

# **Potentiality and Challenges of Rural Tourism:**

**A Case Study of Swargadwarikhal VDC-1, Pyuthan District, Nepal**

**A Thesis Submitted to:**

**The Central Department of Rural Development**

**Tribhuvan Universtiy,**

**In Partial Fulfillment of the Requirements for the**

**Degree of Masters of Arts (M.A.)**

**in**

**Rural Development**

**Submitted by:**

**AMAR BAHADUR RESMI**

**Central Department of Rural Development**

**Tribhuvan University, Kathmandu**

**TU, Registration No: 9-1-50-1800-2005**

**Exam Roll No: 281349**

**September, 2016**

## LETTER OF RECOMMENDATION

The thesis entitled “**Potentiality and Challenges of Rural Tourism: A Case Study of Swargadwarikhal VDC-1, Pyuthan District, Nepal**” has been prepared by **Amar Bahadur Resmi** under my guidance and supervision. I hereby forward this thesis to the evaluation committee for final evaluation and approval.

.....

Mr. Suman Kharel

Supervisor

Central Department of Rural Development

Kirtipur, Kathmadu, Nepal

Date: 20-09-2016

2073-06-04

## LETTER OF APPROVAL

This Thesis entitled “**Potentiality and Challenges of Rural Tourism: A case study of Swargadwarikhal VDC-1,Pyuthan District, Nepal**” submitted by **Mr. Amar Bahadur Resmi** has been approved by this department in the prescribed format of the Faculty of Humanities and Social Sciences. This forwarded for the acceptance.

### Evaluation Committee

.....

Prof. Dr. Prem Sharma  
Head of the Department

.....

Mr. Subash Jha  
External Examiner

.....

Mr. Suman Kharel  
Supervisor

Date:27-09-2016

2073-06-11

## DECLARATION

I hereby declare that the thesis entitled **Potentiality and Challenges of Rural Tourism: A Case Study of Swargadwarikhal VDC-1, Pyuthan District, Nepal** submitted to the Central Department of Rural Development, Tribhuvan University, is entirely my original work prepared under the guidance and supervision of my supervisor. I have made due acknowledgements to all ideas and information borrowed from different sources in the course of preparing this thesis. The results of this thesis have not been presented or submitted anywhere else for the award of any degree or for any other purposes. I assure that no part of the content of this thesis has been published in any form before.

---

Amar Bahadur Resmi

TU, Registration No: 9-1-50-1800-2005

Date: 18-09-2016

B.S. 2073-06-02

## ACKNOWLEDGEMENTS

I would like to express my sincere gratitude to my supervisor Suman Kharel Lecturer, Central Department of Rural Development for his consistent encouragement and his praiseworthy contribution for the completion of this thesis. His broad horizon of knowledge, clear view about the subject and inspiring personality always encouraged me to go through my work without any difficulties.

I am thankful to all the lecturers Department of Rural Development for providing me a great opportunity and support to prepare Master's Degree Thesis entitled **"Potentiality and Challenges of Rural Tourism: A Case Study of Swargadwarikhal VDC-1 , Pyuthan District, Nepal"**.

I would like to acknowledge the support and guidance of my family throughout my studies and time at university.

My final acknowledgement goes to Dhan Bahadur and his entire family for their endless support and help throughout the study period. Similarly my thesis wouldn't have been completed without the support and help of all the people of Swargadwarikhal VDC-1, for their support and co-operation for the completion of this thesis.

.....

September, 2016

Amar Bahadur Resmi

## **ABSTRACT**

The study, “Potentiality and Challenges of Rural Tourism” was carried out in Swargadwarikhal VDC-1, Dhanbang Pyuthan. Three folds specific objectives of the study area are: to explore the natural and cultural attractions of this study area, assess the involvement of local people in the tourism industry; analyze the challenges, in order to develop study area as rural tourism destination.

This study employed both exploratory as well as descriptive research design, so 35 households were sampled using stratified sampling from the universe of 50 households. The study was mainly based on primary information. The quantitative and qualitative primary data were collected through household survey, interview, FGD and important relevant data from secondary source.

From the study, it was found that deep concern of the respondents about the potentiality of tourism was one of the major factors behind the success. The norms and values of most people, 30 respondents likes tourists from each household. 30 respondents found to be aware about the huge potentiality to attract the tourists through natural scene, 20 respondents were found unemployed and had the feeling to involve as a tourist guide in order to explore the tourism sector, 26 respondents have feeling that socio-cultural and religious values has potential to offer the tourists ,21 respondents stated about the potentiality of Home stay facilities and 20 respondents had prior awareness that, picnic spot and religious temple had great potentiality in order to attract the tourists. Development of View tower, development of leadership, awareness programme about the benefits of tourism, development of participatory attitude and desire for participating in tourism development activities, involvement in welcoming tourists were main potentiality of tourism in developing the tourism industry.

Drinking water facilities, awareness to the public about tourism by establishing bonds and coordination among community members, extension of roadways, construction of view tower, developing trekking and short hiking routes, linkage with the NTB and government agencies, developing a package system to increase the tourists visiting days are recommended for the future development of tourism industry in Swargadwarikhal VDC-1.

# TABLE OF CONTENTS

	<b>Page No.</b>
Letter of Recommendation	ii
Letter of Approval	iii
Acknowledgements	iv
Abstract	v
Table of Contents	vi-x
List of Tables	xi
List of Figures	xii
Acronyms/ Abbreviations	xiii
<b>CHAPTER ONE: INTRODUCTION</b>	<b>1-8</b>
1.1 Background of the Study	1
1.2 Statement of the Problem	5
1.3 Objectives of the Study	6-7
1.4 Importance of the Study	7
1.5 Organization of the Study	7-8
<b>CHAPTER TWO: REVIEW OF LITERATURE</b>	<b>9-25</b>
2.1 Historical Review on Tourism	11-14
2.2 Global Trend of Travel and Tourism	14-17
2.3 Asia- Pacific Trends of Travel and Tourism	18-23
2.5 Trend of Tourism in Nepal	23-25
<b>CHAPTER THREE: RESEARCH METHODOLOGY</b>	<b>26-28</b>
3.1 Research Design	26
3.2 Rationale of the Selection of the Study Area	26
3.3 Nature and Sources of Data	26-27
3.4 Sampling Procedure	27
3.5 Data Collection and Techniques and Tools	27

3.5.1 Household Survey	27
3.5.2 Key Informant Interview	27
3.5.3 Observation	28
3.6 Method of Data Analysis	28
<b>CHAPTER FOUR: OVERVIEW OF THE STUDY AREA</b>	<b>29-35</b>
4.1 General Background of the Pyuthan District	29
4.2 Geography and climate	29-30
4.2.1 Castes and Occupation	30
4.2.2 Population by Census 1971-2011	31
4.2.3 Climate	31
4.2.4 Infrastructure	31-32
4.2.5 History	32-33
4.2.6 VDC's in Pyuthan	33
4.2.7 Historic and Cultural sites	33-34
4.2.8 Maps	35
<b>CHAPTER FIVE</b>	
<b>DATA PRESENTATION AND ANALYSIS</b>	<b>36-46</b>
5.1 Profile of the Study Area	36-37
5.2 Socio-Demographic Characteristics	37
5.2.1 Population Structure	37
5.2.2 Gender of the Respondents	37-38
5.2.3 Marital Status of the Respondents	38
5.2.4 Religion of the Respondents	39
5.2.5 Education Status of the Respondents	40-41
5.2.6 Age wise Distribution of the Respondents	41
5.2.7 Caste wise Distribution of Respondents	41
5.2.8 Family size of the Respondents	41



5.2.9 Major Occupation of the Respondents	42
5.3 Tourism Status in the Study Area	43
5.3.1 Local Respondents Familiar with Tourism	43
5.3.2 Types of Tourists in Study Area	44
5.3.3 Purpose of Visit in the Study Area	43
5.3.4 Tourist Staying Days	44
5.3.5 Problems of study Area as by the respondents	44-45
5.3.6 Suggestions of Local Respondents	45-46
5.3.7 Benefits from Tourism	46

<b>CHAPTER SIX: SUMMARY, CONCLUSION AND RECOMMENDATIONS</b>	47-50
6.1 Summary	47-49
6.2 Conclusion	49-50
6.3 Recommendations	50

## **REFERENCES**

## **ANNEXES**

Annex- I: Questionnaires

Annex-II: Checklists

## **LIST OF TABLE**

<b>Table</b>	<b>Page</b>
Table no. 2.1: Asia: Key performance Indicators 2012-2014	20
Table no. 2.2: District from each Ecological belt on the basis of Strength of Tourism	24
Table no. 4.3: Ward-Wise Population Distribution	36
Table no. 5.1: Sample Population Structure of the Study Area	37
Table no. 5.2: Respondents by Sex	38
Table no. 5.3: Religion of the Respondents	40
Table no. 5.4: Education Status of the Respondent	40
Table no. 5.5: Age wise Distribution of the Respondents	41
Table no. 5.7: Family size of the Respondents	42
Table no. 5.8: Major Occupation of the Respondents	42
Table no. 5.10: Local Respondents Response on Tourism Familiarity	43
Table no. 5.11: Problem for Tourism Development in Dhanbang area	44
Table no. 5.12: Suggestion of Local Respondents	45

## **LIST OF FIGURES**

Figure No. 1 Inbound Tourism by Purpose of Visit 2012	17
Figure No. 2 Marital Status of the Respondents	39