

CHAPTER ONE

INTRODUCTION

1.1 Background

WTO Ottawa conference on Travel and Tourism statistics the demand side concept was accepted as the appropriate approach and tourism was defined as "The activities of a person travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure business and other purpose. Today's world is dynamic. It becomes small size because of science. Development of train, communication, plane, bus, ship etc., and people can go difference places. Tourism has emerged from last 1000 years. In ancient period people had gone different places for religious, searching for settle, agriculture, business etc. Now a day people leave their original place to destination place for various purpose like spent holidays, visit, participate in seminar, education expo, sport, religious etc. Tourism is not merely a matter of moving around and observing what happen in other places freely disposing of one's time and money, meeting new people, listening and talking, visiting.

Tourism is based on human desirable activities; these are influenced by many components. Tourism is an outcome of Attraction, Accommodation, Accessibility and Amenities. Modern transportation and communication system have narrowed down the world. The curiosity about distant and cultural, enjoying leisure and luxury in different places, exploring and enjoying the natural beauty, pilgrimage, education, business trips, excursion and seminars are the motives behind traveling from one country to another. Tourism is an industry based on human motives over last two decades; tourism has grown at faster rate and has become the biggest and fastest growing industries in Nepal.

Tourism industry being a comparative advantage industry of Nepal has important role in Nepal's economy. Development of tourism sector has contributed to increase the balance of payment of the country with its natural beauty and cultural heritages like Mount Everest, the crown of the world, snow Peak Mountains, birth place of Lord Buddha, a number of lakes and rivers, verities of flora and fauna, diverse groups of people and their dialect etc. Natural and cultural heritages and adventures activities are common attractions of tourism in Nepal. Common source of attraction are also its diversity in

cultural, natural and unique geographical pattern lives all over the country. Nepal is famous for rural tourism. Eco-tourism, Adventure tourism, Cultural tourism, Historical tourism, Religious tourism etc.

Nepal is a country of God and Goddess. There are rich and treasures of the Kathmandu valley. There are also immeasurable temples, stupas, gumbas, monasteries, palaces, palace square, age old sculptors and the legends that are part of every brick and stones.

Matatirtha is the one of historical, mythological and holly place in Kathmandu district in Bagmati zone and is located in West point of Kathmandu (near Thankot). It lies in Mahadevsthan V.D.C., ward No. 3. We can reach Matatirtha in 20-30 minute by bus from Kalanki. It lies in lap of Chandagiri hill. It is totally peaceful area to all. Matatirtha is a very potential destination for the tourist because its unique feature like holly temple Matatirtha mandir, pond inside mandir, a number of stone taps, sightseeing, hiking to Chandragiri hill, crisp cool fresh air, cold testy water, peaceful place, relax point, bathing and washing spot etc. Matatirtha is a town in its adolescence. Many of its older residents seem unsure of what they want their village to be. They don't want to be a city but they want it to develop. The main occupation of residents is agriculture. So we can see green field with acres of rice and paddy and vegetable. The special natural resorts of Matatirtha are fresh drinking water. It is supplied to many place of Kathmandu Valley. Matatirtha Temple is the main feature of Matatirtha village. It is famous for holly religious place all over Nepal. In Matatirtha Aunsi or Mother's day, Nepalese people attendance of the temple for the Grand Annual Mela. People whose mother's have died bath and give offerings in their mother's name, paying tribute to the statue, symbolizing all mothers.

In front of the temple there is a football ground. Above the ground there is Pipal tree that the temple faces. There is a lot of activity here at any time of day: people washing and bathing. Inside the temple, there is a holly pond a number of taps, where people bath swim and sunbath and relax too. There is a statue of mother represent all people's mother whose mother has died.

According to the mythology Matatirtha's name originates from its magical giant pond, which has been reduced to a small one inside the mandir. The pond lay on the edge of a forest where goatherds grazed their cattle as they sat eating Khaja. They would toss bits of food in water but soon noticed that food tossed by certain goatherds. Disappeared,

while that of others floated. For days they puzzled over the reason until one gothalo (Shepherds) figured it out: food thrown in by those whose mothers were still alive floated while food thrown in by those whose mothers had died vanished.

Word spread quickly and kings from all over came to humble pond, finally deciding that this would be a sacred pilgrimage spot, especially for those who had lost their mothers. People who bathed in the pond even told of having seen the faces of their deceased mother on the pond's surface. The reflection is seen no longer. So a statue was built to represent them. The inscription below the statue says: Aama.

Not just for pilgrimage tourism, there is another attraction to develop tourism business like park, sightseeing, hiking etc. There are picnic spots near the mandir, where we can enjoy picnic with friends and family by seeing natural beauty and small village, relaxing in peaceful place. Matatirtha is a base of Chandragiri hill. So we can enjoy by one day hiking from Matatirtha too. Tourist can spend one day visiting Matatirtha and around Matatirtha such as Macchegaun, Mahadev mandir, Sansarik mandir, Trivenidham, Kumar Ganesh mandir, Buddha Vihar, umba etc religious places are also situated in surrounding Matatirtha. The residents of the study area are Newar, Bhrahaman, Chhetri, Gurung, Lama, Rai ect. They celebrate their ritual and festivals in their own style. Matatirtha is developing as tourist area among Kathmandu Valley. Nevertheless, Matatirtha has enough prospects in developing tourism and act as a socio-economic force for developing country like Nepal.

1.2 Statement of the Problem

Tourism is an important sector to generate revenue in one hand and employment on other for the sustainable development of our national economy. It provides direct or indirect jobs to many unemployment people and helps to reduce poverty in the country by emerging many tourism industry or tour and travel agency. Tourism helps to spare the country's or place name to another place and country.

Matatirtha is waiting for authentic and true tourist mapping and potential tourism development. Another salient significance of the study is to analyze the growing pressure exerted by the increasing interest of tourist development and recommend sustainability in

tourism development in the area with the optimum use of available limited of the pristine, holy place, Matatirtha. It was a very potential destination for the tourist because its unique characteristics like sightseeing, hiking to Chandragiri hill, lap of hilly region, cool fresh air and cold testy water. There are four-community forests. We can find so many birds, animals, insect, flora and fauna, trees, etc. So the selected area is the best for eco tourism.

Tourism industry is comparatively smokeless and less polluted industry. For the regulation of this industry and maintain the natural beauty longer research studies are to be carried out as it is related to the protection and promotion practices. The study area has great prospect of tourism development but it is not fully developed. Nobody research and write thesis about tourism on Matatirtha. So the study area is selected.

Tourist arrival in Matatirtha is growing day by day. There are lots of problems to expedite the growth of tourism. There are very limited facilities such as hotel, Resort, travel agency, market, transportation etc. and available park is also not properly developed. Matatirtha is very famous as holly area. Not only religious tourism we can develop picnic spots, hiking place and relax point for everyone in any season. But lack of advertisement and awareness in local people, this place is not fully developed for tourist area. Matatirtha is a diamond for tourist spot but we cannot recognize yet.

1.3 Objectives of the Study

The general objective of the study is to find out the possible problems and prospects of tourism in Matatirtha. The specific objectives of the study are here bellow.

- i. To assess the major attraction of the study area.
- ii. To examine the views of local people, hotel owners, tourist and key person of the study area.
- iii. To explore the problems and prospects of tourism at the study area.

1.4 Significance of the Study

This study provides basic information and general guidelines to the local people, planner, tourist and other concerned agencies about way of the sustainable tourism development. No doubt, tourism is much suitable business in Nepal. Natural surrounding are the main features of Nepal, which are also the key elements of tourism. Today, tourism being a major and important industry as a source of foreign exchange has an importance role in economic development of the least developed countries like Nepal.

This study has identify the problems and to exhibit available facilities with regard to tourism supply components in Matatirtha. This study is very important for developing. Matatirha is the best tourist area in the since of religious, cultural and natural point of view. This study helps to find out the problems to develop Matatirtha as tourist spot.

1.5 Limitation of the Study

The present study is limited to Matatirtha, Mahadevsthan VDC ward No. 3. This study as a case study, conclusion drawn from this study are mere indicative rather than conclusive. The conclusions might not be generalized for the whole. But it inferences, which have similar geographical and environmental settings. Because of the limited time and human resource the study only fulfills academic purposes rather than other in detail. It is the research on tourism development in Matatirtha and all information are based on data collection from field survey.

1.6 Organization of the Study

The study is organized into five chapters. The first chapter deals with introduction, second literature review, third research methodology, forth data analysis and presentation with prospects and problems of tourism development in the study area and the fifth with summary, conclusion and recommendations respectively.

In the first chapter of introducing part which includes background of the study, statement of the problem, objectives of the study, significance of the study, limitations of the study, rationale of the selection of study area. The second chapter focuses on the review of the literature.

In the third chapter including research methodology with research design, nature and sources of data, universe and sampling, data collection tools and techniques and data analysis are described and organization of the study provides brief explanation about the study area. This consists of geographical setting; institution and infrastructures and resource assets for tourism are presented respectively.

In the fourth chapter, presentation and analysis and interpretation. Data has been presented. This consists to general information of the study area and presents prospects and problems of tourism in Matatirtha.

In fifth chapter including prospects and problems of tourism development in Matatirtha generally as summary, conclusion and relevant recommendations are made. This chapter concludes the whole of thesis work in short.

CHAPTER TWO

LITERATURE REVIEW

In this modern world, tourism industry has been growing at an outstanding rate and it has appeared as the world's largest and greatest export industry. Following the advanced development of science, information and technology, the world from some years new has been global village. The basic information of the particular places through Internet and Electric Medias such as television and radio and the easy access with the speeding transportation, the human desire of traveling across has been increased more than ever in this century. The ample interference is that the tourism has been the fastest growing industry of the world.

Different people inside and outside the country have conducted many studies in this field. More and more studies about the tourism are coming into focus. Therefore, tourism is not a new concept. These studies are made on different way facts of tourism in Nepal and furnish important information for the present study. In order to make the study more reliable, some of the important studies are reviewed. In addition to that, the various tourism related magazines, booklet, newspaper, published and unpublished reports and publications are also reviewed.

2.1 Concept of Tourism

The word "TOURISM" is related " TOUR" which is derived from Latin word ' Tornos'. "Tornos" means a tool for describing a circle of turners wheel. This is a word of compass of latter a pain at the end of a stretched string used to describe a circle. It is from this word. "Tornos" that the notion of a ' round tour' or a 'package tour' has come which is very much of the essence of the tourism. It was late as 1643 that the term was first used in the scene of going round or traveling from places, around an excursion, a journey including visiting a number of places in circuit of sequence, circuitous journey, amorality the principle places of a country or region. The word "Tourism" is derived from the

French word "Tourism" which originated in the 19th century. It means to travel and travel related jobs. The word 'Tour' means journey from place to place.

2.2 Definition of Tourism

The Australian Economist Herman Van Schaller gave the first definition of tourism in 1990. According to him, tourism "The sum total operations mainly of economic nature, which directly related to the entry, stay and movement of foreigners inside and outside a certain country, city of regions" Ghimire, 2000:3

Man always becomes eager to see and know something new in his life. Because of his eagerness, he started his journey and travels from place to place, such travelers are tourists (Regmi, 1991). Etymologically the word tour is derived from the Latin word 'tornave' and Greek 'tomos' meaning latter circle the movement around a central point or axis. Suffix 'ism' is defined as action. Most widely accepted but technical definition of the tourist was proposed by IUOTO in 1963 and approved by WTO states that tourists are temporary visitors staying at least 24 hours in country visited and the purpose of visit is classified under one of following heading: one leisure (recreation, holiday, health, study, religion and sport), and other business (family mission, meeting) (Kunwar, 2002). Tourism is a human activity, which has proved important for all nations since it fosters international brotherhood and understanding. With the passage of time and increasing affluence, tourism is becoming more popular as well as important day by day throughout the world (Shrestha, 2000).

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Some might consider a person who spends a day out, for example by the seaside a tourist. But the world tourist, organization, the international body representing tourism, defines a

tourist as a person who visits destination and stays there for at least one night before returning home (The World Book, Encyclopedia VI, 1997).

Tourism, being an important activity, plays not only an instrumental role in alleviating poverty but also improves socio-economic of a community. It helps to earn foreign currency and provides a sustainable way of concerning environment and culture through integrated local participation (NTTR, August 22-28, 2005). It by all means, is people's industry; it is run by the people for the people at the core be they guests or hosts, and it is their well being and enrichment which should be the primary goal of tourism development (Kunwar, 1997). If the local people understand contribution of tourism at local and national level, they automatically initiate promotional programs in rural areas (Gautam and Adhikari, 2005).

South Asia has a great potential for tourism development. Our rich socio-cultural mosaic adds up to an unparalleled natural beauty to make our region and abroad (NTTR, 2005b). In the last decades, Asian tourism has been extremely successful showing the highest growth rates of all world regions. Together the 12 South-East, South Asian and East African countries affected by the tsunami received some 39 million international tourist arrivals in 2003 and earned receipts of US \$23 billion (NTTR, 2005a).

Tourism is a basic and most desirable human activity deserving the praise and encouragement of all people of government with the rapid economic transformation from backward to develop economy, traveling has come out as a growing hobby rather than a fashion (Ranjit, 1984). Tourism sectors more connected with the trade rather than the natural phenomena of the country. Higher the production of merchandise, higher will be the flow of visitors concerning the business. Alternatively, higher the home economy can absorb the foreign goods means higher will be the flow of tourist for the sale of their goods. (Khanal, 1986).

Tourism is a forefront industry in context of globalization. Globalization helps us to put forward our unique products to international market that congener ate income and employment (Upadhyay, 2005). At micro level, tourism helps to change balance of payments situation favorable by promoting exports (Gautam and Adhikari, 2005). International tourism became a major modern mass phenomenon after Second World War when it came to embrace practically as social classes in industrialized western societies

(Kunwar, 2002). International tourism will contribute to grow with the telescoping of time by jet travel and increase in leisure time in industrial societies (Gurung, 2002).

Scientific development has narrowed the world by creating more leisure time and technological advancement, which ultimately leads to travel and tourism (Khanal, 1986). The travel industry is unique in many ways like its raw materials are inexhaustible; tourism products don't diminish with constant use, despite the influx of increasing numbers of tourists, the rights and sounds of a destination can be maintained and even enhanced with good management and finally, tourism has a further advantage over merchandise export i.e. tourists will be necessarily be physically present in the exporting country. (Gurung, 2002)

Tourism industry is playing a crucial role in the overall development of Nepal (Khanal, 1986). Nepal has got a very strong power of nature, all the country needs is better diversificatio. Tourism has a great role to play to improve country's image in international area (Gautam and Adhikari, 2005).

Different sectors under tourism should be treated differently. The sectors do not hold equal weight and equal significance (Khanal, 1986). Tourism industry of Nepal is a multidisplinary sector where people ranging from illiterate villages to highly educated urban elite, technical and non-technical personal, highly professional skills to guides and porters are involved (NTB, 2058 B.S.). Tourism should be well developed for the economic progress of the majority of the countries like Nepal (Khanal, 1986). The tourism industry is a complex, multi layered phenomenon, which includes travel agencies, public relation forms, tourism bureaus and the media (Kunwar, 2002).

Without promotion of internal tourism, no any tourism policy can be sustainable. To promote domestic tourism, requirement of peace, withdraw of tedious security check at highway or check with high technology instrument taking short time etc. There are lots of Nepalese visiting Pokhara, Chitwan (Sauraha), Khumbu, Jomsom, Muktinath, Kagbeni, Eklebatti area of Mustang, Daman etc. Tour packages to those places at reasonable price leads to internal tourism to these places in near future (Adhikari, 2062 B.S.)

Tourism needs planning to develop in strategic way. But developing countries follow planning process in tourism very slowly (Dahal, 2060 B.S.). Tourism planning includes a

very diverse set of activities undertaken by many different groups representing different interests (Kunwar, 1997). Since tourism is a multi-faceted industry contributing to the socio-economic development of Nepal, this sector requires careful planning and long term vision to grow (NTB, 2006a). By integrating the principle of decentralization and active involvement of local population in tourism activities, HMG/N has been piloting models through TRPAP (Dhakal, 2006a and 2006b).

As welcoming ceremony as an important gesture of guest relation in tourism, Nepalese believe that guests are torsos of gods so the famous saying goes "AtithiDevoBhava" rooted in its culture and religious traits. Air transport and tourism are the fastest growing industries around the world and the same is true in Nepal (Shrestha, M.B. 2000).

2.3 Tourism in Nepal

History of tourism in Nepal goes to beginning the history of Nepal in prehistoric period. Nepal is renowned as a Hindu Kingdom as well as Himalayan Kingdom from the ancient time. For both, Hindu and Himalayan Kingdom, many works and visitors visited various places of Nepal. Mount Gaurishankar believed to be the home land of Shiva and his consort, Goddess Parvati. According to Buddhist and Hindu legend, Manjushree and lord Krishna were visited and with a magical sword sliced open the valley.

The history of tourism in Nepal goes with political, cultural and social history. The first ruling the dynasty in Nepal was Gopal. Gautam Buddha is said to have visited Nepal during the reign of the Kirant King (Satyal, 2000:25). Gautam Buddha's pupil Ananda and several monks also visited the Kathmandu valley. Ashok, the great emperor of ancient India is also said to have entered into matrimonial alliance in Nepal by marrying his daughter to a Nepalese prince. This is an unforgettable record of tourism in Nepal. Likewise, the golden age is known as a history of Licchavis, when they came to power in 5th century A.D. In this period, the nation flourished and reached a new height of development in art and culture as a new phase of prosper.

After the fall of the Licchavi dynasty, the history of Nepal or the status of tourism of Nepal isn't known enough. After 14th century A.D. the kings of Kathmandu, Patan and Bhaktapur made great achievement for the tourism industry. Arts, architectures,

festivals and traditions were established during the Malla period which contributed to the growth of tourism in Nepal. The graceful pagoda and Shikhar style of temple and stupas, many Buddhist and Hindus devotees came in Nepal for pilgrimage tourism. When British India Company ruled over in India, they found Nepal as a paradise land of nature and cultural heritage. Many Europeans were visited in Nepal when Rana ruled over the country. During the Rana rule several visitor like Sir Brian Hodgson, F.R.S. and Sir Joseph Hooker who had made botanical surveys and collection of Nepal's flora and fauna traveled in the country. Before in 1950, mountaineers tried to climb Mt. Everest. During the 1920s and 1930s, reaching the top of Mt. Everest came to be seen as a major goal, a part from the difficulties (Dhakal, 2000:4).

During the year of 1950s tourism of Nepal entered a new phase. Nepal was very popular for trekking and mountaineering destination. In 1953, Edmund Hillary and Tenzing Norgay were the first couple to stand on the summit of the highest mountain of the world. After their great achievement, several climbers also succeeded to climb Mt. Everest and other top mountains of the world. Since 1950s, many concerned organization and institute were established to promote tourism industries. Nepal Tourism Board, Trekking Association of Nepal, Rafting Association of Nepal, Hotel Agency, Travel Agency and even a Ministry of Tourism were established in Nepal. In 1956, 'Plan Act of Nepal' was launched for tourism development. Till the 10th plan, several worked have been done about tourism in Nepal.

With cultural heritages, natural heritages and many adventures activities are common attractions in Nepal. Destinations are as of tourism also consisting of above activities.

2.4 Major Tourist Attractions in Nepal

The Himalayan Kingdom has the highest and most diverse culture and landscapes. Nepal is the holy land of lord Pashupatinath and Gautam Buddha where the Hindus and Buddhist have lured together in harmony for centuries. Major tourist attractions of Nepal are the following:

- i) Culture heritage Attractions

ii) Natural heritage Attractions

iii) Adventure Attractions

iv) Pleasure Attractions

Due to various tourism productions available in the country, the prime tourist attractions are nature, culture and adventure resources. Nepal is endowed with unique cultural landscapes famous for its natural beauty and nature-based adventure's resources. Mountaineering, trekking, rafting and wild life sanctuaries are the special attraction for adventure tourism.

2.5 Problems for Tourism Development in Nepal

Tourism industry is the industry of tomorrow's Nepal. The truth of the day is that inefficiency, lack of vision and absence of commitment for implementations are major impediments to the success of tourism development in Nepal. Unfortunately Nepalese entrepreneurs do not run Nepalese tourism but it is completely controlled by external forces. Lack of infrastructure also hurdles in development of village tourism. Many villages are without basic infrastructural facilities like road, transport, electricity telecommunication etc. There are no provisions of hotels on the one hand while on the other hand, the high price tourists have to pay for scarcely available goods discourage them. The traditional mentality of rural people is too obstacle to overcome. (Gautam and Adhikari, 2005)

After the fateful K. Skyjack on 14 December 2000, the tourism industry started facing problems in sequence, which is followed by HritikRoshan problem, Royal Massacre, SAPS, Bird Flu along with ongoing political instability and unending Maoist insurgency (Dahal, 2060 B.S.). These incidences have had a very negative impact on the entire tourism industry leading closure of many hotels. The main reason behind the closure of all the hotels was the failure to fulfill ever-inflating bank liability and rising operational cost. The crisis has resulted to a chain of crises.

In Nepal, 85 percent of its population lives in rural settings and its major part is covered with hills, mid hills and mountains. Tough topography, lack of infrastructure and political instability hindered the growth of rural economy for a very long time pushing people towards poverty (Gautam and Adhikari, 2005). Tourism in Nepal is like a sudden rainfall. It is started with not many national interests and efforts.

For people living in far flung, the mode of subsistence is agriculture, which is again seasonal and it is barely sufficient to meet domestic demands. It is irony that these villages don't get promotional support from government and private quarters whose vision has been to promote Nepal as the tourism resignation in spite of the fact that these yet unexplored villages have tremendous tourism potential (Gautam and Adhikari, 2005). Unfortunately, our tourism entrepreneurs don't like to take the social accountability and want to enjoy only profit out of this industry (Upadhyay, 2005).

The dismaying scenario raised the question that why the influx of tourists is no to win spite of lots of prospects? A couple of facts are responsible behind such question, first being deteriorating security situation in the country. The warring forces in the name of insurgency and counter in urgency threaten people's lives and they feel insecure even inside the four wall. The rural areas in Nepal are mostly affected by such activities. It is impossible to attract an outside. When the locals are fleeing from their home lands for security reasons, the next problem faced by the tourism industry is lack of publicity and marketing often makes the tourists destinations ignored and neglected. Many places of historic, archaeological and religious importance are on the verge of extinction due to lack of publicity and marketing (Gautam and Adhikari, 2005). Sanitation and hygiene are the major problems facing by tourists (Ranjit, 1984).

Political disparity is not only single tourism declining factor in worlds naturally and culturally rich country Nepal. Terrorism is found all over the world even in USA and other developed countries, not only in Nepal. Gamble Tourism not only distresses the image of five star hotels of Nepal but also the image of the Nepal in international market. Such non ethic activity destroys whole tourism industry as a whole. It as other sectors of economy is facing numerous challenges and problems. Nepal has not really been able to earn commensurate to its potential not much efforts seem to have been made products in a requisite fashion and maintained them. Even the world heritage sites of the valley are in

danger of being desisted. The major hurdle softly to Nepal has been limited by air seat capacity.

2.6 Prospects of Tourism in Nepal

Nepal offers to the world the natural beauty, the ruggedness of the mountains and the people, ancient temples, monuments and places with its national parks and rare wildlife. It is an established fact that Nepal is a country with fabulous cultural richness. The valley of Kathmandu is known as the living museums of ancient arts, monuments and architectural masterpieces, which eloquently speak of the rich urban culture of the past. Besides three cities of Kathmandu valley, there are several places of cultural attractions scattered throughout the country. Nepal is famous for its scenic grandeur and natural panorama. There are several quiet and beautiful spots in the proximities of Kathmandu for rest and relaxation. National parks and wildlife with its rare and endangered species of animals and birds offer quite an interesting tours and travel for tourists coming to Nepal. Adventures in wildlife reserves provide rustic comfort is isolated lodge and tented camp. Canoe trips, nature walks, jungle trips, elephant back jungle excursions viewing rhino, sloth bear, deer, leopard, and variety of birds can be easily enjoyed. Nepal dreams adventure travel supervised holiday with excitement and novelty but relaxed enough to enable a visitor the magnificent scenery, rare wild life, culture and way of life of the people. She presents wilderness a midst the great snowy mountains its own ecological and physical atmosphere (Satyal, 2005). Nepal has a rich and varied species of fauna and flora.

Rafting has become another major type of adventure tourism in Nepal. Rafting trips of Trisuli, Narayani, Marsyandi, Seti and Sunkoshi rivers can be scenic float trips down the claim shallow rivers or more adventures "white water" rafting where one has to shoot the rapids.

One of the most important aspects of tourism is product. Scholars conceptualize tourism products as a bundle of activities, services and benefits that constitute the entire tourism experience. The bundle consists of four components destination attractions, destinations, facilities, accessibility, image at reasonable price (Kunwar, 2002).

Nepal is the country of nonstop festivals (Shrestha, H.P. 2000). The first tourism asset of Nepal is her cultural treasure. Nepal is the cultural museum where art treasure and monuments of historical interest are many in numbers. The arts and crafts of Nepal impelled by ancient Hindu and Buddhists culture are of an astonishing richness especially in the Kathmandu (Satyal, 2005).

Due to altitudinal variation, the climate varies from tropical, meson-thermal, micro-thermal, taiga and tundra type and so as the vegetation ranging from sub tropical to aspire to trans-Himalayan and it is also home to varied bio-resources like 6,500 flowers species, 175 mammals and 175 reptiles. In Nepal, one can travel from lowest elevation of 60m to higher mountain villages at a height above 6000m. Likewise, highest altitude lake of Tilicho (4,419 m) is also found in Nepal (Gautam and Adhikari, 2005).

Another asset is mountain tourism, which is the backbone of tourism industry in Nepal. The every name of Sagarmatha of Mount Everest, the name of the country Nepal reminds that visitors are on the top of the world. The snow capped lofty mountains provide a fascinating panorama of the famous Himalayan ranges. Nepal is widely known among potential visitors of the world through its mountains. (Satyal, 2005)

Nepal is one of the few countries in the world where seven world heritage sites (cultural) Swambhunath Stupa, Bouddhanath Stupa, Kathmandu, Patan and Bhaktapur Durbar Square, Pagoda temples of Changunarayan and Pashupatinath are situated within 20km of radius. Other Nepal's unique features are tallest mountains deepest gorges (Kaligandaki) and Glaciers, highest settlement of Thakalis and Sherpas, never colonized Hindu Kingdom is history, unique flag, home of brave Gorkhas, living goddess (Kumari), Gods more than people and temples more than houses and festivals more than days in a year with friendly people and social harmony.

Due to Hindu and Buddhists shrines, through of pilgrims visit Nepal annually from neighboring countries. Beside these, national cultural centers outside Kathmandu valley are Janakpur (Birth place of Sita, consort of Lord Rana of Hindu Epic of Ramayan period Lumbini world known birth place of Gautam Buddha (Word Heritage Site), Gosaikund, Barah Chhetra (Satyal, 2005).

There is wider prospect of developing village tourism because all villages have something new and unique to offer tourists. At the time, when the word is converging into global village, the impervious culture added by unique experience for tourism who come to see adventure in Himalayan Kingdom of Nepal. Thus, we can develop model eco-tourism, which would ultimately benefit the local people (Gautam and Adhikari, 2005).

2.7 Types of Tourism

2.7.1 Ecotourism

Ecotourism is a form of tourism inspired by the nature of an area, including indigenous cultures; it should also entail development and welfare (Kunwar, 1997). It is any style and type of tourism that has the potential to bring benefits to the local economy while contributing to natural and central resources conservation (NTB, 2004).

In ecotourism, it is famous to add prefix 'eco' in each and every term related to tourism like eco-tour, eco-travel, eco-adventure, eco-cruise, eco-safari, eco-expedition etc. Ecotourism leads to economic, cultural, ecological and social sustainability (Dahal, 2060 B.S.)

2.7.2 Mountain Tourism

Out of fourteen world's tallest mountains above 8000m, Nepal alone accommodates eight of it including world's tallest Mt. Everest. Besides, the country endowed with numeric mountains stretches miles like a diamond tiara on the pinnacle of Nepal. Physically, Nepal offers products of adventure holiday in the mountains. For mountaineers, Nepal provides an endless challenge due to highest and most dramatic peaks to north and in the eastern half of Nepal (Satyal, 2000).

Tourism is one of the major issues with regard to the mountains since it has the potential to contribute to the development (Nepal, 2003). It is estimated that mountains share roughly 15.20 percent of the global tourism market (Mountain Agenda, 1999) cited in Nepal 2003. In 1998, the United Nations General Assembly declared 2002. The

international year of mountains, this section responded directly to Agenda 21, the major outcome of earth summit, chapter 13 of which highlights the need for urgent action to achieve sustainable mountain development. Mountain tourism can be a key factor in achieving that goal (Nepal, 2003).

2.7.3 Trekking Tourism

Among the many tourist adventure activities in Nepal, trekking is by far the most popular. The diversity in Nepal's nature and a range of exotic culture makes this country ideal for trekking. Trekking in Nepal provides an opportunity to observe the local culture of the people and enjoy the beauty of nature undisturbed by the influence of modernity. One can choose between fully organized trekking and independence trekking depending on the situation. The trekking sites of Nepal includes Everest region, Annapurna region (one of the world's 12 best trekking trail), Langtang area, Gorkha and Manaslu, the far east (Kanchanjungha area, Milke Danda, Jaljale Himal), the west (Dolpa), Humla and Jumla, Kathmandu valley (Shivapuri area, Sundarikal to Budhanilkantha, Godavari to Phulchoki, Kirtipur to Champadevi, Nagarjun, Nagarkot to Changu Narayan) etc. (www.welcomenepal.com).

Trekking tourism, particularly in the mountain areas, occupies a prominent place in the Nepalese tourism industry. Most of the trekking tourism in Nepal takes place in protected areas (ICIMOD, 1995). Trekking in Nepal is a produce, almost entirely reliant on long haul markets and increasingly coming under pressure from new, exotic and (in some cases) better managed and more stable tourism destinations (TRPAP, 2004). Nepal, housing 8 mountains higher than 8000m heights, has 27% of tourists for adventure and trekking (TRPAP, 2004).

2.7.4 Wildlife Tourism

Nepal still shows that foreigners are very interested in wildlife tourism. Among different attraction for the tourists in the country, wildlife also has been a major one. Lots of tourists had seen visiting to the national parks and wildlife reserves. The first established national park, Royal Chitawan National Park (RCNP) is the most popular national park

among the tourists. Wildlife tourists have very much prospect and foreigners are interested in coming Nepal for wildlife. K.C. 2005b)

2.7.5 Rural Tourism

Community based rural tourism (CBRT) is a new concept and initiatives in the contest of Nepal has surged worldwide in the field of tourism at present. It has become a model of responsible tourism for community development. This type of tourism not only trained the communities to enhance the capacity but also have created environment to carry out income generating activities and created fund in local levels (Dangol, 2005).

It is slowly changing the livelihood of the people without losing their identity and culture (Adhikari, 2004b). Over 80% of the total area in Nepal is covered with villages and majority of rural populace are deprived of even the basic facilities like food, sanitation, health, and education due to high illiteracy cases and fewer opportunities for generating income, many are doomed to lead a low standard and unhealthy lifestyle. And this is exactly when rural tourism can step in.

It has been seen as a vehicle to drive through several economic activities. In this sense, we have immense opportunities and potential to develop local economy. The rural tourism plan aims to integrate the effectiveness of sound mobilization to alleviate poverty development. The village is a store house of nature and culture. Villagers should know their rural tourism products by which they can earn a lot of money (Pradhanang, 2000; 2002). One of them is tourism, the new concept of rural tourism to promote agriculture as tourism.

Rural tourism such as Sirubari type of concept is to be encouraged throughout Nepal where almost every house has converted into a hotel (Upadhyay, 2005). It has both prospects and problems. So, it is necessary to overcome the problems if the prospects are to change in reality. The first and foremost it needs to prevail peace in the country (Gautam & Adhikari, 2005). It is a type of holiday based in principle on being housed on a farm and organized around activities connected with the farm (Kunwar, 1997).

2.7.6 Agro-tourism

A tourism activity related to the agriculture is known as agro tourism. The concept is new for most of the countries. But it is especially important for agricultural countries like Nepal (Dangol, 2062 B.S.). Least developed countries like Nepal follows agriculture as a basic occupation. Most of citizen produces cereals, vegetables, fishes, honey etc. Nepal gets more benefits from agro tourism being an agricultural country. There are two kinds of agro tourists in Nepal. They are farmers tourisms (mostly internal tourists, who come to observe new cultivation practices different from their own practices and another tourists that need fresh vegetables fruits, fishes honey etc.) may be domestic as well as international (Dahal, 2060). Agricultural tourism, or agro-tourism is one alternative for improving the incomes and potential economic viability of small farms and rural communities (SFC, 2006).

Tourism attractions and activities of agro-tourism includes honey bee farms, 1pm farmers schools, different fruit cultivation, organic vegetable farming, poultry farms, dairies and milk cooling centers, traditional agricultural practices, fishing and hunting elephant riding bird watching different nurseries, herbal farms national parks, ploughing with pair of bullocks, Ropai Jatra etc. different Haat Bazar, export like poultry expo, and other festivals like honey festivals etc. (Dangol, 2062 B.S.; Maharjan, 2006).

2.8 Tourism view point from different plan periods

Different five years plans had laid emphasis on tourisms development and promotion to make it all around all season (Dahal, 2060 B.S.) Every plan seems to have its good tale to tell towards tourism development in Nepal. But no single plan seems to be backed by aggressive design to do it's almost because of its own limitation in terms of manpower, financial resources and the greatest limiting factor is the complexity of coordination and cooperation between among the line agencies.

History of tourism development in Nepal can be divided into two phases, one sector 1950 and another after 1950 to till now (Dahal, 2060 B.S.). Recorded history of Nepal showed that Lichhchhavis began to prosper nation in art, culture painting, architecture and sculpture. The Mallas succeeded this prosperity by transforming the small kingdoms of

Kathmandu, Patan and Bhaktapur into "Open Air Museum of Art and Architecture" (Dahal, 2060 B.S).

Centuries later, the democratic revolution of 1950AD marked as a new era in tourism sector in Nepal by opening nation for outer world, foundation for foreign visitors. Literature shows that until the early 1950s. Nepal was a forbidden kingdom, remote and virtually unexplored. However, few foreigners had entered the country as invites to hunting expedition. Moreover, the country has no air and road access to the capital Kathmandu until 1947, when the first aero plane was landed. The promotion of tourism in the true sense started more or less from the beginning of 1960.

In Nepal Planned development of tourism starts from the first five year plan (1956-61). In 1953, Mt. Everest was successful ascended. In 1955, Nepal becomes a member of United Nation which led Nepal to introduce in international arena (Dahal, 2060 B.S.). Nepal became a member of the international union of Travel organization in 1959 which is now known as United Nations World Tourism Organization after the misconception with World Trade Organization (WTO) (NTTR, 2005e). In 1958, establishment of RNAC through a provide company "Himalayan airways was already established and operated internal flights in 1953.

First book on tourism entitled travel and tourism in Nepalese perspectives was written by L.K. Pradhan in 1979 (Kunwar, 2002). Enactment of different acts and policies like tourism ACF, 2035 B.S., Tourism Policy, 2052 B.S.; immigration Act, 2049 B.S., Immigration on Regulation, 2051 B.S.; Nepal Tourism Board Act, 2053 B.S. etc in Nepal were positive steps for the development of tourism (Dahal, 2060 B.S.) .

In Nepal, there was no tourism planning till 1965. The history of tourism planning started when the first five years plan (1956-61) came into existence with the establishment of Department of Tourism in 1959; it is found important in sector of Nepalese economy. In 3rd five years plan (1965-70), an objective for the increment of the number of incoming tourists and foreign exchange earnings was started. In 4th five year plan (1970-75), Nepal Tourism Master Plan 1972, was formulated which put forward a comprehensive set of policies to promote tourism immediately and in future 5th five years plan focused on the preservation of historic, cultural and natural attractions of the kingdom to promote tourism and to spread its growth in other potential areas, apart from the Kathmandu valley

where tourism was mostly concentrate. 6th five years plan also drew heavily on the master plan recommendations for the increment of foreign currency reserve to improve the balance of payment situation by increasing number of tourists and duration of stay. 8th five years plan emphasizes on the promotion & environment, historical and cultural asset through tourist promotion and developing linkage between tourism and other sectors of the economy. (www.npe.com.np)

Visit Nepal Year 1998 was most probably one of the major initiatives taken collectively by the Government along with the private sector to promote tourism. It was indeed a challenging responsibility to the government (Chand, 2000). Formalization of concept of domestic tourism was done in 19th development plan. It classified tourism into 3 board categories; SAARC Region tourism, international tourism and Domestic tourism. Potentiality of domestic tourism needs to be further investigated (Chand, 2000).

Ninth five year development plan (1997-2002) gave due recognition to village tourism and declared to develop 14 model tourist villages throughout the country, one in each development region. The Tenth Five Year Plan has also given continuity to the concept with its declared policy of poverty alleviation (Upadhyay, 2005). Tenth plan has accepted tourism as a potential means of poverty alleviation and acknowledge as an important alternative economic activity of the nation (Adhikari 2005; Dhakal, 2006a and 2006b). The plan has land much emphasis on pro-rural tourism because it reality only infrastructure development does not bring in core tourists. Tourism itself becomes instrumental for infrastructure development. By 2006, in accordance with HMG vision NTB will strive to return to the 1999 levels of achieving half a million arrivals (NTTR, 2005).

The Thirteen plan (2013-2016) strategies that develop infrastructure in new tourism destinations in an integrated and coordinated manner. Create employment opportunities in rural tourism, thereby diversifying and expanding tourist destinations and products. Encourage domestic tourism so that tourism activities operate in all seasons across the country.

CHAPTER- THREE

RESEARCH METHODOLOGY

3.1 Rationale of the Selection of Study Area

Matatirtha is the one of spiritual village in Kathmandu valley, which is situated in west point of Kathmandu district and 10 km. West of Kalanki. In geography situation it lies about 27⁰ 27' to 27 49' East hemi spire and lies between 85 10' to 85 32' . From geographical point of view it is 4700 fit height from sea level. Tourism industry being a comparative adventure industry of Nepal, has important role in Nepal's economy. There are so many places, which have great possible to develop tourist spot, if we recognized and managed it. Now a day tourist spots are developing in Nepal rapidly. The selected area has great prospects to attract tourists if people make their contribution to make historical places, Temples, hotels, restaurants, commutation, transportation, drinking water, toilets, picnic spots and markets. Most of the aspects of tourism as religious /cultural tourism, historical tourism, sightseeing tourism, hiking, eco-tourism etc. have prospects there. The study area is Matatirtha of Kathmandu district. This particular area was chosen for the study because it is developing tourist area and it have highly possible to develop as tourist area. Nobody research and write thesis about tourism in Matatirtha.

3.2 Research Design

The study has adopted both the descriptive and exploratory research designs. It is exploratory because the study focuses on to investigate the prospect of selected tourism destination to attract tourists, impacts of tourism to living condition, living standard of local people. On the other hand, it tries to describe the existing status, recent development, problems and prospects. The study describes and explores about tourist area or spot briefly.

3.3 Nature and Sources of Data

Both qualitative as well as quantitative natures of data are used in this study. This study is based on primary data through field survey. These primary data are collected by household survey, direct interview, observation. Similarly, the secondary data are used for the study, which are collected from published or unpublished written documents from individuals' experts and organization related to tourism, VDC Profile, Newspaper, Internet.

3.4 Universe and Sampling

The Population consist number of units usually very large. In many cases it is not practically possible to include all units of population for the study. Therefore, a few of the population units are selected for the study. According to the Mahadevsthan VDC profile 2068, the total population is 10340. Among them 5162 is male and 5178 is female. For the study, ward No.-3 of Mahadevsthan VDC was selected. And the total population of Mahadevsthan VDC ward no. 3 is 1286. Among them 658 is male and 638 is female. For the study 40 local people were chosen by random sample. Matatirtha mandir and surrounding place was taken as sample place. Similarly 8-hotel owner, 12 tourist and 3 key persons were taken as sample population.

3.5 Data Collection Techniques and Tools

To generate the primary data, the structured questionnaire, semi or unstructured interview and field observation were applied.

Household survey, observation and interview are primary data collection technique. The necessary secondary (historical) data were collected from the VDC profile, district, regional and national level magazine, journal and books, Internet etc.

3.5.1 Primary Data Collection Techniques

Household Survey

Household survey was employed in order to generate qualitative and quantitative information about the tourism on Matatirtha through questionnaire. Structured questionnaires are prepared to generate the realistic and accurate data from tourists, hoteliers and locals. The respondents are requested to fill up the questionnaire, the questions are asked to the respondents and answers are filled up to collect the required data. To know the facilities given by the hotels, and to know the qualification of hotel owners, their condition and status. As a tool structured questionnaires was prepared to generate the realistic and accurate data from hoteliers. Only domestic tourists were interviewed.

Key Informants Interview

The primary data were collected from Key informants using the semi or unstructured interview method. The interview was taken as cross checking for data obtained from questionnaire. Key informants interviews were taken in order to get in depth understanding of research problem from Mahadevsthan VDC, based on present status, problem and prospect of tourism in Matatirtha. This was the best method to give appropriate recommendation for planners, policy maker and relevant agencies.

Observation

The study area is visited and the prospect places in study area which may lure the tourists were observed and the facilities, whether or not available there to accommodate the tourists was observed too which may here with the help of checklist. The study area is visited and observed mainly focused on the hotels, parks, temples, hill, road, village, green field, and surrounding environment.

3.5.2 Secondary Data Collection

Secondary data are obtained through various Journals, Survey reports, related newspaper, VDC profile, articles, Internet, book and previous published and unpublished researches. The data were collected from the local people as well as persons related with tourism of that area.

3.6 Data Analysis

The collected data were analyzed into tables with numbers, averages and percentages through computer programs; Ms-word, Ms-Excel.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

4.1 Introduction of Study Area:

Matatirtha is one of historical and holly place of Kathmandu district and located in Mahadevsthan VDC -3, west point of Kathmandu. According to geographic situation, It lies within 27 27' to 27 49' East longitude between 85 10' to 85 32' North latitude. It is situated at 4700 high from sea level. The boundaries of Balambu, Matatirtha VDC, Dahachowk and the border of Makawanpur distric and Chandragiri hill join here. According to Nepalese History Matatirtha is the first (old) capital city of Nepal. Since Mall period to 2018 B.S it lies in Kirtipur reason of Lalitpur State.

Matatirtha's name originates from its magical giant pond, which has been reduced to small one inside the mandir. Local legend says the pond lay on the edge of a forest where goatherds grazed their cattle as they sat eating khaja. They would toss bits of disappeared, while that of others floated. For days they puzzled over the reason until one gothalo figured it out: food thrown in by those whose mothers were still alive floated while food thrown in by those whose mothers had died vanished. Word spread quickly and kings from all over come to the humble pond, finally deciding that this would be a sacred pilgrimage spot, especially for those who had lost their mothers. People who bathed in the pond even told of having seen the faces of their deceased mothers on the pond's The reflections are seen no longer so a statue was built to represent them. The inscription below the statue says: Aama

4.1.1 Socio-economic Status of Local People

Matatirtha is a very peacefull village, where local people most friendly and cooperative. The main occupations is agriculture. There is Scio-economic aspects, age, sex, expenditure pattern, religion, nationality, education etc are applied. and sociological

information collected of the sampled local people of the area. They want to develop their village as tourist area.

4.1.1.1 Educational Status of Local People

Development without education is not possible. It can be mere daydream. Thus, education is a vehicle that plays a vital role in the sustainable development of country and society. In field of tourism, also education plays an important role that really helps to uplift economy of nation by developing tourism. Development of a place can be measured by measuring the level of education of its people. The below table classified the respondents by the level of education.

Table-4.1

Distribution of Respondents by the Level of Education

Education	No. of Respondents	Percentage
Illiterate	6	15
Literate	17	42.5
SLC	11	27.5
Higher	6	15
Total	40	100

Source: Field Survey, 2014

The above table shows that the higher portion of respondents are literate 42.5%, SLC holder 27.5 % and equal 15% Illiterate and higher than SLC.

4.1.1.2 Occupational Status of Local People

This table shows the occupational status of the respondents. The occupational status is a main thing, which indicates the social ranking of people.

Table-4.2

Distribution of Respondents by the Occupation

Occupation	No. of Respondents	Percentage
Student	6	15
Agriculture	14	35
Business	9	22.5
Job	4	10
Labor Work	4	10
Other	3	7.5
Total	40	100

Source: Field Survey, 2014

The above table shows that most of the respondents are engaged in agriculture, which is 35%, the second is business 22.5%, student is 15%, job holder and labor work is equally 10% and last others is 6.5%.

4.1.1.3 Annual Income Level of the Local People

Table-4.3

Distribution of Respondents by the Annual Income

Income	No. of Respondents	Percentage
Less than 10,000	2	5
10,000 – 20,000	5	12.5
20,000 – 30,000	9	22.5
30,000 – 40,000	10	25
40,000 Above	14	35
Total	40	100

Source: Field Survey, 2014

This above table shows that most of the respondent income level is above Rs. 40,000 (35%) and the last number less than Rs. 10,000 (5%). Other is 25%, 22.5% and 12.5% of level 30,000-40,000, 20,000-30,000, and 10,000-20,000 respectively.

4.1.1.4 Annual Expenditure Pattern Level of the Locals

Table-4.4

Distribution of Respondents by the Annual Expenditure

Expenditure	No. of Respondents	Percentage
Less than 10,000	2	5
10,000 – 20,000	5	12.5
20,000 – 30,000	10	25
30,000 – 40,000	11	27.5
40,000 Above	12	30
Total	40	100

Source: Field Survey, 2014

This above table shows that most of the respondent expenditure level is above Rs. 40,000 (30%) and the last number less than Rs. 10,000 (5%). Other are 27.5%, 25%, and 12.5% of level 30,000-40,000, 20,000-30,000, and 10,000-20,000 respectively.

4.2 Major Attraction of Matatirtha, Mahadevsthan VDC-3 and Surrounding:

4.2.1 Matatirtha Mandir:

Matatirtha Mandir is situated in Mahadevsthan VDC-3. It is very important to religious tourism point of view. We can take place 20-30 minutes from Kalanki, rich a little compound. Behind the temple at the rare of the area, we'll spot a very small water pod protected with a cage. The colour paintings on the temple walls, the crystal clear water

and the deep green jungle are a feast for the eyes. The water comes directly from the uphill jungle and the fresh smell of the protecting forest and the warm humidity adds on more sensual discoveries.

The little pond has a very deep meaning in Nepal. Orphans are brought to this place to look in the mirror surface of the water to see their mother. Thus, every May on Mothers Day, a lot of Nepali visits this place to honour and pray for their mothers. People whose mother's have died, bath and give offerings in their mother's name, paying tribute to the state, Symbolizing all mother.

The main features of Matatirtha mandir are fresh and cold water, holly temple of Aama (Mother), green and peaceful environment, relax point, developing picnic spots etc. The number of people is increasing day by day to spend holiday of picnic in Matatirtha, where Nature beauty is sufficient offer that.

4.2.2 Chanbharateshwar Mahadev Mandir:

This temple is lies on Mid Point of Mahadevsthan VDC. This VDC's name is created by Chanbharateshwor Mahadev Mandir. It is main attraction for religious and historical tourism of Mahadevsthan VDC. There are many god and goddess like ganess, saraswoti, Saptasshi, Bhairab, Chiranjibi, Purbat Pound etc. In Haritalika Teej and Shivaratri people go there to attend mela.

4.2.3 Mahankalsthan

Mahankal god is big white stone statue, is lies between peacefull, romantic and greenery place.

4.2.4 Balagaun Radhakrishna Mandir:

It is establish in 2026 BS. in Shree Kirshnastami Janmastami. Local people worship every day and on the shree Kirshna Janmastami they celebrate kirshna jatra.

4.2.5 Kisipidi Ganesh, Bhagawoti Mandir

Kisipidiganess temple situated in east point of Kisipidi Chaur. Local people said that it is brother of Chovarganesh. They celebrate grand fest in every year of Falgun Purnima at Kisipidi Mandir.

4.2.6 Chandragiri Hill

Chandragiri hill is one of important part of life of Matatirtha area. Peoples are depended in Chandragiri hill. It is a source of water, which flow on Matatirtha as well as Kathmandu valley. People use to drink water.

This majestic new destination of Nepal offers a really unique, amazing & interesting tour for eco tourism, short hiking to Chandragiri hill (2275mtr.) 6 hours to & from, or start hiking from Kirtipur to Machhenarayan temple tour in 2 hours and another an hour to Hotel. Now a days people group of people come to there for cycling too.

It is an exotic destination in Nepal for those who are extremely interested to see the verities for birds as Red-vented Bulbul, Great Egret, Grey Wagtail, House Crow, House Sparrow, Little Egret, Oriental Turtle Dove, Spotted Dove, Steppe Eagle, Kingfishers, Common Myna, Indian Pond Heron, Tit and so many others. As well as so many Medical plants of Nepal have been found in Chandragiri jungle sub-tropical zone (1,000-2275 m.).

This Magic Sangri-La of Nepal lies in 1650 mt. offering scenic ecstasy of Kathmandu valley and unparalleled sunrise. Chandragiri hill the warm home of Leopards and Barking deer's, Jackal, Bears & red cats are other more types of wild animals, which is unbelievable.

4.2.7 Scenic Attraction:

Matatirtha village is nicely situated at the foot of jungle covered mountain with height of 2200 m. During the day, the top is very often covered in clouds. Sometimes in the early afternoon they empty themselves within a few minutes of rain without the sun ever disappearing. Matatirtha Area itself provides beautiful scenery of temples, pond, greenery, traditional village, green field, developing picnic spot, Chandragiri hill etc. that tourists can enjoy. The fresh air and cool cold water is the main attraction of Matatirtha.

Peoples come to there to relax and to enjoy with natural beauty. There is something that makes you feel very welcome in Matatirtha, such like the warmth of mother's love.

4.3 Respondent's View

After the collection of data with the help of different means of data collection, data are presented and analyzed in this chapter by the help of simple statistical tools such as tabulation, percentage, average etc. Tourists' Scio-economic aspects, age, sex, expenditure pattern, religion, nationality, education, duration of stay, purpose of visit, kind of transportation to reach Nepal and study area etc. and sociological information collected of the sampled local people of the area who have been engaged in activities associated with tourism have been presented and analyzed.

4.3.1 Views of Local People

4.3.1.1 The Local people's opinion on Matatirtha as a tourist potential destiny.

The local people think there are many things to attract tourist like Matatirtha temple, water, forest, pond etc. so Matatirtha as a potential destiny for tourist but not fully develop to tourist destination. The bellow table shows local people's opinion on Matatirtha as a potential destiny.

Table No. 4.5

Matatirtha as a potential destiny

Opinion	No. of Respondents	Percentage (%)
Excellent	13	32.5
Good	18	45
Not so good	4	10
Don't think so	5	12.5
Total	40	100

Source: Field Survey, 2014

Above table shows that. 32.50 percent of respondent think Matatirtha as tourist potential destiny is excellent.. And 45 percent of respondent good opinion that Matatirtha as tourist potential destiny. 10 percent of respondent opinion that Matatirtha as tourist potential destiny is not so good. And 12.5 percent of respondent don't think Matatirtha as tourist potential destiny.

4.3.1.2 Most Attractive Thing on Matatirtha

There are lots of attractive things on Matatirtha, that attract tourists such as Matatirtha Mandir, Chandragiri Hill. Water, sightseeing, picnic spot and so on.

Table-4.6
Most Attractive Thing on Matatirtha

Attractive thing	No. of Tourist	Percentage
Matatirtha Mandir	21	52.5
Chandragiri Hill	3	7.5
Sightseeing and Relax Place	7	17.5
Picnic spot	2	5
Treking & Cycling	2	5
Water	5	12.5
Sport	0	0
Total	40	100

Source: Field Survey, 2014

The above table illustrates that out of 40 respondents 52.5% of local people think Matatirtha Mandir is the most attractive thing to tourist on Matatirtha area. Likewise 17.5% respondents explore that sightseeing and relax place attract tourist into the study area. 12.5 percent respondent opinion that water is the most attractive thing to people on Matatirtha. Likewise 7.5 percent people think that Chandragiri hill is also one of the

attractive thing in the study area. Picnic spot as well as trekking & Cycling are equally 5 % to attractive tourist in Matatirtha area.

4.3.2 Tourist's view

4.3.2.1 Information from Tourist

There were 12 tourists chosen randomly to fill up the Questionnaire. All the tourists were domestic. So, many things related to them were similar.

Table-4.7

Tourist Information

Interview Pattern	Response	Remarks
Age group	18-45 yrs	All the tourist are Nepalese and most of the activities are similar
sex	9 Male and 3 Female	
Expenditure Pattern	200	
Facilities	Good	
Future tourism promotion	Very Good	

Source: Field Survey, 2014

The table shows that the tourists are from 18-45 age groups, where as the sexual participation is 9 male and 3 female. The provided facilities are good for them and they think the future tourism promotion is very good in the study area.

4.3.2.2 Purpose of Visit of Tourist:

It is the purpose of visit that motivates tourists to travel from one place to another place. People visit area with different purposes such as general visitors, research study,

pilgrimage, to see the traditional culture etc. The below table shows the purposes of tourist come to visit the Matatirtha Mandir, Mahadevsthan VDC-3

Table-4.8
Distribution of Tourists by the Purpose of Visit

Purpose of Visit	No. of Tourist	Percentage
Pilgrimage	2	16.67
Research Study	1	8.34
pleasure and Relax	4	33.32
Picnic	2	16.67
General Visit (Without any Specific objectives)	3	25
Total	12	100

Source: Field Survey, 2014

The above table illustrates that out of 12 respondents 33.32% of tourist came to relax and pleasure. Likewise 25% tourists come to general visit without any specific objectives, where as pilgrimage and to celebrate picnic is equally 16.67 %. It was found that 8% tourists came to the study area as research study as well.

4.3.2.3 Tourist by Ethnicity:

Almost the entire sample tourists are Nepalese. There is prospect on Domestic Tourism than International Tourism. The tourist sample population was taken from different ethnicity, which is shown the following table.

Table-4.9

Distribution of Tourists by Ethnicity

Ethnicity	No. of Tourist	Percentage
Brahaman	2	16.68
Chhetri	4	33.32
Newar	4	33.32
Magar	1	8.34
Other	1	8.34
Total	12	100

Source: Field Survey, 2014

The above table shows that the tourist, which were asked as a sample size were from different nationality where Newar and Chhetri equally 33.32%, Brahaman 16.68% and Magar and Other equally 8.34%. respectively out of total population.

4.3.2.4 Distribution of Tourists Based on Transportation Used:

Transportation is one of the main components of tourism that help to tourists to reach destination easily. Tourists use different types of vehicles to reach their desired place. Similarly, tourists who came to visit the study area also used different means of transportations that is presented in the table.

Table-4.10

Distribution of Tourists Based on Transportation Used

Types of Vehicles	No. of Tourist	Percentage
Foot	3	25
Bicycle	1	8.34
Bike	5	41.66
Local Bus	3	25
Total	12	100

Source: Field Survey, 2014

The above table reveals the fact that out of the 12 number of total tourist 41.66% had come by Bike to visit Mata Tirtha Mandir. In the same manner, 25% had come to there by foot and by local means of transportation equally. Among total numbers 8.34% had arrived the study area by Cycle.

4.3.3 Hotel Owners

4.3.3.1 Information from Hotel Owner

Altogether 8 hotel owner were chosen to fill up the questionnaire. Average income from hotel is Rs. 400/- per day. According to them expenditure pattern of tourist is Rs. 400 per day.

Table-4.11

Information from Hotel Owner

Interview Pattern	Response	Remarks
Education Level	Literate	All the hotels are to some extent local tea shop and Khaja Ghar
Average Income(per day)	Rs. 400/-	
Expenditure Pattern from tourist	200/-	
Average number of staff	2	

Source: Field Survey, 2014

Almost all the hotel owners are literate and it is necessary to give trainings about tourism and hotel management. Average income of the hotel owner is Rs. 400 and the expenditure of the tourist is Rs. 200 per day and the staffing in each hotel is 2 persons.

4.3.3.2 Ethnicity Composition of the Hotel Owner

The ethnicity of hotel owner is given the following table.

Table-4.12

Hotel Owner by Ethnicity

Ethnicity Group	Number	Percentage
Newar	4	50
Chhetri	2	25
Lama	1	12.5
Magar	1	12.5
Total	8	100

Source: Field Survey, 2014

The above table and figure shows that the hotel owner are 50% Newar, 25% Chetri and Lama and Magar both are 12.5%. It shows that the Newar people are in large number in tourist related activities.

4.3.3.3 Hotel Owner's Views on Their Business in Matatirtha

The hotel owners give their opinion on prospect of their business in the study area in future scope.

Table No. 4.13

Hotel business in Matatirtha

Future Scope	No. of Respondents	Percentage (%)
Fully Satisfied	0	0
Satisfied	1	12.5
Hopeful	2	25
Not Satisfied	5	62.5
Total	8	100

Source: Field Survey, 2014

Above table shows that Hotel business in Matatirtha. 62.50 percent of respondent are not satisfied on their business in the study area. And 25 percent hotel owners are hopeful on tourism business in Matatirtha area. But 12.5 percent respondents are satisfied on their business but needs to be developed market to make it excellent.

4.3.4 Information from the key person

Advocate Lawyer Mr. Purushottam Udas, President of Matatirtha Conservation and Development Committee, express his views on tourism sector of Matatirtha. He said that, "There in Matatirtha, They have many things which can proceed up the tourism sector like natural beauties, panoramic view of Himalaya range and Kathmandu Valley, historical and religious place etc. People come to visit mostly in the occasion of Mother's Day and take bath from the spiritual pond. There is a statue symbol of Maa(Mother) which is the only statue of mother all over the world. There is spiritual pond, number of stone taps, old village, picnic spot, Chandragiri hill, football ground etc. He said that, "Matatirtha and surrounding hills are good for hiking, trekking and cycling. It can be developed as eco tourism. There is possible of home stay tourism too. He emphasized history to expand tourism in Matatirtha. He said that it was the first capital city of Nepal.

He expressed history about Matatirtha that; In Gopal dynasty lord Krishna used to come there with his Gopalies and cows. One of cow among them used to go to Pasupatinath every day to pour her milk in the stone. After that the stone changes in the incarnation of lord Shiva. Now a day every Hindu people go there to worship from different place of Nepal as well as foreign countries too. According to him, if Nepal Government make a plan that every prayers must take a spiritual water from Matatirtha to Pashupati temple to worship god, that easily promote tourism business in Matatirtha too.

Mr. Jeevan Nepal, office assistant of Mahadevstahan VDC, express his views that Matatirtha is good for religious and pilgrimage tourism because of holly place of Matatirtha mandir. There is another prospect of eco tourism too. There is Chandragiri jungle where various type of birds, animal, flora and fauna are found. There is prospect of hiking and cycling too. He said that problems of tourism development are lack of

publicity, lack of awareness of local and government. There is not good management for tourism development.

Mr. Bhaktalal Shrestha, politician of Mahadevsthan VDC defines his view on tourism development in Matatirtha area that Matatirtha is historical and religious place of Nepal. It is well known pilgrim all over Nepal. People, whose mother died, come to worship mother and to bath in holly pond every year of Matatirtha Aunsi. They celebrate grand Mela. The main attraction of Matatirtha is Matatirtha mandir and another is pure water. He thinks that most of people visit for water. There is excellent potential destiny for tourist but there is obstacle problems are lack of tourism association, lack of good transportation facility, lack of government or local people involve in this sector and lack of local leadership.

He suggests that to development of Matatirtha as tourism area are...government should play vital role to develop this sector. They should make policy and tourism strategies. Local people should be aware of benefit of tourism development in Matatirtha area.

4.4 Problems of Tourism Development in Matatirtha Area

There are lots of prospect to develop tourism in Matatirtha area. There are some problems associated with tourism development in Matatirtha like lack of local people, lack of guide, lack of accommodate hotels, lack of infrastructure etc. Tourist could not enjoy as they expect due to lack of needed facilities.

4.4.1 Problems faced by tourists in Matatirtha

Matatirtha as a tourism destiny has some problems, which would be solved according to the needs of tourists visiting Matatirtha.

Table No.4.14

problems faced by tourists in Matatirtha

Problems	No. of Respondents	Percentage
Lack of local people	5	41.66
Lack of guides	2	16.67
Lack of facilities Hotels/Restaurants	4	33.33
Lack of Communication	1	8.34
No problem	0	0
Total	12	100

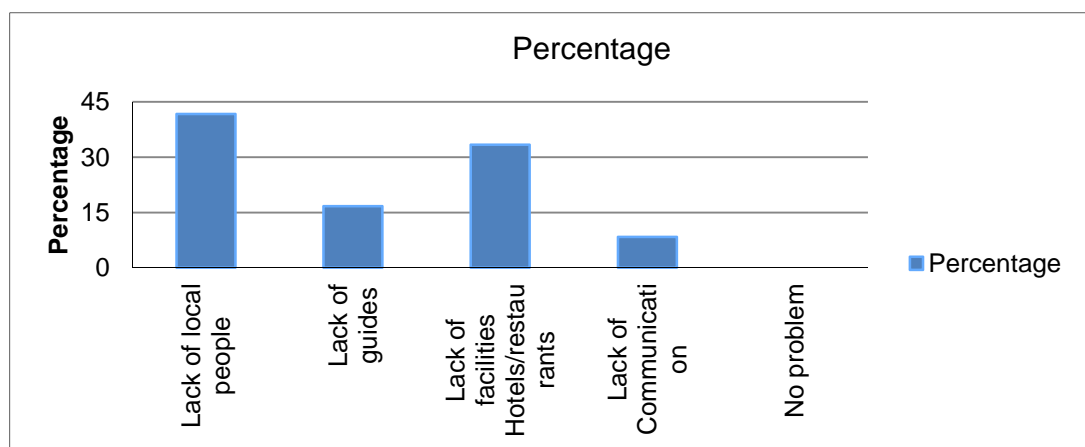
Source: Field Survey, 2014.

Above table shows the problems faced by tourists in Matatirtha, Maximum numbers of tourists (about 41.66%) are of the lack of the local people behaviors. 33.33 percent of the tourists told lack of the facilities hotels/restaurants in the area. Fooding is ok but they are not providing accommodation and other facilities to the visitors. Hence, the quality of hotels and restaurants should be improved.

16.67 percent of the respondents are feeling there is lack of guides and 8.34 percent of the respondents are feeling there is lack of communication.

Figure No.4.1

Problem faced by Tourists in Matatirtha



Based on table no. 4.12

4.4.2 Major problems associated with tourism at Matatirtha are:

i) Insufficient Tourism Infrastructure

These includes transportation, communication, guide facilities, enough accommodation etc. All these should be developed in planned way.

Attractions would be little importance if their location is inaccessible by the normal means of transportation. Tourists attraction, which are located near to the tourist generating markets are linked by a network of efficient transport receive the maximum number of tourists. Transportation is the main component to reach the tourists attraction. But in case of Matatirtha, the roads and other transportation facilities are well, just to do it is proper management for safe and comfort travel. The main problem of the road is mud road in the rainy season. In that time very difficult to travel. So the road should maintain by government or Local Agency.

Also the guide facilities play vital role for fulfillment of visiting purpose of tourist. But even now there is lack of local guide. There is no any tourist guides Association.

ii) Information and publicity

In this modern world, communication has become the most vital thing. Unless and until people don't know anything special about the place, they do not travel there. Hence, whatever the place is attractive, it needs publicity and the information disseminated is over about it's specially.

There are no any information centers in Matatirtha to inform visitors about Matatirtha. No any information booklets regarding Matatirtha have been developed by any agencies. There are lack of publicity and information about Matatirtha.

iii) Medical Facilities

There are no any hospitals or well-built medical house in Matatirtha. Medical houses are most important for any area.

iv) Trained Manpower/ Leadership

Trained manpower can satisfy the need for tourists visiting Matatirtha. There is lack of trained manpower like guide for local people about rural tourism, guide for tourist, proper leader etc. So the concrete effort should be made to produce the required number of quality staff so as to ensure that the increasing number of tourist visiting the region get quality services. Leader is most important to any sector. There is no good leader to develop Matatirtha as tourism area.

v) Market

There is small market but lack of managed for tourist. There is not any good supper market.

vi) Recreational Facility

Developments of recreational activities are necessary to increase the tourist arrival in Matatirtha. Cultural programs may be the importance recreational activity for the tourist from different culture because they are keenly interested in understanding others culture.

Also the swimming pool, snookers houses, cyber cafes, sports center etc. are needed for any area to be perfectly recreational.

Besides, parks, tower and sightseeing place should be developed and well managed.

vii) Lack of Budget

Local people want to develop Matatirtha as tourist area. But lack of budget they cannot do anything to manage that. So government and local agency must think about the study area creatively.

4.4.3 Improvements Needed

As per the problem faced by tourists while traveling throughout Matatirtha, they commented on improvement needed in the area for tourism development, which is shown in Table.

Table No. 4.15

Improvements Needed to Promote Tourism

Improvements in	No. of Respondents	Percentage
Accommodation hotels	3	25
Trained manpower/guide	2	16.66
Advertisement	6	50
Others	1	8.34
Total	12	100

Source: Field Survey, 2014

Note: Other includes hospitality, development of picnic spots, parks, sanitation and cleanliness, environmental conservation, preservation and proper management of cultural and historical sites etc.

Nearly 50 percent of the respondents feel the immediate attention should be given for advertisement. Matatirtha is well known historical or religious place of Nepal. But people don't know about quality for rural tourism and about it. The source of information regarding Matatirtha, the researcher found that most people come to know about Matatirtha through friends or relatives. This also suggests us for the development of better communication between tourism related agencies, hoteliers and local people of Matatirtha. Advertisement in any form for the publicity and promotion of Matatirtha is of almost importance.

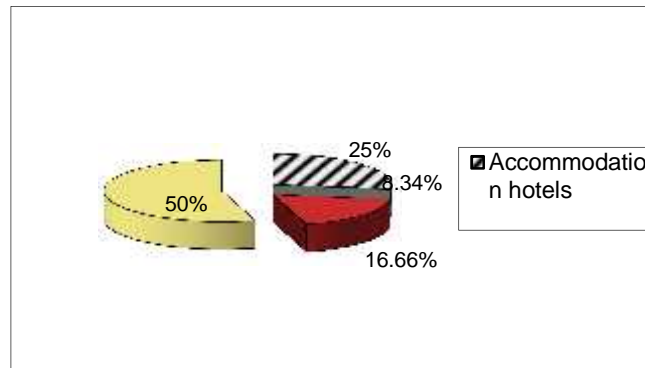
Above table shows that 25 percent respondent feel the need for development of good hotels restaurants, snooker, pool houses, swimming pools, sport center etc. Quality accommodation in reasonable rate should be provided because Matatirth has till now not been able to accommodate almost all visitors. The quality of fooding and other necessary facilities should be improved.

Nearly 16.66 percent respondents feel the need of trained manpower and guides in tourism sector of Matatirtha.

Hence all these improvements are great importance to promote tourism in Matatirtha.

Figure No. 4.2

Improvement Needed to Promote Tourism in Matatirtha.



based on table no.4.13

4.5 Prospects of Tourism in Matatirtha Area:

Among many tourist areas around the Kathmandu Valley, Matatirtha is also one of hidden tourist spot. It is a renown historically importance area situated in the west point of Kathmandu (near Thankot). It lies in Mahadevsthan V.D.C., ward No. 3. It is only 10 km. west from the centre of Kathmandu and is access to all kinds of vehicles like local bus, taxi, bike, bicycle, and private car. It lies in lap of Chandragiri hill. It is totally peaceful area to all. There are many prospects to develop Matatirtha as tourist area. The major prospects associated with tourism are as given below:

a) Prospects as Pilgrim Tourism/Religious Tourism

Matatirtha temple is one of the spiritual temples for all Hindus and Buddhist. The main features of Matatirtha mandir are fresh and cold water, holly temple of Aama (Mother), green and peaceful environment, relax point, developing picnic spots etc. It is famous for holly religious place all over Nepal. In Matatirtha aushi or Mother's Day Nepalese people attendance at the temple for the grand annual Mela. There is a holly pond. People whose mother's have died, bath in the pond and give offerings in their mother's name, paying tribute to the state, Symbolizing all mother. There is prospect of pilgrims tourism and religious tourism. There are many god and goddess in Matatirtha mandir and surrounding study area. It shows old art and sculpture.

b) As Eco Tourism

Matatirtha situate in the lap of Chandragiri hill, where we can find many herbs, wild animal, flora and fauna. So the study area has prospect of eco tourism too. This majestic new destination of Nepal offers a really unique, amazing & interesting tour for eco tourism. It is an exotic destination in Nepal for those who are extremely interested to see the verities for birds as Red-vented Bulbul, Great Egret, Grey Wagtail, House Crow, House Sparrow, Little Egret, Oriental Turtle Dove, Spotted Dove, Steppe Eagle, Kingfishers, Common Myna, Indian Pond Heron, Tit and so many others. As well as so many Medical plants of Nepal have been found in Chandragiri jungle sub-tropical zone. Therefor we can say that Matatirtha has extremely quality of Eco Tourism.

c) As Agro Tourism

Tourism activities related to the agriculture are known as agro tourism. The concept is new for most of the countries. But it is especially important for agricultural countries like Nepal. Least developed countries like Nepal follows agriculture as a basic occupation. Likewise Most of people of Matatirtha area involve on agriculture, which produce food, cereals, vegetables, fishes, honey etc. Farmers are interested on mushroom, chicken, tomato, and other farm by new technology. There is green in every field in Matatirtha. Mostly internal tourists, who come to observe new cultivation practices different from their own practices and another tourists that need fresh vegetables fruits, fishes, honey, meat etc. There is also prospect of Agro Tourism.

d) Trekking/Hiking Tourism

Among the many tourist adventure activities in Nepal, trekking is by for the most popular. The diversity in Nepal's nature and a range of exotic culture makes this country ideal for trekking. Trekking in Nepal provides an opportunity to observe the local culture of the people and enjoy the beauty of nature undisturbed by the influence of modernity. Matatirtha is the new destination of Nepal offers a really unique, amazing & interesting tour for eco tourism, short hiking to Chandragiri hill (2275mtr) 6 hours to & from, or

start hiking from Kirtipur to Machhenarayan temple tour in 2 hours and another an hour to Hotel. Chandragiri hill is also interesting place for cycling too.

e) Prospects of Rural Tourism Development in Matatirtha

Prospects of tourism of any destiny depend on the components of that area. The quality of tourist components determines tourists' success in any area because tourism does not exist in isolation. Giving the information about natural beauties in the rural area can extend expansion of tourist. Thus, Matatirtha Area and its surrounding rural areas have immense prospects of rural tourism.

According to McIntosh, there are 4 major supply components, which are attraction, accessibility, accommodation and amenities. We can say, tourism is the outcome of attraction, accessibility, accommodation and amenities. McIntosh has further classified tourism components into Natural resources infrastructure, transportation and hospitality and cultural resources.

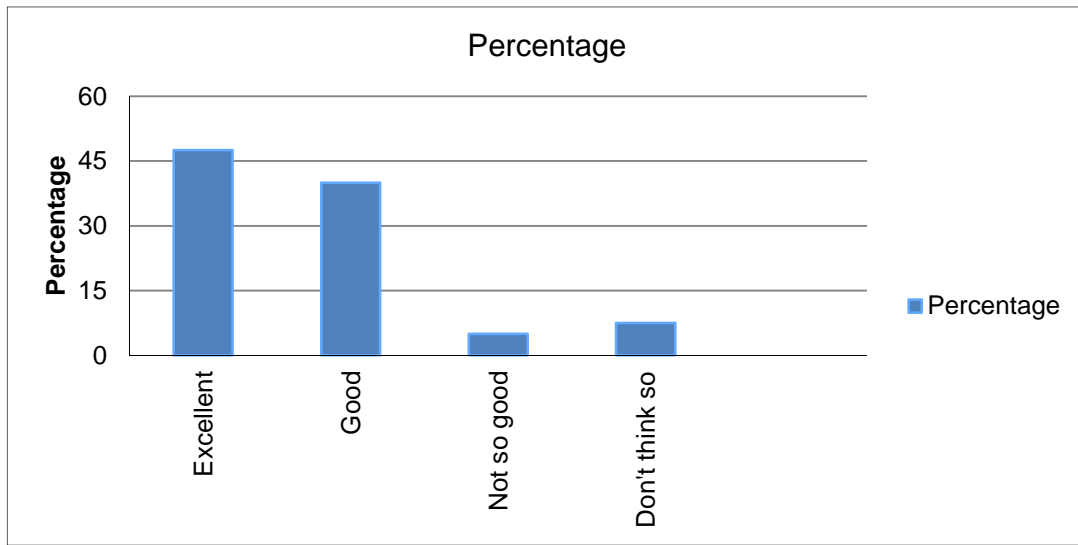
Table No. 4.16
Prospect of Tourism in Matatirtha

Future Scope	No. of Respondents	Percentage (%)
Excellent	19	47.5
Good	16	40
Not so good	2	5
Don't think so	3	7.5
Total	40	100

Source: Field Survey, 2014

Above table shows that prospect of tourism in Matatirtha. 47.50 percent of respondent agree that there is excellent potentiality of tourism in Matatirtha. Also, 40 percent agree that there is good potentiality but needs to be developed in few things to make it excellent.

Figure No.4.3 :
Prospect of Tourism in Matatirtha



Based on table no.4.14

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

Matatirtha is situated in the Mahadevsthan VDC-3, West point of Kathmandu. Every year of Matatirtha Ausi or Mother's day, people come to there for worship statue of mother and bath in the pond, whose mother was death. It is quiet, peaceful place. Cool air, fresh water, natural beauty, Matatirtha Mandir, rural village and Chandragiri hill are the most attractive things of Matatirth.

Local people of the study area are mostly depending on agriculture and others are business and official job. There is not any tourist business. They think that the study area have excellent prospect of Tourism. Such as holly place and peaceful environment but it might develop minimizing problems. There are many problems to develop tourism business in Matatirtha.

The propose of visit that motivates tourists to travel from one place to another place. Most of tourist come to Matatirtha for relax and pleasure another is pilgrimage. They assist that the study area is very good for tourist destiny. They faced problems of transportation, hotels, market as well as guide people and guide center. Matatirtha is more applicable to "Domestic Tourism" rather than international. There are few respondents who knew Matatirtha through travel books, travel agencies or through Medias. The recommends that there are more need to publicity and advertisement. People travel Matatirtha especially in a group. Mostly age group of tourists visiting Matatirtha is 18-45 male travels more than female. Especially summer is the peak season for people traveling Matatirtha.

Almost all visitors to stay in Matatirtha for just few hours and almost hotel owner are local people and all the hotels as to some extent local tea shop and khaja ghar. Mostly the young and matured persons with family are involved in hotel business. Also most of them are literate and necessary to give trainings about tourism and hotel management. The investment patterns of the hotels are not satisfactory. Expenditure pattern of tourists

implies that most of the tourists spend Rs. 100-400 a day in the area visited, which is good symptom. But they are not well satisfied about their job on the study area.

The key person views that the study area has excellent potentiality of tourism business. They think that problems of tourism development are lack of publicity, lack of awareness of local and government & lack of local leadership.

There are some problems associated with tourism development in Matatirtha. Tourist could not enjoy as they expect due to lack of needed facilities. Some problems to develop tourism in the study are insufficient tourism, infrastructure, information and publicity, medical facilities, trained manpower, leadership, market, recreational facility, lack of budget etc. The problem faced by tourist while traveling throughout Matatirtha, They commented on improvement needed in the area for tourism development. There are not accommodation hotels, trained manpower guide, Advertisement etc.

There are many prospects to develop Matatirtha as tourist area. The major prospects associated as tourism are pilgrim/religious tourism. Eco tourism, Agro tourism, Hiking tourism, rural tourism etc.

5.2 Conclusion

Matatirtha is more applicable to "Domestic Tourism" rather than international. Most of the respondents are Nepalese. People visit Matatirtha mainly for pleasure and relax and to view the Matatirtha temple. People come to spend holiday or enjoy picnic in Matatirtha that increase day by day. Most of the visitors visiting Matatirtha came to know about it through friends and relatives. Mostly age group of tourists visiting Matatirtha is 18-45 male travels more than female. Especially summer is the peak season for people travelling Matatirtha.

There is small hotels like tea shop rather than expensive hotel. Mostly the young and matured persons with family are involved in hotel business. Also most of them are qualified. The investment patterns of the hotels are not satisfactory.

Environmental impact is good because maximum respondent feel it to be OK. Condition of transportation is moderate for most of the tourist visiting on local vehicles and good for private vehicles and those on motorcycle. The roads are well build. But in rainy season they face problem of muddy road.

Matatirtha is developing as tourist area. Government should give budget for develop the study area. Most of the tourist felt the condition of lodging and fooding to be moderate. All hotels is serving the food facilities. Also the lodging is not available in most of the hotels.

5.3 Recommendations

For development of an undeveloped country like Nepal, tourism may be very effective approach. For effective utilization of the opportunities created by tourism and for sustainability and promotion of tourism in Matatirtha, the researcher has put forth some recommendations on the basis of the study conducted:

i Publicity and Advertisements

For development of tourism, advertisement and publicity plays key role. A well planned, well coordinated and systematically integrated publicity campaign is required for effective promotion of tourism. There are not tourist information center. Hence it is recommended to establish tourist service center. Also, the information about various places and specialties of Matatirtha, its map showing every potential place to attracts tourists should be well build in hooding board and placed in every place.

ii Perpetual research

perpetual research work should be done to find out the interests and problems associate with tourists because that ultimately helps to increase the numbers of tourists around Matatirtha.

iii Transportation

There should be well transportation facilities for development of tourism. Only better roads do not mean that the transportation facility is better, rather it needs adequate local vehicles, petrol pumps, and better workshop. The road is good but should be repaired.

iv Amenities

Hotel focusing only on fooding and accommodation only are not sustainable for long. Besides fooding and accommodation, there should be provision of other facilities too such as transportation being provided by the hotel itself, provision of guides for sightseeing, provision of entertainment facilities as pool snooker houses, swimming pools, sports etc.

Hospitality is the most essential component of tourism. The feeling of "Atithi Devo Bhava" implies that the visitors are our guests and guests are our god. The tourists should be warmly welcomed and no misbehave should be done with them.

v Guides

Guides are necessary to explore any area, which is unknown. The unknown places are always risky and without guides, importance of the place is never known. Therefore flora and fauna are also well known by the guides. The cultural and historical importance of different shines is also known through guides. For all these, guides play a key role to introduce any place to the outsider.

vi Encouraging Investment in Tourism Sector

Government should creed to favorable condition for the promotion of tourism in any place, which does have potentiality. It should invest in basic tourism infrastructure, which

might be very essential in that area. The roads, sanitation, health institution, tourist information center, hotels, restaurants, sport center, developing picnic spot etc. are needed as basic necessities at least to access the area.

vii Awareness through Education

It is equally important to include tourism along with its other component as subjects of training and study in over education programme. Education programming will helps us increasing awareness among the people to value our tourist resources and understand the impact of tourist influx. Further it would also help to make the people realize their basic responsibilities of being in the host country. The subject course should be so designed as it could effectively provided sound knowledge about our main cultural, historical, ecological and other types of resources.

Developing awareness in people (native) about the importance of tourism is recommended for the development of area and country as well. Every local should be aware of the benefits of tourism. There should be the motto "together we can" because every work becomes fruitful by community efforts.

viii Clean Environment Sanitation

A high quality of environment is basic for tourism development. The environment should be clean because it is also one of the motivating factors for attracting tourists towards sanitation.

ix Development of Sightseeing Point

Charles point of Matatirtha can be used as sightseeing point, because we can see Kathmandu valley, Himalaya range. There should make viewpoint tower.

x Super Structures

Super structures as big hotels, motels, resort, properly managed shopping complex with parking departmental stores etc. should be developed in Matatirtha. Also, the places for entertainment as discos, pubs, night clubs, swimming pools, snooker houses, sports centre, parking, public toilet, park, Buddha stupa, view point tower etc. should be developed.

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Appendix-A

Central Department of Rural Development

TRIBHUVAN UNIVERSITY

Questionnaire for the Survey on Tourism in Matatirtha

QUESTIONNAIRE FOR TOURISTS

1.
 - a) Name:
 - b) Sex: Male/Female
 - c) Age:
 - d) Occupation:
 - e) Religion:-
 - f.) National:
2. What is your purpose of visit?
 - a. Pilgrim
 - b. Research Study
 - c. Recreational Visit
 - d. Pleasure and Relax
 - e. Adventure
 - f. Business Assignment
 - g. Project Assignment
 - h. To gain Health
 - i. Village, People, and Culture.
 - j. Just visiting without any specific purpose
 - k. Others
3. By which means of transportation you come here?
 - a. Local Bus
 - b. Travel coaches
 - c. Private car
 - d. Other

4. Is it your first visit to this area?

Yes.....

No.....

4.1. If yes, how many times have you been this place before?

.....

5. How long would you stay here?

.....

6. How much may be your average spending in Matatirtha?

(i) Accommodation : Rs. _____ Per day

(ii) Fooding : Rs. _____ Per day

(iii) Local Handicrafts Item : Rs. _____ Per day

(iv) Others : Rs. _____ Per day

(v) Grand Total : Rs. _____ Per day

7. How do you evaluate the existing facilities in Matatirtha? Please write the proper numbers as follows:

(1 = Excellent, 2 = Good, 3 = Don't know, 4 = Bad and 5 = Very Bad)

(i) Water supply [] (ii) Communication facilities []

(iii) Electricity supply [] (iv) Road condition to Matatirtha []

(v) Health service [] (vi) Cleanliness of the place []

(vii) Security arrangement [] (viii) Street lighting []

(ix) Hotel facilities [] (x) Restaurant (food) facilities []

(xi) Toilet facilities [] (xii) Employees in Tourism []

(xiii) Conservation and promotion of natural and cultural assets []

(xiv) Matatirtha of local people []

8. Are you alone or in group?

a. Alone / Group

9. What is your opinion of lodging and fooding?

a. Expensive

b. Moderate

c. Cheap

- 10. Did you get food of your choice?
Yes..... No.....
- 11. How do you find the local people?
a. Friendly b. Very friendly c. Not friendly
- 12. Do you think you come back to this place again?
If Yes, why.....
If No, Why
- 13. Are you satisfied with the sanitation situation around Matatirtha?
Yes..... No.....
- 14. Will you tell people of your country to visit this place?
Yes..... No.....
If no, why.....
- 15. What type of problem did you face visiting Matatirtha Area?
.....
- 16. In your opinion, what should be done to promote tourism in Matatirtha Area?
.....
.....
.....
.....
- 17. Do you see the future of tourism in Matatirtha ?
.....

Thank You.

Appendix-B

Central Department of Rural Development

TRIBHUVAN UNIVERSITY

Questionnaire for the survey on Tourism in Matatirtha

**QUESTIONNAIRE FOR THE HOTEL OWNERS AND BUSINESS MEN
ASSOCIATED WITH TOURISM**

1. a) Name of Respondent:
b) Sex: M/ F
c) Age:
d) Marital Status: Single/Married
e) Education:
f) Address:
g) National:
2. Details about the Hotel/ Lodge or Shops.
 - a. Name:
 - b. Established Year:
 - c. Number of Employer:
3. How many tourists visit your Hotel/ Lodge each day?
.....
4. What is your total income of a month?
.....
5. Hotel/lodge running house is your own or rented?
Own..... Rented.....
 - 5.1. If rented how much do pay monthly/ yearly?
.....
6. How many rooms and beds are there in your hotel/lodge?
.....

7. How much do you pay for employers each month?
.....
8. What are peak Seasons?
a. Summer b. Winter c. Spring d. autumn
9. Have you ever advertised your hotel?
.....
10. How long do the tourists stay in your hotel?
a. Few hours b. 1-2 days c. above 2 days
11. What is the purpose if their visit?
a. Sightseeing b. Pilgrimage c. Trekking & cycling
d. Recreation e. Research/Study f. Pleasure and Relax
g. Other
12. What facilities are bring provided at your Hotel?
a. Fooding b. Lodging c. Transportation
d. Guides f. Entertainment
13. Is your hotel running in profit?
.....
14. What sorts of problem are facing to run this business?
.....
15. What should be done to improve tourism in Matatirtha?
.....

Thank You

Appendix-C

Central Department of Rural Development

TRIBHUVAN UNIVERSITY

Questionnaire for the survey on Tourism in Matatirtha

QUESTIONNAIRE FOR LOCALS

1. Personal Information

- a) Name of Respondent: b) Sex: M/ F c) Age:
d) Marital Status: Single/Married e) Education:
f) Address: g) National:

2. Is any member of your family engaged in tourism?

- a. Yes b. No

2.1. If yes, then how?

3. How is tourism helping you?

- a. Employment generation b. Income generation
c. Better facilities d. Gaining knowledge e. Others

4. How much do you spend annually?

- a. Less than 10,000 b. 10,000-20,000 c. 20,000- 30,000
d. 30,000 - 40,000 e. 40,000 above

5. How much do you earn annually?

- a. Less than 10,000 b. 10,000-20,000 c. 20,000- 30,000
d. 30,000 - 40,000 e. 40,000 above

6. For what purpose, tourists mainly visit Matatirtha?

- a. Sightseeing b. Pilgrimage c. Trekking & cycling
d. Picnic e. Research/Study f. Pleasure and Relax
g. Other

7. When do tourists mainly visit your area?
 - a. Summer
 - b. Winter
 - c. Spring
 - d. autumn

8. What is the most attractive thing tourist like about Matatirtha?
 - a. MatatirhaMandir
 - b. Chandragiri Hill(forest)
 - c. sightseeing
 - d. Water
 - e. trekking/hiking & cycling
 - f. Sport
 - g. Others.

9. In what, tourists spend money the most?
 - a. Fooding
 - b. Accommodation
 - c. Entertainment
 - d. Others

10. What is your opinion about Matatirtha as a tourist potential destiny?
 - a. Excellent
 - b. Good
 - c. Not so good
 - d. Don't think so

11. What problems are you facing by the increased flow of tourist in Matatirtha?

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12. What are the sources of your income?
 - a. agriculture
 - b. Business
 - c. Tourism
 - d. Livestock
 - e. Service

13. How is your views on future scope of Tourism in Matatirtha?
 - a. Excellent
 - b. Good
 - c. Not so good
 - d. Don't think so

14. What is your suggestion towards promoting tourism in your area?

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Thank you

Map of Matatirtha.



Picture of Matatirtha Mandir



Symbol of Mother

