially less privileged and economically disadvantaged. The national level language speaks by some the people in the study area. In this study, I found both types of family in Sworgadwari Khal VDC. System is prevalent in the community. As observed during field surveys instances of family members of the three generation living under a single roof were found as well as instances of household, wife and their children living in nuclear family units. Sworgadwari area is also rich in biodiversity with significant stands of rhododendron and other flora and fauna. On the clear days the top of the Sworgadwari hill offers panoramic views of various Himalayan mountain rages Sworgadwari thus has the great potentialities to attract the western tourist also. Sworgadwari is Approximately 450 km. and about 12-13 hours drive from Kathmandu via Butwal, Bhalubang. It can be entered from India via Krishnanagar, Mahendranagar etc.

Natural resources are important resources for Nepal. Generally, Nepal is rich in natural resources. Land forest and water are essential resources; the people of the study area are depending up on these resources for subsistence production. But scarcities of these resources have caused from growing population, lack of re-plantation, UN awareness etc. The exploited and utilized natural resource is the land in the study area. It is the basic resource for people. All population in this VDC is

used natural water resources. The sources of water are piped water, spring, streams etc in the study area.

4.2 Attractions in Study Area

4.2.1 Climate

The Sworgadwari, which is an altitude of around 2100 meters, has mild climate with the temperature range 14-24 degree Celsius. Rainfall in general exceeds 1300 mm, of which about 80 percent is during the monsoon (June-August).

4.2.2 Main Religious Festivals in Sworgadwari

Worshipping and religious activities are conducted continually throughout the year. However, some major festivals which are celebrated in special occasions those are listed and described below:

1. Sharawan Suklapratipada (The First Day of a Lunar Fortnight):Ekadasi Birthday of the founder/creator shree 108 Sworgadwari Mahaprabhu Hansananda Giri. It celebrated as a major festival by chanting religious slogan (Vazan), gifting clothes to the saints and seduces, who live in Sworgadwari and come from outside. At that day more than 1000 pilgrims come from various parts of Nepal and India to celebrate the festival. And their length of stay is 1-2 days.
2. Maghe Shakranti (First day of Magh): During that time the fair is celebrated almost one month (Second week of Poush to second week of Magh). The greater portion of the pilgrims comes from India and Sikkim. The number of pilgrims comprises the 500-1000 per day during that time.
3. Gai Tihar Aausi (Gau Puza):-More than 2000 pilgrims come to celebrate the fair from the various parts of Nepal and India.
4. Bhadra Month:-During this month, most of the pilgrims come to observe place of Sworgadwari mahaprabhu's entombment and yagyakunda. Their length of stay is also 1-2 days.

Table: 1 Religious Activity within the Periphery of Sworgadwari

The religious activities are divided mainly into two; they are:

S.N.	Regular Activities	Social Activities
1.	Rudri, Akhanda/Sadanga Rudri	Bibaha Bratabandan
2.	Pyanchyan puja	Rudri and Laghurudri
3.	Akhanda/ Sadanga Rudri	Satyanarayan Puja, Bhagawat 1 to 9 days

Source: Field Survey, 2015

Table: 2 Important Buildings and Places

S.N.	Places
1.	Yagyasala Mandir
2.	Hawankunda
3.	Place of Mahaprabhu's Entombment
4.	Place of Rakhali Maharaja's Entombment
5.	Gausala (cowshed) there are more than 300 Cows and 25 Buffalos
6.	Siddhababa Temple
7.	Beda School
8.	Guptisagar (Sworgadwari Dwar) Holy cave

Source: Field Survey, 2015

4.3 Resource Assets for Tourism in the Study Area

4.3.1 Biophysical Assets:-

The challenges to climb Mahabharata height and the opportunities to enjoy the grandeur of mountain beauty and wilderness in addition to indigenous culture are all available in the Sworgadwari and its surrounding area. The elevation which ranges from 500 meters to 2100 meters, result in a mosaic of various life zones from lower plain area to Mahabharata, lekhali (higher altitude) zones. With in the short vertical distance variety of landscapes, climate (sub-tropical to lekhali), Flora and fauna and

water bodies with different socio-cultural characteristics are encountered in the destination Sworgadwari. And the study area is an important destination in Pyuthan districts of mid – western part of Nepal. Endowed with the scenic beauty and religious faith the following features make it an ideal destination for tourists and the pilgrims.

- Beautiful landscapes and temperate climate (Sub-tropical to Lekhali),
- Forest and wildlife,
- Adjoining to "Udayapurkot" a historical place with historical significance,
- Strong religious faith of Hindu people,
- Popular tirth as that (holy/sacred place).

4.3.1.1 Scenic Landscape

The upper part/area is dominated by mountain and hills associated with Sworgadwari. And the lower part comprises the Mandavi Phat (plain area) and the various Tars and plain, areas that offer the warm climate along with warm hospitality of local people. And southern side of Sworgadwari is Arun plain land of Arun River. The areas are very rich in scenic beauty, treks along with this plain land and river side's leading towards the high mountains provide vistas of midland scenery terraced hill slopes, carefully layer hamlets, a series of mountain spurs, and green forests, the grandeur of rhododendron is best seen around the Sworgadwari waterfalls of various magnitudes, forested areas with their blooms birds, pasture land with cattle and other animals and variety of village settlements with seasonal crops and cultural activities are frequently encountered in this area.

4.3.1.2 Water Bodies

On the lap of the Sworgadwari at the eastern side, the Mandevi river, is the largest river in the Pyuthan district, which offers the various tourism activities possibility for domestic as well as foreign tourists e.g. river rafting, kayaking, fishing, angling etc and Arun Khola is also a important river in this region.

4.3.1.3 Flora Fauna and Vegetation

The Sworgadwari region harbors a unique environment with extremely rich bio-diversity, this area encompasses befitting habitats of many protected and endangered animal species. There are several bird species which are confined to small gullies sheltering broad leaf trees. The important animals are tiger, bear, leopard, deer, musk

deer, reddish-black deer (Ghoral), wild cat etc. likewise, the birds species comprises the; dove, manual, wild peasant, wild cock, crow, partridge, parrot etc. Vegetation pattern of the varied forest types of the tropical, sub-tropical and lekhali range are endowed with enormous floristic diversity. It is actually the richness of this region or destination. Vegetation types in altitudinal zones are clearly visible in the study area. Vegetations types vary from lower and to Mahabharat lekh. There is the clear diversity of vegetation from sub-tropical to lekhali due to the variation in climate and elevation. The lower and middle part is dominated by sal (*Shorea robusta*), saj, dalberjia sissu, reed oak (*quercussemecarpi fallia*) middle and upper part comprise the pine tree, cedrela toona (tuni), sehima wallichii (Chilaune), miricaescwenta (kafal), michelia champaca (champ), Banjh, jamun teju etc. Likewise, there are different varieties of medicinal plant; e.g. kurilo, rithha, dalehini, timbur, pakhanbed, kaulo etc are found. And other flooring plants are; Rhodo-dendron arboretum, the national flower on Nepal, simal (*Bombax malabaricum/siris*, (*Albezia mollis*) etc and religious trees are also called the shade trees in middle and upper part of the area. And non timber forest comprise the sutuwa, lokta, chadamwal, jatamasi etc in the middle and upper part of this region have the following types of fruits are rarely found; apple naspati (pear), walnut, orange etc.

4.3.2 Socio-Cultural Assets

The nature and the bio-diversity of this region in matched in equal measure by the diversity of culture and systems of livelihood. The socio-cultural attraction of the study area (Sworgadwari region) has been studies under the following ways.

4.3.2.1 Settlement Characteristics

Settlement pattern in Sworgadwari and surrounding areas are change with elevation which is differing in upper, region, middle and lower region. The house is built from mud and stone with the roof of jinks, slate or thatched/hey roof materials, that looks artistic and impressive.

4.3.2.2 Ethnicity

Sworgadwari is multi-ethnic with great diversity in tradition and culture like Brahmin, chhetri, thakuri, magar, kami, damai, dholi, sarki, sonar, gharti/bhujel, teli, gaine and others. They all have their own religion and culture which is described in later part.

Table: 3 Populations by Caste/Ethnic Group in Sworgadwari Khal

Ethnic Group	No. of Population
Magar	3188
Kami	688
Brahmin Hill	315
Chhetri	315
Thakuri	25
Musalman	14
Damai/Aholi	183
Sarki	130
Gharti/bhujel	15
Other	14
Total	4887

Source: CBS, 2011

4.3.2.3 Religion and Culture

Sworgadwari Khal is a predominance of Hinduism and the major festivals are Bada Dashain, Tihar, Shivaratri, Teej, Maghe Sakranti, Baishake Purnima etc. Some people are associated with Buddhism, Islam, Christian and they celebrate their own fair and festival and enjoy. Some groups have festivals celebrated by only a particular cast e.g. Jannai Purnima, the sacred thread ceremony by Brahmin and Chhetri only.

Table 4: Population Distributed by Religion

S.N.	Religion	No. of Population	Percent
1	Hindu	3904	88.9902
2	Buddhist	479	10.9186
3	Islam	4	0.0912
	Total	4387	100%

Source: CBS, 2011

4.3.2.4 Customs and Costumes

The customs and rites of Sworgadwari are the byproducts of religious beliefs and these are essentially based on its geographical environment. It enables them to have a god fearing and peaceful life. Therefore the worship of gods and goddesses and organization of many fairs and ceremonies are unique to this area e.g. Makai puja, Kulpuja etc. The people of Sworgadwari have different types of romantic stories about ghost, animals rocks, etc. the fairs and festivals of the area offer an opportunity for tourists to enjoy the customs of the people. Women wear the Gunyu, Choli and traditional local dress; the hill women embellish themselves with gold and silver ornaments. In this way, the customs and costumes of the region offer sight to the tourists.

4.3.2.5 Folklore and Folk Tradition

Folklore and folk traditions of the study area reflect rich cultural heritage from time immemorial folk songs. A large number of villagers sing their songs while working in the fields or collecting woods and grasses. Like any other Himalayan region and terai region. The Sworgadwari folk traditions are the genuine resources for tourism. The folk songs of the study area are laden with accounts of bravery, their religious practices, superstitions, beliefs and episodes. The folk songs constantly reflect their love of nature and their true emotions. And the folklore is mostly based on the worship of various gods and goddesses.

4.3.2.6 Pati, Pauwa and Chautara (Commemorative Resting Place)

Pati (rest house) is simplest Dharmashala or the way farer rest house comprising an covered plat from with usually the rear wall and occasionally one on the side as well, leaving three to two sides open (Banerjee, 1980; 60). One who has traveled the country side would have rest there. The pati were made for the purpose of tired people to take rest. Pati are commemorative resting common houses where people take shelter.

People deposit their load on the floor and rest a while, smoking a cigarette and when refreshed are on their way again. Pauwa is a larger pati and has a hall often with upper storey and is usually an adjunct of a temple where pilgrims may stay for a few days or it stands alongside the ancient routes (footpath) of trade where people on a long journey may spend the night after the long march and be on their way again in the morning. And commemorative resting places (Chautara) are also significant resource in the study area. They are constructed on the route for the memory of their ancestor. There is one or more inscription with descriptive style. It is made by stone for the use of rest, when they become tired. Such places and objects offer the very attractive sight for the tourists.

4.4 Transportation

Tourism potential of an area can be realized only when it can be accessed with ease. Sworgadwari can be accessed by road but accessibility is not that easy. The road connection particularly from Kathmandu to Bhingri almost 400 km is in good condition with black topped and Bhalubhang to Bhingri almost 60km is graveled, one has to trek 3 to 4 hour to reach Sworgadwari from Bhingri. Next access is Kathmandu to Dang, Ghorai approximately 500 km and Ghorai to Dharampani which is graveled road. The road is in poor condition with a number of sections which are in very poor condition during the rainy season. There are two bus services from Ghorai to Dharampani and it takes 30 minutes trek to reach the Sworgadwari. The next entry point is Bhalubang to Bhingri approximately; 60 km which is in good condition, and it takes 4-5 hour and trek 4-5 hour to Sworgadwari one should use jeep, car, own motar vehicle from Bhingri to Dharampani and trek for about 30 minutes to reach Sworgadwari.

4.5 Accommodation

While describing about the accommodation available in Sworgadwari area, there are some lodges and tea shops located in Dharmapani bazaar and a canteen in within Sworgadwari. Ashram run by the Ashram, basically they serve Nepali food and beverage to the pilgrims and tourists. Most of the lodges and teashops offer the Hotels and lodging at reasonable price. The capacity, standard and the number of hotels, restaurants and teashops are described and listed in later chapter.

4.6 Other Facilities

4.6.1 Drinking Water

There is a big water tank with the capacity of 50.5 million liter, which is constructed by the District development committee. However, there seems great problem of drinking and other uses of water from Poush to month Jesth. Besides this, there is a water collection pond to collect water in rainy season from the various roofs of buildings called "Rain water harvesting".

4.6.2 Electricity and Communication

Electricity is supplied from Vhingri sub-station in the Sworgadwari Ashram. Notwith standing, in Dharampani bazaar has not connected yet with electricity line. The business persons, lodges and tea shop owners use the solar panel for power. While surveying it was found that there are only two telephone lines, one is in Sworgadwari ashram and another is in dharampani bazaar besides these there are CDMA phone and mobile phones can be used.

4.6.3 Waste Management

There is not any proper system to manage the waste collected from Sworgadwari area. Not with standing, a large portion of waste is buried or burned. Presently there are 20 toilets, due to the lack of water, most of them are closed. The toilets of Dharamshalas are in good condition with water supply and safety tank.

4.6.4 Security and Health Facilities

There is a camp of Nepal army Chandi Prasad Gulm "Ga", commanded by the lieutenant and a police officer command by A.S.I. to provide the security for the Sworgadwari Ashram and the people of Sworgadwari Khal VDC, pilgrims and tourists. There is a health post in the Sworgadwari Ashram where an AHW, a nurse and two assistant staffs, they provide the primary health service to the ashram family, people of this VDC and pilgrims and tourists.

4.7 Data Analysis and Interpretation

4.7.1 Age of Respondent

Table 5: Age of Respondents

S.N.	Age	No. of Tourist	Percent	No. of Business Operator	Percent	No. of Local People	Percent
1	Below-20	10	20	1	5	2	3.3
2	20-40	15	30	5	25	23	38.3
3	40-60	17	34	11	55	19	31.7
4	Above 60	8	16	3	15	16	26.7
	Total	50	100	20	100	60	100

Source: Field Survey, 2015

No of tourist visits Sworgadwari below 20 age area 10 out of 50 respondents which are 20 percentages and only one of them is business operator which is 5percentage in total respondent of 20 of them. No of respondent are is 2 person of community which is 33 percentages out of 60 respondents. Likewise age between21-40 age tourists are 15 in numbers which is 30 percentage and 5 of them are business operator which is 25 percentages in total number, from local community 23 number, of people available which is 38.3 in percentage from 41-60 age of tourist 17 of them which are 34 percentage out of them 11 business operator which 55 percentage, 19 of person are in community which is 31.7 percentage, above 61 age group tourist no. of tourist are only 8 of them which is 16 percentage in total whereas,3 of them are business

operator in 15 percentage, in total no of person from community are 16 and 26.7 percentage.

4.7.2 Sex of Respondents

Table 6: Sex of Respondent

S.N	Sex	No. of Tourist	Percent	No. of Business Operator	Percent	No. of Local People	Percent
1	Male	35	70	13	65	37	61.7
2	Female	15	30	7	35	23	38.3
	Total	50	100	20	100	60	100

Source: Field Survey, 2015

Out of 50 percentage 35 of them are male which is 70 percentage, likewise 13 no of male are business operator which is 65 percentage, of total respondent 37 of male are from local community which is 61.7 percentage. Whereas out of 50 respondents 15them are female which is 30 percentages, likewise 7 of them are business operator which is 35 percentages and from local community 23 numbers are female out 60 respondents which are 38.3 percentages in total respondents.

4.7.3 Marital Status of Respondents

Table 7: Marital Status of Respondent

S.N.	Marital Status	No. of Tourist	Percent	No. of Business Operator	Percent	No. of Local People	Percent
1	Married	37	74	17	85	41	68.3
2	Unmarried	13	26	3	15	19	31.7
	Total	50	100	20	100	60	100

Source: Field Survey, 2015

Marital status of tourist available in Sworgadwari are out of 50 respondents 37 Of tourist are married which is 74 percentage 17of them are engaged in business which is 85 percentage in total similarly, 41 of them are from local community which is 68.3

percentage . Likewise 13 no of tourist are in married which is 26 in percentage 3 of them are in business sector which is of 15 percentage no of local people are 19 out of 60 respondent which is 31.7 percentage.

4.7.4 Education of Respondent

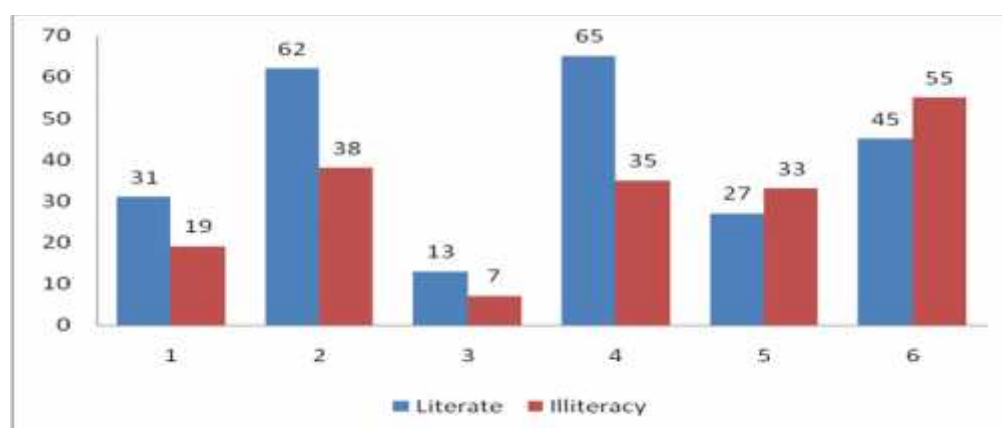
Table 8: Education of Respondent

S.N	Education	No. of Tourist	Percent	No. of Business Operator	Percent	No. of Local People	Percent
1	Literate	31	62	13	65	27	45
2	Illiteracy	19	38	7	35	33	55
	Total	50	100	20	100	60	100

Source: Field Survey, 2015

Out of 50 respondents 31 number of tourist are literate which is 62 percentages, as well as 13 of them are a involved in business operator which is 65 percentage, and no of local people are 27 which is 45 percentage . Likewise out of 50 respondent of tourist 19 people are illiterate which is 38 percentage and 7 of them are involve in business sector which is 35 percentage, and 33 of them are from local community of 60 respondent who are illiterate which is 55 percentage .

Figure 1: Education of Respondent



Source: Field Survey, 2015

4.7.5 Religion of Respondent

Table 9: Religion of Respondent

S.N.	Religion	No. of Tourist	Percent	No. of Business Operator	Percent	No. of Local People	Percent
1	Hindu	47	94	17	85	51	85
2	Buddha	3	6	3	15	9	15
3	Islam	-	-	-	-	-	-
4	Others	-	-	-	-	-	-
	Total	50	100	20	100	60	100

Source: Field Survey, 2015

Out of 50 respondent 47 of tourism are from Hindu religion follower which is 94 percentage Out of them 17 are business operator which is 85 in percentage. No of local people are 51 out of respondent which is 85 percentages. Likewise, only 3out of 50 respondents are from Buddha religion which are just 6 percentages out of which 3of them are engaged in business which is 15 percentages no of local people are 9 which is 15 percentages is total respondent, as well as Islam and other are of zero tourist who gave to Sworgadwari.

4.7.6 Occupational Status of Respondent

Table 10: Occupational Status of Respondent

S.N.	Occupation	No. of Tourist	Percent	No. of Business Operator	Percent	No. of Local People	Percent
1	Business	19	38	11	55	25	41.7
2	Service	13	26	2	10	7	11.7
3	Agriculture	7	14	4	20	12	20
4	Other	11	22	3	15	16	26.7
	Total	50	100	20	100	60	100

Source: Field Survey, 2015

Out of 50 respondent 19 of them involve in business sector which is 38 percentage and 11 of them are in business which is 55 percentages and no of local people out of 60 respondent are of 25 which is 41.7 percentage. In service sector 13 of them are involve which is 26 percentage out of 50 respondent, 2 of them are involve in business sector which is 10 percentage and 7 of them are from local people which is 11.7 percentage out of respondent similarly, the tourist involve in agriculture are 7 in number and 14 percentage and 4 of them are in business operator out of 20 respondent which is 20 percentage, and no of local people are of 12 which is 20 percentage. Likewise in other sectors 11 of them are from 50 respondents which is 22percentage, and 3 of them are business out of 20 respondents which is 15 percentage, involve in other sector and from local people involved in other sectors are 16 and 27.7 percentage out of 60 respondents.

4.7.7 Types of Tourist in Sworgadwari

Table 11: Types of Tourist in Sworgadwari

S.N.	Tourist visit	No. of Local People	Percentage
1	Domestic	25	41.7
2	International	35	58.3
3	Others	-	-
	Total	60	100

Source: Field survey, 2015

Mostly the tourist arrives is Sworgadwari are domestic as well as International out of 60 respondents 35 of them comes from International community's which is 58.3 percentage of total respondents aril available and no of tourist from domestic places are 25 out of 60 which is 41.7 percentage of total respondent.

4.7.8 The Best season of Visit in Sworgadwari

Table 12: The Best Season of Visit in Sworgadwari

S.N.	Best Season	No. of Tourist	Percent	No. of Business Operator	Percent
1	Winter	37	74	13	65
2	Summer	8	16	5	25
3	Spring	5	10	2	10
4	Autumn	-	-	-	-
	Total	50	100	20	100

Source: Filed Survey, 2015

Table 22 states that the visiting season of the tourist on their own perceptions. The data shows that the winter season is the best preferable season for visitors which is 74 percentages, 16 percentage visitors says summer, 10 percentages spring season is the best preferable season. Similarly, number of 13 business operator which is 65 percentages are winter is the best season, 25 percentages summer season is the best and 10 percentage spring season is the best season.

4.7.9 Means of Transportation to Come in Sworgadwari

Table 13: Means of Transportation to Come in Sworgadwari

S.N	Mean of Transportation	No. of Tourists	Percentage
1	Local bus	31	62
2	Car	9	18
3	Motorcycle	7	14
4	By food	3	6
5	Other	-	-
	Total	50	100

Source: Field Survey, 2015

The table shows that the transportation of local bus 31 tourist which is 62 percentage, 9 tourist used can car which is 18 percentage, 7 tourist used motorcycle which is 14 percentage and 6 percentage by foot.

4.7.10 Name of Country Comes from Tourist

Table 14: Name of Country Comes from Tourist

S.N.	Country	No. of Tourist	Percentage
1	Nepal	20	40
2	India	30	60
3	China	-	-
4	Others	-	-
	Total	50	100

Source: Field Survey, 2015

The above table shows that 20 person tourist comes from Nepal to visit Sworgadwari which is 40 percentage of total respondent. Likewise, out of 50 respondents 30 people comes from India as a tourist which is 60 percentages of total available respondent but, number of tourist comes from china and others countries as a tourist in Sworgadwari.

4.7.11 Tourist Stay in Sworgadwari

Table 15: Tourist Stay in Sworgadwari

S.N.	Duration of Day	No. of Tourist	Percentage
1	One day	40	80
2	Two day	10	20
3	Three Day	-	-
4	More than 3 Day	-	-
	Total	50	100

Source: Field Survey, 2015

Most of the tourists stay in Sworgadwari for one day. Which is in number are 40 the percentage is 80 out of 50 respondents available only 10 number of tourist stay in

Sworgadwari for two days which is 20 in percentage and there are no tourist who stays for days more than 3 days.

4.7.12 Types of Food Items in Sworgawdari

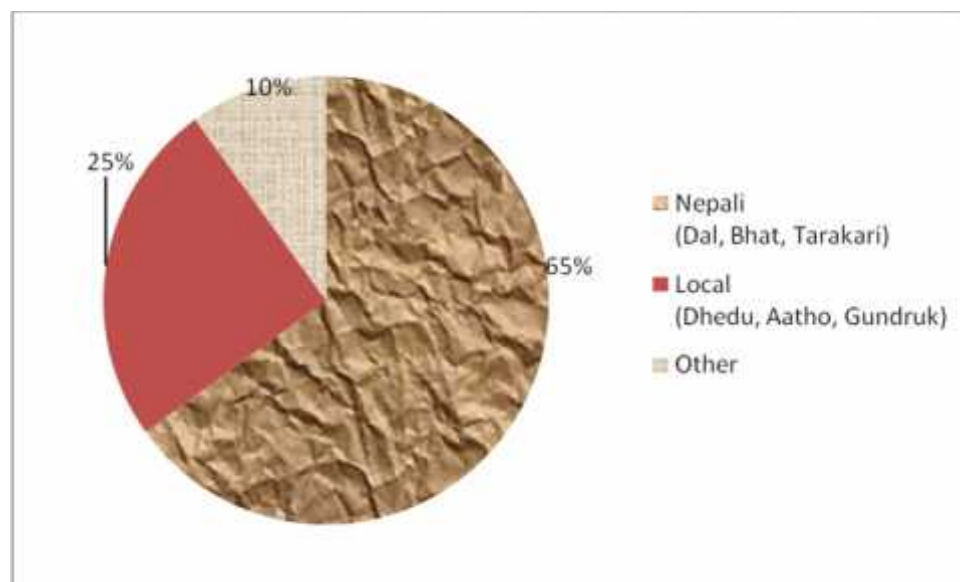
Table 16: Types of Food Items in Sworgawdari

S.N.	Types of Food Items	No. of Hotel/Lodge	Percentage
1.	Nepali (Dal, Bhat, Tarakari)	13	65
2.	Local (Dhedu, Aatho, Gundruk)	5	25
3.	Other	2	10
	Total	20	100

Source: Field Survey, 2015

Table no 21 shows that 65 percentages business operator provided Nepali (Dal, Bhat, Tarkari), 25 percentage business operator provided local (Dhedu, Aatho, Gundruk), and 10 percentage provided others.

Figure: 2 Types of Food Items in Sworgawdari



Source: Field Survey, 2015

4.7.13 The Price of Lodging and Fooding in Sworgadawari

Table 17: The Price of Lodging and Fooding in Sworgadawari

S.N.	Price of Lodging and Fooding	No. of Tourist	Percentage
1	Expansive	-	-
2	Moderate	10	20
3	Cheap	40	80
	Total	50	100

Source: Field Survey, 2015

The price of lodging and fooding in Sworgadwari is cheap said by 40 tourist out of 50 respondents which is 80 percentages in total and 10 no of tourist thinks the price of lodging and fooding is moderate which is 20 percentage in total respondents and no respondent says expansive of lodging and fooding in Sworgadwari.

4.7.14 Visitors are Satisfy from Sworgadwari

Table 18: Visitors are Satisfy from Sworgadwari

S.N.	Satisfaction	No. of Local People	Percent	No. of Business Operator	Percent
1	Fully Satisfied	5	8.3	2	10
2	Satisfied	47	78.3	15	75
3	Unsatisfied	8	13.3	3	15
	Total	60	100	20	100

Source: Field Survey, 2015

Out of 60 respondent 5 of local people are fully satisfied which is 8.3 percentage, 2 number of business operator which is 10 percentage of total respondent. Number of local people are 47 which is 78.3 percentage satisfied, 15 number of business operator which is 75 percentage .Similarly 60 respondent 8 of local people are dissatisfied which is 13.3 percentage, number of business operator are of 3 out of 20 respondent which 15 percentage

4.7.15 Main Purpose of Tourist Visit in Sworgadwari

Table 19: Main Purpose of Tourist Visits in Sworgadwari

S.N.	Purpose of Tourism	No. of Tourist	Percentage
1	Religious	45	90
2	Cultural	-	-
3	Recreation	2	4
4	Peace and Relax	3	6
5	Others	-	-
	Total	50	100

Source: Field Survey, 2015

The main purpose of tourist visit in Sworgadwari is mainly for religious which is of 45 in number that comes 90 percentages in total out of 50 respondents, for recreation purpose mainly 2 of them which is 4 percentage in total tourist they are available for peace and relax 3 of them come which is 6 percentage out of 50 respondent but out of them in cultural purpose there is zero and for others there is no any tourist comes which is zero percentage.

4.7.16 Major Attraction in Sworgadwari According to Local People

Table 20: Major Attraction in Sworgadwari According to Local People

S.N.	Attraction	No. of Respondent	Percentage
1	Naturally Enjoy	9	15
2	Pilgrims	46	77
3	Sightseeing	5	8
4	Cultural	-	-
5	Other	-	-
	Total	60	100

Source: Field Survey, 2015

Tourist attraction in Sworgadwari most of the tourist attraction is for pilgrims out of 60 respondents 46 of them comes for pilgrims purpose which is 77 percentage in total

number out of 50 respondent 9 Of them comes to enjoy nature which is 15 percentage in total and for sightseeing 5 of them comes which is 8 percentage in total respondent but there is zero no of tourist comes for cultural and other purposes.

4.7.17 Prospects of Sustainable Tourism Development in Sworgadwari

Prospects of tourism development in any area are influenced by different geographical, cultural, religious elements. The components of prospects of tourism development include: accessibility and location, space, scenery, climate, settlement features and culture.

Sworgadwari has its own scope for tourism development. Sworgadwari is colored with diversity in both social and natural. When a tourist decides to make his destination to the Sworgadwari, she/he is likely spending a minimum of 2 to 3 days. The destination offers village tour, Magar culture, Gurung culture, peace full environment, religious place etc.

The other fundamental attractions of tourism in Sworgadwari are natural beauties, pleasant weather, colorful different communities and their life styles with different language. People friendly behavior of locals and their festivals, ceremonies are other parts of tourist attraction. Sworgadwari has bright prospects for tourism development.

Religious/Pilgrimage Tour

Religious attractions also plays important role to develop tourism of the place. Especially pilgrimage tourism develops in such places. Sworgadwari is filled with different religious places as there live diverse religious people Hindu, Buddhist, Islam and different tribes and ethnic who respect nature present the unique destination for different religious.

The holy Hindu place Sworgadwari Ashram is situated in this region. The scared place attracts pilgrims and tourists seeking spiritual fulfillment and blessing from the powerful Sworgadwari mahaprabhu. Hindus as well as the Buddhists reach the Ashram for celebrations during special occasions. The trek to Sworgadwari Ashram (2100m) combined with the natural and cultural experience of the region make the visit a unique exhilarating experience. Sworgadwari is considered as one of the pilgrimage destinations on Nepal (Economic survey, 2008/09). Worshippers come

from different parts of Nepal and India throughout the year, as it is believed that a pilgrimage to the Sworgadwari Ashram ensures the fulfillment of all that the pilgrim desires.

Cultural Attractions

Sworgadwari is rich in Cultural Attractions Walk through the village surrounding Sworgadwari Ashram, interaction with the warm and hospitable local people, buying their agro product and observing their traditional rituals bring one closer to understanding the diversity of hilly culture in this region. Village tours also give opportunity to observe hilly landscape, paramount scenic beauty of mountain hill ranges and small snake like streams or ravines and vegetation found in outskirts of the settlements. The people in these traditional villages reflect their agro based rural life style, colorful costume festivals which they celebrate with much joy and enthusiasm, and gracious hospitality. These people belong to different religious, caste and creed with agriculture as main occupation. The main festivals celebrated by the people of this area are Bada Dashain, Tihar, teej, Holi etc.

Forest Based Cottage Industries Handicraft Development

Sworgadwari is a greater possibly of development of forest based cottage industries and handicraft development in this region. This will create employment opportunities and alternative sources of income to local people in one side and increase tourist interest in another side.

Eco-tour

Eco-tourism encompasses a large number of potential activities ranging from eco lodges trekking. Eco tourism is a growing niche market within the large tourism industry with the potential of being an important sustainable development tool. Eco tourism conserves the natural area. Educating visitors about sustainability, and benefiting local people market research shows that eco-tourists are particularly interested in wilderness setting and positive areas that all are available in Sworgadwari region so, there is the great potentiality of eco tourism. Besides these, there are other potentialities of the surrounding areas that are listed below;

- Rafting in Mandavi River
- Nature hiking to Sworgadwari
- Birds watching wild life observation etc.

Biodiversity Tour

Sworgadwari is rich in biodiversity tour. The diversity of vegetation from subtropical forest to lekhali zones due to the elevation and climate within short vertical distance is very interesting. The subtropical to lekhali climate found in this area, provides enormous scope for developing biodiversity tourism. This is the combination of various plants, forest, valuable medicinal and aromatic plants and various species of mammals and birds.

4.7.18 Problems of Tourism Development in Sworgadwari

Table 21: Problems of Tourism Development in Sworgadwari

S.N	Problems	No. of Local People	Percentage
1	Road	27	45
2	Drinking water and sanitation	19	31.7
3	Hotels	5	8.3
4	Security	9	15
	Total	60	100

Source: Field Survey, 2015

Above table shows problem seen in Sworgadwari to develop tourism activities, road is the main problem to visit Sworgadwari 27 local people out of 60 percentages which are 45 percentages of people face the problem of road to go theirs. Likewise, Drinking water and sanitation is another problem in this place. Similarly, hotel and security in Sworgadwari area is also huge problem where, 5 person of participation is 8.3 percentages in available participation and 9 people out of 60 participation 15 percentages of them feels lack of security in this place.

4.7.19 Problems Faced by Tourism in Sworgadwari

Table 22: Problems Faced by Tourism

S.N	Problem	No. of Tourist	Percentage
1	Yes	47	94
2	No	3	6
	Total	50	100

Source: Field Survey, 2015

Above table shows the huge problems faces by tourist where 47 of respondents out of 50 says there is problem which is 94 percentages of total available respondents. But only 3 people which 6 percentages thinks there is no problem in Sworgadwari.

4.7.20 Problems of Tourism in Sworgadwari

Sworgadwari is the most significant Hindu religious shrine situated at the Sworgadwari hill in Pyuthan district of mid-western part of Nepal. The attraction of Sworgadwari transcends religious beliefs and the people of all indigenous faiths visits the shrine. The cultural significance and sacredness of Sworgadwari is complimented by its biodiversity and natural forest environment with pure to mixed stands of rhododendron forest. The shrine is located at the top of the hill at 2100 m, facing the following problems.

1. Water supply is a major problem because there are no water sources;
2. Weak infrastructure and building constructions;
3. Waste disposal litter (both holy and other wise) and dung are problems that are visible in the shrine and its vicinity;
4. Lack of consistent and coherent national development strategy interrelated with overall infrastructural development strategy;
5. No involvement district and local level institutions for networking/promoting managing tourism as part of district's development strategy;
6. Lack of trained/skilled human resources at the local community level;
7. Lack of well managed conservation management plan, because of which there is increasing deforestation, poaching and bio-piracy;
8. No recording system of visitor's numbers;
9. Low public awareness towards tourism
10. No tourist standard hotel, resorts and lodges;
11. No recreational facilities;
12. Lack of integrated development plan;

4.7.21 Impacts of Tourism in Sworgadwari

4.8.21.1 Positive Socio- Cultural Impacts of Tourism in Sworgadwari

Development of tourism in Sworgadwari area has caused various positives socio cultural impacts in the society and people of the area.

Table 23: Positive Socio- Cultural Impacts of Tourism in Sworgadwari

S.N	Impact	No. of Respondents	Percentage
1	Increased Awareness	15	25
2	Increased Educational level	13	21.7
3	Lifestyle Chang	17	28.3
4	Contact without Side Country	15	25
	Total	60	100

Source: Field Survey, 2015

Above table shows that the positive impact of tourism in Sworgadwari area is out of 60 respondent 15 local people thinks there has been increased awareness in the society and community which is 25 percentage in total Similarly, increased of educational level thinks 13 people out of 60 which are 21.7 percentages on available respondents. Likewise, 17 people out of 60 respondents' think that their life style has been changed due to increase in economy, which is 28.3 percentages and contact with without country is another important impact of tourism in Sworgadwari which is 25 percentages of 15 participants.

4.7.21.2 Negative Socio- Cultural Impacts in Sworgadwari

Table 24: Negative Socio- Cultural Impacts in Sworgadwari

S.N.	Negative Impacts	No. of Local People	Percentage
1	Cultural loss	23	38.3
2	Chang Language	19	31.7
3	Crime	1	1.7
4	Use of Foreign Goods	17	28.3
	Total	60	100

Source: Field Survey, 2015

Above table shows the negative impact of tourism in socio- cultural out of 60 respondent 23 local people says they have loss the cultural activities which are 38.3 percentages. Likewise, 19 local people think their society tends to change their native language which is 31.7 percentages. But only one person tells there is crime after tourism development which is 1.7 percentages. Similarly, local people are eager's to used foreign goods in start of local made goods which is 17 local peoples uses foreign goods is 28.3 percentage in total.

4.7.21.3 Economic Impacts of Tourism in Sworgadwari

Tourism has become a main employment sources as well as foreign exchange of currency in Nepal Economic impacts can be considered of two levels the impacts of tourism at the destination and the retention of benefits at the local levels.

4.7.21.4 Income Level Business Operator

Table 25: Income Level Business Operator

S.N.	Income Level	No. of Business Operator	Percentage
1	Less than 8000	2	10
2	8000-15000	5	25
3	15000-20000	10	50
4	More than-20000	3	15
	Total	20	100

Source: field Survey, 2015

Income level who earns less than 8000 rupees by business operators is 2 personas out of 20 participants, which is 10 percent of total available. Likewise, those business operators who earns from 8000 to 15000 rupees monthly are five respondents. Which have total 25 percentages, similarly those business operator who earns from 15000 to 20000 per month are 10 percentages which is half of number of participation 50 percentage of total number of respondent. But, only 3 of them earn more than 20000 rupees every month which is 15 percentage of total number of respondents.

4.7.21.5 Positive Economic Impact of Tourism in Sworgadwari

Table .26: Positive Economic Impact of Tourism in Sworgadwari

S.N.	Impacts	No. of Local People	Percentage
1	Employment Generation	23	38.3
2	Infrastructure Development	27	45
3	Job for Semiskilled and Unskilled Person	6	10
4	Additional Income	4	6.7
	Total	60	100

Source: Field Survey, 2015

Above table explains the positive impact on economic condition of people in Sworgadwari. Out of 60 respondents 23 people says tourism has generate the employment which is 38.3 percentages in total respondents. Likewise, 27 local people says due to tourism infrastructure development has been increased which is 45 percentage in total. But only 6 people got job with semiskilled and skilled person which is 10 percentage and additional income earner area 4 in number which is 6.7 percentages in total respondent.

4.7.21.6 Negative Economic Impact of Tourism in Sworgadwari

Tourism development has created various negative economic impacts in the study area.

Table 27: Negative Economic Impact of Tourism

S.N	Impact	No. of local People	Percentage
1	Overdependence on tourism	31	51.7
2	Over use of scarce resource	27	45
3	High Price	2	3.3
	Total	60	100

Source: Field Survey, 2015

Above table shows the negative impacts of tourism in Sworgadwari out of 60 respondent 31 people tells area dependence on tourism which is 51.7 percentages in

total respondent. Likewise, 27 respondent says the tourism has hamper the over use of scarce resource which is 45 percentage of total respondent. But only 2 respondents tells tourism high price in the Sworgadwari area which is 3.3 percentages.

Employers in Sworgadwari Aashram

While investing and analyzing data of tourism activities and local people issues in Sworgadwari tourism area, we could not find any will managed hotel lodges and teashops, local people themselves manages their own small hotel teashops. But on top of temple area there is a place named Sworgadwari Aashram where more than 40 employers work there in a daily. There are 25 grass cotters that cuts grass for cows and buffalos and 8 employer works as shepherd who looks after more the 300 cows of Aashram. Likewise, there are 25 employers who work in Yagya and also there are 12 employers who work in administration department.

4.7.21.7 Environment Impact of Tourism in Sworgadwari

Energy Source

Type of energy source used in local hotel lodge and teashops greatly help to identify the extent of forest destruction use of energy source has varied significantly. The business operators were used by different types of energy sources.

4.7.21.8. Fuel Consumption by Lodges Restaurant and Teashops

Table .28: Fuel Consumption by Lodges Restaurant and Teashops

S.N.	Fuel Item	No. of Business Operator	Percentage
1.	Fire Wood	2	10
2.	Kerosene	1	5
3.	Gas	17	85
	Total	20	100

Source: Field Survey, 2015

The above table shows the data of fuel consumption by Lodges Restaurant and Teashops which out of 20 respondents 2 of business operator uses fire wood as a fuel item which is 10 percentage of total available respondent. Likewise, only 1 of the

business operator uses kerosene which is 5 percentages. Similarly, gas user business operator is 17 in number and 85 percentage of total available respondent.

4.7.19.9 Environmental Impact in Sworgadwari

Table 29 Environmental Impact in Sworgadwari

S.N.	Impacts	No. of Local People	Percentage
1	Waste Disposal	17	28.3
2	Increasing Pollution	9	15
3	Disturbance to Forest Resources	27	45
4	Environmental Degradation	7	11.7
	Total	60	100

Source: Field Survey, 2015

Above table shows the impact of environment in the tourist area of Sworgadwari 17 respondents tells tourism effect waste disposal which is 28.3 percentages in total. Likewise, 9 people tell tourism increase pollution in the Sworgadwari which is 15 percentages of total respondents. Similarly, 27 people tells the disturbance to forest resources which is 45 percentage in total and respondent tells tourism impact is environment degradation which is 11.7 percentage of total respondent available.

4.7.22 Environmental Impacts

The quality of the environment, both natural and man-made, is essential to the tourism. However, tourism's relationship with the environment is complex. It involves many activities that can have adverse environmental effects. Because of lack of organized system of waste collection and disposal, the problem is more acute at Sworgadwari and the surrounding areas. Waste disposal near creek and water bodies, increasing properties of bio-non degradable waste and hazardous disposal of human waste are other problems. In the Dharampani area uncontrolled growth of teashops and rest houses, and camping and cooking and other consequent litter is serious threats for the environment. An issue as reported by the local people is bio-piracy

related to various insects and medicinal herbs are collected illegally. Such activities have caused the environment degradation rapidly in Sworgadwari area/region.

Lack of alternative energy, increasing dependence on fuel wood, grass for cattle and the increasing number of lodge and houses construction have resulted deforestation. The rhododendron, ban, forest stands in the Sworgadwari area is being degraded, due to the increased demand for fuel wood and other purposes. In Sworgadwari area the lack of management regime and alternative energy are mainly to be blamed. It is reported that lodges use twice as much fuel wood per capita than regular households. Increasing incidence of teashop and lodge construction also put pressure on the existing forests in Dharampani area. So, promotion and encouragement to use alternative energy should be emphasized along with development of tourism.

CHAPTER-V

Summary, Conclusion and Recommendation

5.1 Summary

The title of this research is prospects and problem of sustainable tourism development a case study of Sworgadwari. Sworgadwari most of the significant Hindu religions shrine situate at the Sworgadwari hill in Pyuthan district of mid- western part of Nepal. The attraction of Sworgadwari transcends religious beliefs and the people of all indigenous faiths visit the shrine. The cultural significance and richness of Sworgadwari is complemented by its bio-diversity and natural forest environment. The shrine is located at the altitude of 2100m, with great prospects of tourism development. The objectives of this study are to find out the tourism prospect and problems for the sustainable tourism development in Sworgadwari along with tourism impacts. This research was conducted in Sworgadwari Khal VDC consulting with 130 respondents. The sample size of research is 60 local people, 50 tourist, and 20 business operator. Which were selected based on simple random sampling, domestic and foreign tourist by using accidental sampling method and data were collected through questionnaire, field observation and key informant interviews. Some secondary sources are used during this study national and international books, journals, articles, and authentic web page were used as secondary data. Beside these source outlets, books, journals, newspapers book, internet and various others related reports etc.

This study is based in Sworgadwari Khal VDC, which lies in Pyuthan district. Pyuthan district is one of the major destination places of the Rapti zone. It has a great potentiality of tourism development mixing with local cultures, Religious, eco-tour, forest based cottage industries, and Biodiversity etc. In case of Sworgadwari, tourism plays a major role to generate local income creating various opportunities of employment and agricultural diversification. It is found that local as well as national government should revisit the programs, planning and activities used in this sector. The summaries of major findings are follows.

The filed survey showed that 70 percentage male and 30 percentage are female 74 percentage are married and 13 percentage are unmarried 62 percentage literate and 38 percentage Illiterate tourists are included. Likewise, 20 percentage business operator are included in which 65 percentage are male and 35 are female 85 married and 15 percentage unmarried and different age. Similarly, 60 local people are included in study in which 61.7 percentage male and 38.3 percentage female, 68.3 percentage married and 31.7 percentage unmarried, 55 percentage local people are literate and 55 percentages are illiterate.

The study showed that 130 respondents they are different religious Hindu, Buddha, Islam. Most of the respondent is seen Hindu and Buddhism and they are included in different occupation like business service agricultural etc.

According to the filed survey, 58.3 percentages tourist international and 41.7 percentages were tourists domestic. Similarly, 60 percentage tourists came from India and 40 percentage tourists come from Nepal. Likewise, 74 percentage tourist visits in Swogadwri is winter season, 10 v visited summer and 10 percentage said spring. The length of stay of the tourist is found to be very short because no tourists are stayed there for more than two days.

The study showed that out of the 20 business operator survey 65 percentage food items provided Nepali food (Dal, Bhat, Tarakari), 25percentage provide3d local food (Dhedo, Aatho, Gundurak) and 10 percentage food items are other. Similarly, 20 percentage tourist said fooding and lodging are moderate and 80 percentage tourist said cheap.

The field study further showed that 90 percentage visitors have visited at Sworgadwari for the purpose of visit in area found mainly for religions 4 percentage visitors found recreation and peace and relax is 6 percentages. Similarly, major attraction in Sworgadwri most of the tourist attraction is for pilgrims, 15 percentage tourist attracted naturally enjoy and 8 percentage attracted sightseeing. Likewise, various respondent said that religions and cultural is that main prospect of this study area tourism development as well as some other has claimed eco-tour, forest based

cottage industries handicraft development, Biodiversity tour, natural beauty is also prospects for sustainable tourism development of the study area.

According to the filed survey, 45 percentage sample populations have claimed road are the main problem for the sustainable tourism development in the study area. Similarly, 31.7 percentage respondents said drinking water and sanitation, 8.3 percentage respondents' said hotel and security. Likewise, 94 percentage tourist faces by problems said yes and 6 percentage tourists for problems said no.

The survey shows different types of socio-cultural impact of tourism in Sworgadwari which is positive and negative impacts, positive impacts can be local people awareness about the tourism and its benefits, where 28.3 percentage people claim that they have changed their lifestyle due to tourism, and their educational level percentage is 21.7 percentage and awareness is 25 percentage and contact outside country is 25 percentage. In this tourism area of Sworgadwari socio cultural impact is positive as well as negative impacts. Where local people thinks tourism tends to loss the cultural activities of local place, which is 38.3 percentage and change language is 31.7 percent which hamper the native language to local people tourism also increases crime in the society and instead of using local garments and goods they uses foreign goods which is highest in percentage of 28.3 percentage.

The survey also explains different types of economic impact of tourism in Sworgadwari. It has both positive and negative impact of tourism, where as positive impact is mainly in employment generation which is 38.3 percentages other impact. Likewise, there is other benefit for local people which are infrastructure development, job for semiskilled and unskilled person and also local people can earn additional income by selling, local products for tourism. But there is negative economic impact of tourist in Sworgadwari area like, local people will be suffer from over dependence on tourism which is 51.7 percentage and due tourist demand the resources of study area will be over use and scarcity of resources will be occurred in future and tourism also tends to increase in price of goods and products that will be used by local people of Sworgadwari study area.

The study of data explains the environmental impact of tourism in Sworgadwari which has positive as well as negative impacts of tourism in environment of study area, where fire wood can be used by 10 percentages and kerosene will by 5 percentages. Because of transportation in local people uses gas which is 85 percentages of local people, due to tourism development, local people have reduced to use fire wood, which is a positive environment impact. Similarly, there are various points of negative environment of tourism in Sworgadwari, which creates waste disposal of 28.3 percent, due to over use of exported goods increases pollutions and misuse of forest resources of 45 percent and it also creates environment degradation of 11.7 percent.

5.2 Conclusion

Sworgadwari is one of the most important sites for Hindu pilgrimage and is listed in a national inventory of cultural and historic heritage sites. It is one of the popular Hindus religious places. It is located in southern part of Pyuthan district. Main visitor of this religious area are Nepalese and Indians. Sworgadwari is also popular for the trekking and hiking. It takes 2 days to reach there by foot the footfall in Sworgadwari increase on June-July. Anyone can reach there from two routes, from Vingri and from Ghorahi routes to reach there are extremely breath taking, it lies on the top of the hill, surrounded by pine forest, there are vast numbers of Rhododendron trees on the way and in Sworgadwari itself.

In these sites mostly pilgrimage arrives by foot and there days even by different kinds of vehicles, there are some sorts of lodges and hotels so that visitors can stay properly. Sworgadwari has huge potential to develop tourism in future.

Sworgadwari has played big role in tourism which has become a generation is also income source of tourism at this destination. Tourism industry does not only lift the economic condition of the community, at also boost the number changes in the society and their culture. Local people are benefited by economic activities, they have started business like, hotels, lodges, and other local activities are performed by the society which helps them to increase economic condition. In this tourism destination there are different kinds of impact to the community like, social, economic and environmental, both the natural and manmade things affects the environment wastes and disposal collection creates the environmental problem. Increasing of construction of houses and lodges has resulted deforestation. Due to high use of woods it has affected the

Rhododendron ban, forest. Mismanagement of alternative energy has created environmental at impact.

In conclusion, Sworgadwari is most important tourism destination especially for Hindu of world. Where, visitors comes and helps in tourism as well as increases economic condition of that place, and ultimately it helps the economy of whole country. So, avoiding demerits of the place, Government should take concern for developing as tourism destination by providing, easy transportation, communication and security for tourist. So that it can be helpful in the economy of the country.

5.3 Recommendation

To overcome the constraints and problems found in study area while completion of this study, the following measures have been recommended to adopt while formulating the tourism policy and plan for the sustainable tourism development in Sworgadwari. Those are given below.

- ❖ Government should provide the various trainings to the local people to develop their entrepreneurial skills.
- ❖ Tourist information center should be established in Sworgadwari to provide the information of this region to the tourist visitors.
- ❖ Should be focused more in conservation and protection of tourist attractions related to nature, culture, religion and society.
- ❖ There should be improved existing tourist facilities and services and develop other associated products related to culture and religion.
- ❖ Should improve and upgrade the Bhingri-Dharampani and Ghorai-Dharampani road.
- ❖ Should generate the environmental awareness to the local people through study tour, role play or demonstration, drama associated with local cultural to provide the conservation education.
- ❖ The local people especially the women should be mobilized to manage forest.

- ❖ There should be tourist standard hotels, restaurant and promotion of joint tourism programs.
- ❖ Should develop inter district coordination for the development and promotion of joint tourism programs.
- ❖ For the sustainable development of tourism needs the general understanding of its importance to the economy of booklets, photo graphs, posters, maps, magazines, and newspaper.
- ❖ Due to the absence of their desirable recreational facilities, visitors, stay is very short (1-2 days) with little spending per day. So for the quality tourism, provision of recreational activities like cultural center, clubs and rafting in Mandavi River, view tower facilities should be made.
- ❖ Tourism in Sworgadwari should be developed in partnership with private sector and non-government organization in coordination with forest department.

References

- Acharya, M. (2013). Potentiality of Rural Tourism, Unpublished Master Thesis, T.U, Kathmandu.
- Bhatia, A.K.(1994). International Tourism. New Delhi Sterling Publication.
- Central Bureau of Statistics. District Profile, (2067/68), National Planning Commission, Kathmandu.
- District Development Committee, (2064/65). District Development Plan, Pyuthan: DDC Pyuthan.
- Ecocertication program, 2012. Ecotourism Australia Retrieved 14 November.
- Giri, G. (2052), Pyuthan Rajyaho Ayitihask Jhalak, Pyuthan : DDC.
- Gurung, T.R. (2007). Mountain Tourism in Nepal Kathmandu: Pratima Gurung.
- Kharel, S. and Sharma, B. (2011). Rural Tourism. New Hira Books Enterprises Kirtipur, Kathmandu.
- Kunwar, R.R.(2006). Tourists and Tourism Science and Industry Interface, Kathmandu: International School of Tourism and Hotel Management.
- MOCTCA, Nepal Tourism Statistics 2006, 2007 Ministry of Culture, Tourism and Civil Aviation, HMG Kathmandu.
- MOF, (2013). Economic Survey 2012/13 Kathmandu: Ministry of Finance.
- National Planning Commission,(2007).Concept Paper of Three Interim Plan: (2007/2010),NPC, Kathmandu.
- Nepal Tourism Board. (2006), Rural Nepal Guide Book, Kathmandu.
- NTB,(2001). Sustainable Tourism Network, Annual Report 2002.
- Satyal Y.R.(1999). Tourism Nepal: A Profile, Adroit Publication, New Delhi.

- Sharma, H. (2010). Prospect and Problem of Sustainable Tourism Development in Lumbini, Unpublished Thesis M.A. (P.U.)
- Shrestha, P. (1999). Tourism in Nepal Problems and prospects, Ph.D. Dessertation, Submitted to Department of Economics, B.H.U, Varanashi: Inaia.
- Thapa, J. (2012). Ecotourism in Nepal, in Asian Productivity Organization Linking Green Productivity to Ecotourism: Experience in Asia-Pacific Resion(142-158),Tokyo. Asian Productivity Organization.
- UNEP/UNWTO, (2005). Making Tourism more sustainable - A Guide for Policy Makers.
- Upadhyay, R.P. (2008). Readings in Rural Tourism. Sunlight Publication, Kathmandu.
- Upadhaya, R.P.(2003)."A Study of Tourism as a Leading Sector in Economic Development in Nepal". Ph .D Dissertaton.
- Yogi, H.N.(2010). Ecotourism and Sustainability –Opportunities and Challenges in the Case of Nepal. A Master's Thesis Submitted to Development of Sustainable Development, University of Uppasala, Sweden.

Website

[www.world-tourism](http://www.world-tourism.org). Org

http://www.allnepal.com/Nepal/pilgrimage_sites_nepal.php.

<http://www.unepie.org/pc/tourism.org>

www.wikipedia/encyclopedia

Appendix-1

Questionnaire for the Tourist

Dear you guest are kindly requested to help me for the research work by filling the queries below. Information collected will be kept secret and it would be used for the research only.

S.N.	Name	Age	Sex	Marital Status	Education	Religion	Occupation

1. What is your nature of tour?
 - a. Single
 - b. With friends
 - c. With family members
 - d. With relatives
2. What is your purpose of visit to Sworgadwari?
 - a. Religious
 - b. Cultural
 - c. Recreation
 - d. Peace and Relax
 - e. Others
3. Which means of transportation used to come to Sworgadwari?
 - a. Local bus
 - b. Car
 - c. Motorcycle
 - d. By foot
4. Which country are you from?
5. How many days do you think to stay here?
 - a. One day
 - b. Two days
 - c. Three days
 - d. More than.....days

6. How much are you spending par day over following?
 - a. Fooding
 - b. Lodging
 - c. Travelling
 - d. Recreation
7. What do you feel about the price of lodge and food in Sworgadwari?
 - a. Expansive
 - b. Moderate
 - c. Cheap
8. Are you satisfied with the services of hotel and lodge?
 - a. Yes ()
 - b. No ()
9. In your opinion, which is the best season to visit Sworgadwari?
 - a. Winter
 - b. Summer
 - c. Autumn
 - d. Spring
10. What makes you more satisfied in visit to Sworgadwari?
 - a. Sight seeing
 - b. Peaceful environment
 - c. Settlement of hill
 - d. Culture and tradition
11. Do you think to come back again?
 - a. Yes ()
 - b. No ()
12. Will you refer to visit Sworgadwari to friends and family while visiting Pyuthan?
 - a. Yes ()
 - b. No ()
 - c. Don't know
13. Are you satisfied with the behavior of local people, your services?

14. What are the things you liked much in this area?

15. Do you see future tourism prospect in Sworgadwari?

16. Did you face any problem while arriving to this place?

16. Have you any suggestion for the promotion of tourism in Sworgadwari?

Appendix-II

Questionnaires for Local Community

I have come with this questionnaire to research on this area. I request you to please fill in and complete the questionnaire with the facts and your opinion.

S.N.	Name	Age	Sex	Marital Status	Education	Religion	Occupation

1. Are you native to the place or migrant?
.....
2. What is your occupation?
 - a. Business
 - b. Service
 - c. Agriculture
 - d. Others
3. Are you satisfied with your income from this occupation?
 - a. Yes ()
 - b. No ()
4. What are your income sources?
 - a. Business
 - b. Service
 - c. Agriculture
 - d. Others
5. What types of tourists come here mostly?
 - a. Domestic
 - b. International
 - c. Others
6. What purpose do the tourists come in this area?
 - a. Religious
 - b. Cultural
 - c. Recreation
 - d. Peace and relax
 - e. Other

7. What are the things you see that the visiting tourists are attracted more here?
 - a. Naturally beauty
 - b. Pilgrims
 - c. Sightseeing
 - d. Cultural
 - e. Others
8. Do your family benefit from tourist visiting this area?
 - a. Yes ()
 - b. No ()
9. In your opinion, what about the satisfaction of tourist after visiting this place?
 - a. Fully satisfied
 - b. Satisfied
 - c. Dissatisfied
10. Do you feel the number of hotel and lodges are sufficient in this place for tourism development?
 - a. Yes ()
 - b. No ()
11. What types of goods or services would you serve to the tourists?
 - a. Food item
 - b. Meat, Egg, Curd and Milk
 - c. Fruits and Vegetable
 - d. Handicraft item
 - e. Other service
12. Can you provide a good paying guest service at your home for the tourists?
 - a. Yes ()
 - b. ()
13. Do you have any expectations from tourism? If yes, what are these?

14. What affect has the tourism brought in your livelihood?
 - a. The lifestyle has been easy with increasing income
 - b. The lifestyle has been difficult with decreasing income
 - c. I don't know
15. Do you see future tourism prospect in Sworgadwari?

16. What are the problems of tourism development in this area?
- a. Road
 - b. Drinking water and Sanitation
 - c. Hotels
 - d. Security
17. What is the major socio-cultural impact in your society from tourist?
- a. Increased awareness
 - b. Increased educational level
 - c. Life style Change
 - d. Contact with the outside country

Negative Impacts

- a. Cultural loss
 - b. Change language
 - c. Crime
 - d. Use of foreign goods
18. What are the major economic impacts in your society from tourist?
- a. Employment generation
 - b. Infrastructure development
 - c. Jobs for semi skilled and unskilled person
 - d. Additional income

Negative Impacts

- a. Overdependence on Tourism
 - b. Over use of scarce resource
 - c. High price
19. What are the major environmental impacts due to tourism?
- a. Waste disposal
 - b. Increasing pollution
 - c. Disturbance to forest resources
 - d. Environmental Degradation

20. What are the necessary requirements to counteract these problems?

.....

Appendix-III Questionnaire for Tourism Related Business Operator

(Lodge/ Restaurant/ Tea-shop Owner)

I have prepared this questionnaire for the purpose of my research work. The facts and things stated will be kept secret. I would request you to kindly fill in questionnaire.

S.N.	Name	Age	Sex	Marital Status	Education	Religion	Occupation

1. When were the hotel /lodge established?
2. How many hotels were there when you established the hotel?
3. What are the peak seasons of tourist visit?
.....
4. What is the average number of tourists visiting your hotel and lodge?
.....
5. What type of tourist mostly comes in your lodge and teashop?
 - a. Domestic
 - b. International
 - c. Others
6. What is your level of income per month?
 - a. Less than 8000
 - b. 8000-15000
 - c. 15000-20000
 - d. More then-20000
7. Are you satisfied with your income from the hotel?
 - a. Yes ()
 - b. No ()
8. How many rooms and beds are there in your hotel?
 - a. Rooms.....
 - b. beds.....
9. How many employees are there in your hotel?
.....

10. What type of fuel do you use make food?
- a. Firewood b. Gas c. Kerosene
11. What is your plan in business?
- a. To achieve growth
- b. To leave it
- c. To maintain the present position
- d. Others.....
12. What are the facilities available for tourist in your hotel/lodge?
- a. Fooding
- b. Lodging
- c. Fooding and lodging
- d. Others
13. How many types of food items provides in your hotel?
- a. Nepali (Dal, Bhat, Tarkari)
- b. Local (Dhedo, Aatho, Gundruk)
- c. Others.....
14. How do the local people behave the tourists?
- a. Well behaved
- b. So-So
- c. Misbehaved
15. What is your opinion about the satisfied of tourist after visiting this place?
- a. Fully satisfied
- b. Satisfied
- c. Dissatisfied
16. What kind of changes do you notice with the increase in the number of tourist visiting Sworgadwari?
-
17. Do you see future tourism prospect in Sworgadwari?
- a. Yes () b. No ()
18. What are the problems faced by hotels and lodges in this area? (Write in priority)
-
19. Would you like to give some suggestion and comments for the development of tourism in Sworgadwari?
-

Appendix-IV

Questionnaire for Key Informant

1. What is the total number of households involved in tourism activity in Sworgadwari area?
.....
2. Number of tourist visit in Sworgadwari (per month)?
.....
3. Which is the peak season for tourist?
.....
4. What is the prime attraction in Sworgadwari?
.....
5. Are the local people aware of tourism?
.....
6. What are the prospects of tourism in Sworgadwari?
.....
7. What do you think about promoting in domestic tourism?
.....
8. What sorts of tourists used to come more in this area?
.....
9. What role do you think should the local people play for the development of Sworgadwari?
.....
10. Do you think what role has the government played for the development of tourism in present condition?
.....
11. Would you like to give some suggestion and comments for the development of tourism in Sworgadwari?
.....