

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

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

Tourism industry is the only industry, which can uplift economically developing countries like Nepal. As for the development of other material manufacturing industries it needs huge investments which can be a real tough job, but tourism industry can be functioned with small amount of investment and resulting big-return. Different nation have been benefited by the tourism sector, most of the Asian countries are able to taste the fruit from tourism sector. According to World Travel and Tourism Council countries like South Korea, China, South Africa, and Indonesia performed best in 2012 ([www.wttc.org](http://www.wttc.org)).

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

*Paryatan*: going out for pleasure and a knowledge

*Deshantan*: going out to other countries primarily for economic gain

*Tirthatan*: going to the places of religious importance

We get even references of *akhet*(hunting) and *vihara*(excursions) (op.cit.).

According to Ryan(1995:5), tourism is "a study of the demand for, and supply of, accommodation and supportive services for those staying away from home, and the resultant patterns of expenditure, income creation and employment" (ibid.).

Rural tourism is a complex multi-faceted activity: it is not just farm or agriculture based tourism. It includes farm-based holidays but also comprises special interest nature holidays and ecotourism, walking, climbing and riding holidays, adventure, sport and

health tourism, hunting and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritages tourism, and in some areas, cultural and ethnic tourism. Rural tourism is in fact not a new concept however the rural tourism concepts during 1970s-90s were different in several ways. It is revealed that over 70% of the Americans now participate in rural recreation. Likewise, many other developed countries also exhibit similar levels of participation. Growth in rural tourism is difficult to quantify, because few countries collect statistics in a way which separates purely rural from other forms of tourism, however most national tourism administrations agree that it is a growth sector (Pandey, 2008).

Kunwar (2010) in his work states that rural tourism in its purest form, would be: located in rural areas; functionally rural-built upon the rural world's special features of small-scale enterprise, open space, contact with nature and the nature world, heritage, 'traditional' societies and 'traditional' practices; rural in scale-both in terms of building and settlements and, therefore, usually small-scale; traditional in character, growing slowly and organically, and connected with local families. It will often be very largely controlled locally and developed for the long-term good of the area; of many different kinds, representing the complex pattern of rural environment, economy, history, location, culture, religion, symbolism, religious belief, sacred lakes, festivals, animal husbandry, agro-pastoralist, dress, and ornaments, attire, domestic archives, and nature-man-spirit, complex or interaction between culture and ecology.

Rural tourism refers to the tourism activities done beyond the regular urban tourist destinations. It helps to uplift the living standard of rural people by generation of income, employment and local markets for agricultural products and handicrafts. It helps to provide the incentives for forestation and nature conservation and the creation of a global family through the encounter between rural people and foreign tourists during village home stays, resulting in mutual understanding and learning.

Rural tourism may be best for that kind of tourist who wants to experience the real rural lifestyle. Rural areas have lots of things to offer. Generally they are fully blessed with natural beauties, and interesting culture and tradition being followed by rural people. Despite the beautiful scenario, rural areas have possibilities for home stay tourism development. Promotion of cottage industries would address unemployment, underemployment and poverty problems; promote promotion of primary and supportive tourism enterprises, and local economic development through the use of existing potential

and opportunities. As Nepal having most of the area covered by rural areas it definitely has many rural sites to attract tourist across the world.

The word Tourist has been defined differently in global scenario, different nation have define this term in their own ways so some of the definition followed by different countries are given below:

### **United States**

The Western Council for Travel and Research in 1963 employed the term visitor and defined a visit as occurring every time a visitor entered an area under study. The definition of tourist used by the National Tourism Resource Review Commission in 1973 was, "A tourist is one of who travels away from home for a distance of at least 50 miles (one way) for business, pleasure affairs, or any other purpose except to commute to work, whether he stays overnight, or returns the same day."

The Travel scope survey of the Travel Industry Association of America (TIA) research department defines a person trip as one person traveling 50 miles (one way) or more away from home or staying overnight, regardless of distance. Trips are included regardless of purpose, excluding only crews, students, military personnel on active duty, and commuters.

### **Canada**

In a series of quarterly household sample surveys known as Canadian Travel Survey that began in 1978, trips qualifying for inclusion are similar to those covered in Travel scope in the United States. The 50-mile figure was compromise to satisfy concerns regarding the accuracy of recall for shorter trips and the possibility of the inclusion of the trips completed entirely within the boundaries of a large metropolitan area such as Toronto.

The determination of which length of trip to include in surveys of domestic travel has varied according to the purpose of the survey methodology employed. Whereas there is general agreement that commuting journeys and one-way trips should be excluded, qualifying distance vary. The province of Ontario favors 25 miles.

In Canada's international travel surveys, the primary groups of travelers identified are nonresident travelers, resident travelers, and other travelers. Both nonresident and resident travelers include same-day and business travelers. Other travelers consist of immigrants, military personnel, and crews.

## **United Kingdom**

The National Tourist Boards of England, Scotland, and Northern Ireland sponsor a continuous survey of internal tourism, the United Kingdom Tourism Survey (UKTS). It measures all trips away from home lasting one night or more; these include: (1) trips taken by residents for holidays, (2) visits to friends and relatives (non holiday), or (3) trips taken for business, conferences, and most other purposes. In its findings, the UKTS distinguishes between holiday trips of short (one to three nights) and long (four-plus nights) duration.

The International Passenger Survey collects information on both overseas visitors to the United Kingdom and travel abroad by U.K. residents. It distinguishes five different types of visits: holiday independent, holiday inclusive, business, visits to friends and relatives, and miscellaneous.

## **Australia**

The Australian Bureau of Industry Economics in 1979 placed length of stay and distance traveled constraints in its definition of *tourist* as follows: A person visiting a location at least 40 kilometers from his usual place of residence, for a period of at least 24 hours and not exceeding 12 months.”

In supporting the use on the WTO definitions, the Australian Bureau of Statistics notes that the term “usual environment is somewhat vague.” It states that “visits to tourist attractions by local residents should not be included” and that visits to second homes should be included only: where they are clearly for temporary recreational purposes” (Goeldner& Ritchie, 2007).

Nepal is situated in south eastern part of Asia. It is roughly rectangular on shape with total area of 1, 47,181 sq. Km. It is surrounded by India in the east, south and west and by China in the north. Nepal harbors unprecedented tourism resources in all ecological regions that range from low land in Terai to the Hills and Mountains. This geographical diversity offers not only refuge to the flora and fauna of global significance, particularly, the hills and mountains the habitat for population with immense diversity, serve also as the source of rivers and aquatic biodiversity for territory even beyond Nepal.

Nepal occupying only 0.03% of the total landmass of the earth is home to, 2% of all the flowering plants in the world, 8% of the world’s population of birds (more than 848

species), 4% of mammals on earth, 11 of the world's 15 families of butterflies (more than 500 species), 600 indigenous plant families, 319 species of exotic orchids (NTB, 2011). This is why Nepal has many more to offer for tourist and have high potentiality for tourism industry. And Nepal Currently having 58 municipalities (72 newly being added) and 3913 VDCs there are lots of rural areas that to be explored and exposed to the outer world, promoting rural tourism will be definitely beneficial to uplift the economic sector of the nation.

Pyuthan, a district that falls under the mid-western development region, lies in the Rapti Zone of Nepal. Khalanga as a district headquarter. The district, which is the home of approximately 226,796 people, has a literacy rate of 67.01%. There are 61 Village Development Committees (V.D.Cs) in this district. Post offices are present in all 61 V.D.Cs. There is only one hospital in the district but at least one health post in all the 61 V.D.Cs.

Occupying an area of 1309kms, the district is neighbored by the districts Rolpa, Baglung, Gulmi, Dang and Arghakhanchi. Its abundance of natural resources goes untapped due to a lack in proper road infrastructure. Both, water and forest resources, have not been properly and wisely utilized. Most of the villages has electricity and has been connected by road. This district has lots of rural areas that can be developed as best destination for tourist who wants to enjoy rural life style and scenic beauty. Among those beautiful and highly potential area for rural tourism SwargadwarikhalVDC-1, Dhanbang area is one of them, which is 4 hour away from headquarter Khalanga. It is an area similar to a locality but with a small group of dwellings or other buildings in the country of Nepal.

This study area has beautiful natural beauty to offer, beautiful rural scenery can be seen from this area, as well as tourist can enjoy Magar life style and culture, also traditional houses of Magar community can be observed too.

## **1.2 Statement of the Problem**

Tourism is one of the largest and fastest growing industries. Travel & Tourism is a truly global economic activity—one which takes place in destinations across the world, from leading capital cities and smaller towns and villages in rural and coastal areas, to some of the remotest points on the planet. It is one of the world's largest industries, or economic sectors, contributing trillions of dollars annually to the global economy, creating jobs and wealth, generating exports, boosting taxes and stimulating capital investment. Today

more than 260 million people are supported by travel and tourism industry either directly or indirectly (op.cit.).

Tourism is an important industry for the developing countries like Nepal. Nepal is one of the most liked tourist destination, it was opened for the tourist since the early 1950s after Tenzing Sherpa and Sir Edmund Hillary climbed the Mt. Everest since then flow of tourist in Nepal has been in increasing order, during 2012 total number of tourist were 803,092 most of the tourist were from India, China, Sri-lanka, USA and UK respectively ([www.tourism.gov.np](http://www.tourism.gov.np)).

In Nepal mostly Kathmandu, Pokhara, Chitwan, Lumbini, Khumbu region are some usual destination for tourist but there are different destination that are still to be explored and exposed to the outer world. Nepal has many destination where community based rural tourism can be promoted among them Dhanbang village of Pyuthan district is one. Every year lots of tourist flow to Pyuthan district as this district holds one of the religious site of Hindu religion called Swargadwarikhal. From Khalanga we can travel by bus up to SwargadwarikhalVDC on the garble road. Swargadwarikhal Temple is famous religious destination for international and internal Hindu tourists. If only certain tourist can be attracted towards Dhanbang area then it would be beneficial as well as Dhanbang can get exposure as needed, as this village is rich in natural heritages and full of Magar culture, tradition and lifestyle.

Although having such potentiality due to lack of proper research and exposure Dhanbang isn't developed as a rural destination. So this research will be conducted in micro level to understand the prospects and probability of rural tourism in Dhanbang village.

### **1.3 Objectives of the Study**

The general objective of the study is to explore tourism potentiality and challenges in Dhanbang area of Pyuthan district. The specific objectives of this study are:

- ) To explore the natural and cultural attractions of this study area.
- ) To assess the involvement of local people in the tourism industry.
- ) To analyze the challenges, in order to develop study area as rural tourism destination.

## **1.4 Importance of the Study**

Rural tourism is one of the important steps for uplifting the rural area. Nepal consist lots of rural area which have huge potentiality of rural tourism. Pyuthan itself is full of rural areas that offer lots of natural and cultural heritages, so this study is important to highlight the potentiality of rural tourism especially in Swargadwarikhal VDC, Dhanbang area of this district. It will help to develop Dhanbang area as new destination for rural tourism as this study will explore the potentialities for rural tourism in the study area. Also study will help to determine the impact of rural tourism to uplift the socio-economic status of study area. Similarly, the study will help to formulate new plan and policies for developing rural tourism in study area.

## **1.5 Organization of the Study**

This study is compiled of six different chapters, Chapter 1 basically explains about background of the study, statement of the problem, objectives of the study and importance of the study. In first chapter definition of tourism has been presented and the concepts of tourism in different countries are also presented, with description of Nepal and importance of tourism in economic sector of Nepal is also presented.

Chapter 2 is about review of different literature of tourism sector, where historical review, trend of travel and tourism in global scenario, Asia- Pacific, and trend in Nepal is explained.

Where as in Chapter 3 Research methodology used for the study is presented. In this Chapter research design, rationale of the selection the study area, nature and sources of data, sampling procedure, data collection techniques and tools, household survey, key informant interview, observation, method of data collection are presented.

Chapter 4 is titled as “Overview of the study area” which consist sub-heads like general background of the Pyuthan district, about the study area i.e. Dhanbang area, explaining total population and total house hold of study area are presented.

Chapter 5 is about the data presentation and analysis which were collected after the study done in the study area. This chapter consists topics like, socio-demographic characteristics which is explained through different headings like population structure, gender of the respondents, marital status, religion, education status, age wise distribution, caste wise distribution, family size, major occupation of the respondents are explained, along with other topic tourism status in the study area which is presented with headings

like number of tourists visited in study area, local respondents familiar with tourism, types of tourist in study area, purpose of visit in the study area, tourist staying days, prospects of tourism in the study area, problems of the study as by the respondents, suggestions of local respondents, benefits tourism.

Chapter 6 is the Final chapter of this study, which consists summary, conclusion and suggestions.

Finally Study is completed presenting references and annexes which includes questionnaires, check list, photos.



## **CHAPTER II**

### **REVIEW OF LITERATURE**

Tourism refers to the activities of people visiting to and staying in places outside their usual environment for not more than one consecutive year and that can be for pleasure, business, pilgrimage and other purposes. Under tourism there are two types of tourist- Tourists and Excursionists. A visitor who stays at least one night or 24 hours in a particular place in a country with the travel motive is called a tourist. On the other hand, a visitor who does not spend the night or temporarily stays less than 24 hours in the country visited is called an Excursionist or same day visitor. The role of tourism is significant in the socio economic sector of a country. It is an important source of foreign, exchange, provides employment opportunities and generates economic growth in the country (Shrestha, 2008).

Tewari (1994) has summed up the concept of tourism as a movement of people to various destinations for journey and stay, both of which take place outside the normal area of residence and work. The movement is for a short duration, which distinguishes it from migration. It gives rise to activities at the destination. The main motive for participation in tourism is largely recreation and the visit is made for the purpose other than seeking permanent residence or employment. Tourism, in the pure sense, is essentially a pleasure activity and involves a discretionary use of freely disposable incomes and free time (Pandey, 2008).

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

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

According to Greffe (1993:23) Rural tourism can be understand in three different ways, Firstly, Rural tourism can be understand as living in the house of local people, this concept is poor people oriented so it is also known as tourism of poor people, luxurious destination where huge sum of money is need to be expend for accommodation and food, in such places who can't afford for such tourist Rural tourism is developed. Secondly, rural tourism refers to involving tourist in different activities which is vastly different than the tourism activities done in the urban area, activities like, cycling, fishing, honey hunting, etc. falls under this. Thirdly, this is newly developed concept about rural tourism; it includes staying in farm house, doing agricultural activities, studying about farming activities or enjoying watching these activities (Sharma and Kharel, 2011).

Green tourism is a concept which originated in France many years ago, and contrasts White tourism (based on snow resort) and Blue tourism(based on lake side resorts). The French, however, now use the term ‘Rural tourism’ because the term Green tourism’ is an inadequate general term for the most desirable kinds of rural tourist development (Ward, 1991:210). Rural tourism includes farm-based holidays but also comprises special-interest nature holidays and ecotourism, walking, climbing, and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, and arts and heritage tourism, and in some areas, ethnic tourism (Lane,1993:10). There is also a large general-interest market for less specialized forms of rural tourism. This area is highlighted by studies of the important German tourism market, where a major requirement of the main holiday is the ability to provide peace, quiet and relaxation in rural surroundings (Studienkreisfuer Tourism, 1987). In short, rural tourism is tourism which takes place in the country side (op.cit.).

As a rapidly growing industry in the world numerous books, articles, bulletins, booklets, websites are available about tourism. In the course of study for the preparation of thesis report, different available literatures have been reviewed, from the various literatures, historical background, global trends, Asia-pacific trends and Nepalese tourism trends have been reviewed and presented as below.

## 2.1 Historical Review on Tourism

The evolution of tourism can be studied by dividing it into three different phases. First phase of evolution of tourism is categorized till 1840 A.D. In this phase there was travelling but not the tourism, Roman king used to have rest house near sea beaches whereas travelling for pleasure for general people was beyond the expectation. People used to travel basically for three purposes and they were; for commercial purpose, for religious and for seeking knowledge or discovering new areas.

Second phase of evolution of tourism is categorized for the period between 1840-1945 A.D. In this phase industrial revolution brought great change in technology, which help to develop planned tourism package. Mr. Thomas cook was first to start package concept in Europe. He was the one to publish guide books for travelers, opened bank during 1879 A.D, and initiated hotel coupon system in 1887 A.D. Sir Henry Lunn developed the sport tourism by starting in skiing in Switzerland. Railway system helped to expand long distance traveling and made easy for general people. Shopping technology had also made significant contribution to the development of tourism in this phase.

Since 1945 A.D. onwards third phase of tourism industry was started. Professionalism in tourism was developed, private sector involvement increased in this phase. Concepts of paid holidays help for the globalization of tourism. Different tourism related organizations were established for the development of the tourism sector, rapid increase in infrastructure development took off from this stage (op.cit.).

Tourism can be recognized as long as people have travelled; the narrative of Marco Polo in the 13th century; the "grand tour" of the British aristocracy to Europe in the 18th century; and the journeys of David Livingstone through Africa in the 19th century are all examples of early tourism. Thomas Cook is popularly regarded as the founder of inclusive tours with his use of a chartered train in 1841 to transport tourists from Lough borough to Leicester. Before the 1950s, tourism in Europe was mainly a domestic activity with some international travel between countries, mainly within continental Europe. In the period of recovery following World War II, a combination of circumstances provided an impetus to international travel. Among the important contributing factors were the growing number of people in employment, the increase in real disposable incomes and available leisure time, and changing social attitudes towards leisure and work. These factors combined to stimulate the latent demand for foreign travel and holidays. The

emergence of specialist tour operators, who organized inclusive holidays by purchasing transport, accommodation, and related services and selling these at a single price, brought foreign holidays within the price-range of a new and growing group of consumers. The "package" or "inclusive" tour democratized travel in Europe; foreign holidays were no longer the preserve of the affluent and socially elite classes ([www.uefap.com](http://www.uefap.com)).

Travelling in the world has been in the world since the immemorial time, Greeks, Roman Empires, who were rich and had the monopoly to travel in Europe during 15<sup>th</sup> and 16<sup>th</sup> century used to travel whether to extend their political boundaries or for pilgrimages. Natural and beautiful but rugged object were avoided till 18<sup>th</sup> century, Even Switzerland was avoided for travelling till 1763. Later due to the few innovators who took interest in nature and mountain climbing made the country like Switzerland popular destination. Countries like Austria, Germany, Switzerland having natural beauty with alpine forest and mountains were became popular. Eventually during 19<sup>th</sup> and 20<sup>th</sup> century mountain tourism or nature tourism took strong growth (Bisht, 1994).

In case of Nepal Kharel and Sharma had described tourism development in Nepal in four different phases. First phase as before unification by late king Prithvi Narayan Shah, in this phase travelling was there but not tourism, this period was known as golden period of Nepal in terms of cultural and historical perspective. After the unification period to 1950 A.D. was pointed as second phase of tourism development, in this period Nepal wasn't open for tourist. Kark Patrick wrote book,"An account of the kingdom of Nepal" about his 15 days stay in Nepal, which gave exposure to outer world about Nepal. After the Sugauli treaty British officer visited Kathmandu but foreigners were strictly prohibited to visit outside Kathmandu valley, only 153 foreigner visited Nepal between 1801 A.D to 1844 A.D. David Right's "History of Nepal" give more flashlights to the Nepal to the outer world. From 1950 A.D. onwards third phase was started. During this phase Nepal got the membership of UN in 1955 A.D. which made significant impact to make relationship in global level. Tenzing Sherpa and Hillary climbed the Mt. Everest; it created multi dimensional effects in tourism industry of Nepal. Thomas Cook and sons company got permission to organize tour for 60 tourists within the Kathmandu valley in 1955 A.D. Establishment of Tourism Ministry, Tourism Board and other related organization in terms of developing tourism sector in this period, Nepal got membership of different other organization related with tourism. Period after 1989 A.D. has been studied as fourth phase of tourism development in Nepal, tourism industry has been

considered as significant industry to reduce poverty from this era. Rapid development of infrastructure related with tourism sector can be found since this phase. Planned development strategies relating tourism sector were also initiated with 20 years plan in 1990 A.D. with the assistance of Asian Development Bank (ADB). Development of Tourism policy in 1995 A.D. and development of alternative form of tourism started since this phase.

Nepal was virtually isolated and closed to outside world for centuries before the Sugauli treaty of 1816 A.D. with East India Company, after the treaty in 1817, a British resident Dr. Wallich was appointed representative from British government in Kathmandu he and his officials were considered as first tourists. Different British officials visited Nepal during the period of Junga Bdr. Rana, King George V visited Nepal for his famous shoot in 1911 A.D. and the Prince of Wales (Duke of Windsor) also visited in 1921 A.D. The revolution of 1951 A.D. overthrew the Ranas and marked a new era in Nepalese history, which opened the gates of Nepal for all the visitors across the world. Successful climbing of Annapurna I by French team on June 3, 1950 and Mt. Everest by Tenzing Norgay Sherpa and late Sir Edmund Hillary on May 29, 1953 gave a great publicity of Nepal throughout the world attracting thousands of tourists around the globe. Nepal got membership in UN, World Tourism Organizations (WTO) and other international organizations which helped to increase the number of tourists up to 156,000 in 1976, 223,331 in 1986 and 254,885 in 1990 from 6,179 in 1962 (Shrestha, 2008).

Though exact date and history of tourist incoming to Nepal is still unknown, it can be assumed that first tourist started coming to Nepal only after first road system was built in 1950 that connect some of the Nepal's cities with Indian boarder in the south. Since then international tourists flow to explore Nepal's rich cultures, picturesque Himalayan landscape, George Mallory and Andrew "Sandy" Irvine who had disappeared in 1924 in an attempt to conquer Everest. However it was on In 1953 Edmund Hillary and Tenzing Norgay Sherpa first conquered Mt. Everest (8848 m). Till now several people has attempted and successfully conquered the world's highest mountain.

Annapurna I was the first 8,000-metre (26,200 ft) peak to be climbed. Maurice Herzog and Louis Lachenal, of a French expedition led by Maurice Herzog (including Lionel Terray, Gaston Rébuffat, Marcel Ichac, Jean Couzy, Marcel Schatz, Jacques Oudot, Francis de Noyelle), reached the summit on 3 June 1950. Its summit was the highest summit attained on Earth for three years, until the first successful ascent of Mount

Everest. (However, higher non-summit points at least 8,500 meters (27,900 ft)-had already been attained on Everest in the 1920s.)

In the mid 1950 small groups of wealthy individuals, sponsored students travel east from England by Land Rover or Bedford Dormobile to climb mountains or carry out scientific studies and surveys, often publishing accounts of their travels afterwards. They travel overland and their trails follow Western Europe crossing Turkey, Iran, Afghanistan, Kashmir, Manali and Kathmandu till Goa, India. They travel through buses and stay in cheap hotels along their trails and love to socialize with local people and food. They passes journey of over 6,000 miles in each direction, and it took in high mountain passes, scorching deserts, and some very rough roads.

During 70's Nepal became safe tourism destination for those groups due to its perfect climate, peaceful place and unique cultures. Many reasons had attracted these groups for traveling like spiritual enlightenment escape from wars in the west and rigid lifestyles, some for business or still some just wanted to explore and see the world. They were simply great adventure lovers and were known as Hippies of 70's. These group of people were known as Hippies or freak. In some way or the other they have great contribution of introducing Nepal as one of the best travel destination ([www.himalyanmentor.com](http://www.himalyanmentor.com)).

## **2.2 Global Trend of Travel and Tourism**

The Global tourism has revived with continuous growth after the initial shocks of the incidents like attack on the Twin Tower in New York in September 2001. European sector still leads in receiving benefit from the tourism industry, The Asia Pacific region has been strongly coming up with brilliant performances in terms of international arrivals as well as tourism receipts. UNWTO's vision 2020 also estimates to have an increased share of long haul traffic than the regional tourism. It has estimated that international tourism arrivals will reach nearly 1.6 billion by the year 2020, of which 1.2 billion will be intraregional and 378 million will be long-haul travelers. The share of Europe in it will reduce from the level of 60% in 1995 to 46% in 2020. The forecasted annual growth rate for Asia is 5% compared to the world average of 4.1%. In lieu of it, the forecast for the world tourism is to attain 5-6% growth in 2007 and due to softening of economy a slower growth for 2008, i.e. by half a percentage point than in the year 2007. It is recorded that the international tourist arrivals show an average growth of 4.2% between 1995 and

2006, while the annual average growth rate during 2000 to 2006 has declined to 3.6 percentage (Dhakal, 2008).

The most significant expansion of tourism has taken place primarily in the advanced industrialized countries, where tourism has become a part of the life style and consumption patterns of the most people. Europe and America together account for almost 78 percent of the total international arrivals. The remaining 22 percent is shared between East Asia/Pacific, Africa, Middle East and South Asia. South Asia's share is just one percent of the total (Bhatia, 2006).

Despite on-going challenging economic conditions, global Travel & Tourism direct contribution to GDP grew by a robust 3.2% in 2012. This was faster than growth of the world economy as whole (2.3%), and also faster than growth of a number of broad industries including manufacturing, financial & business services and retail, Total Travel & Tourism employment, including those working in the industry's supply chain and supported by the spending of their employees, increased by 4.0 million jobs in 2012. While Travel & Tourism GDP growth slowed throughout 2012 and was weaker than forecast one year ago, visitor exports exceeded expectations, rising 4.7% year on year.

In percentage growth terms, Asia, Latin America and Sub-Saharan Africa were amongst the fastest growing destination markets in 2012. Though in absolute change terms, visitor exports growth to North America and Europe exceeded expectations in 2012 and explain most of the growth in global visitor exports. In terms of outbound spending, Asia and Latin America were the fastest growing origin markets in 2012, but in absolute change terms, it was again Europe and North America, along with North East Asia, that accounted for the overall above expectations growth. In contrast, growth in both domestic Travel & Tourism spending (2.8%) and Travel & Tourism investment (2.4%) in 2012 was weaker than expected a year ago.

Looking ahead to 2013, the slowdown in Travel & Tourism international demand growth observed in the second half of 2012 is forecast to continue. But offsetting this is an improving macroeconomic environment, where the imminent prospect of a eurozone break-up has reduced, and risks are shifting to the upside. A quick return to robust growth, especially in the eurozone, will remain elusive in the short-term, however.

Global Travel & Tourism contribution to direct GDP in 2013 is forecast to grow by 3.1%, compared to 3.2% in 2012. Travel & Tourism is again forecast to outpace growth of the total global economy (2.4%) in 2013. Visitor exports growth is forecast to slow from 4.7% in 2012 to 3.1%, with domestic Travel & Tourism spending forecast to grow by 3.2%, a marginally better outturn than 2012. Total Travel & Tourism employment is projected to expand by 4.4 million jobs in 2013 (op.cit.).

Hemele (2002), states in her article that fifty percent of international tourism takes place in Europe. Its Mediterranean basin, alpine mountains, thousands of beaches and lakes, and historic cities and towns are the most frequented destinations in the world. Europe offers hundreds of thousands of indoor and outdoor sport and leisure facilities and an endless list of summer and winter tour packages. Tourism and travel is one of the Europe's biggest and most rapidly expanding industries and is expected to double over the next decade. Today Europe can claim to rich diversity of cultures, languages, landscapes, nature, climatic zones, peoples, life styles, and social values together with a high standard of living, an excellent infrastructure, and an expansion of free time for leisure and holiday to the middle and working class.

International tourism arrivals around the world rose by 52 million last year to reach a new annual record of 1,087 million, according to the United Nations' World Tourism Organization.

The UNWTO's World Tourism Barometer, which measures global holiday trends, found that international arrivals went up by 5% in 2013, and the organization is forecasting further growth of between 4% and 4.5% this year.

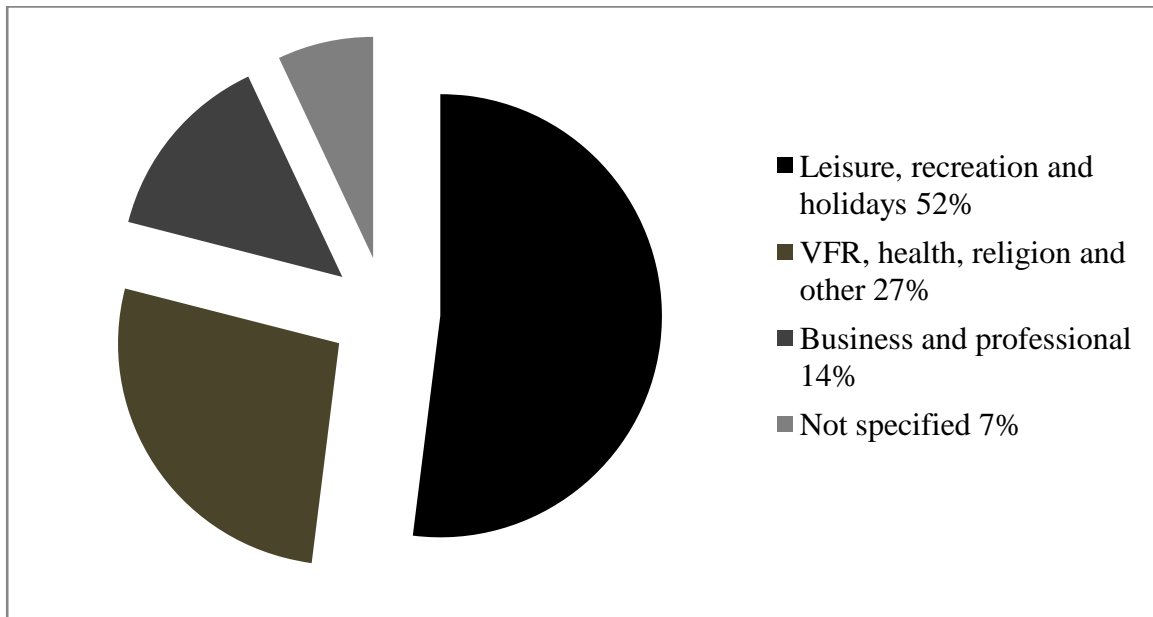
The regions to see the biggest rise in demand during 2013 were Asia-Pacific and Africa, which both saw a 6% increase, while European destinations enjoyed a 5% boost in arrivals, which added an extra 29 million annual visits around the continent.

The biggest growth in international tourism spending came from China and Russia, with visitors from these countries splashing out an extra 28% and 26% respectively on overseas trips during the first nine months of 2013 compared with the previous year.

This compares to a 3% year-on-year increase in spending by UK holidaymakers on overseas trips, which was the same level of increase as by US residents, although overall spending went down for German, Japanese and Italian visitors.



**Figure no. 1: Inbound tourism by purpose of visit, 2012**



*Source: World Tourism Organization (UNWTO), 2013*

UNWTO's secretary-general Taleb Rifai said: "The tourism sector has shown a remarkable capacity to adjust to the changing market conditions, fuelling growth and job creation around the world, despite the lingering economic and geopolitical challenges."

The organization said that its estimate of a 4-4.5% rise in worldwide international arrivals in 2014 was above UNWTO's long-term predicted annual growth of 3.8% between 2010 and 2020.

"The positive results of 2013, and the expected global economic improvement in 2014, set the scene for another positive year for international tourism", added Rifai. "Against this backdrop, UNWTO calls upon national governments to increasingly set up national strategies that support the sector and to deliver on their commitment to fair and sustainable growth."

Reacting to the figures, Alison Couper from Expedia-owned website Hotels.com said it was "no surprise" that growth was being led by Russia and China.

"With their rising middle classes, Russian and Chinese travelers are causing a travel boom globally; almost half (49%) of hoteliers worldwide have seen a rise in Russian guests in the last year, and with more direct flights from China as well as more relaxed visa regulations, Chinese visitors are spending and travelling more," said Couper ([www.ttdigital.com](http://www.ttdigital.com)).

## **2.3 Asia-Pacific Trend of Travel and Tourism**

Asia and the Pacific region has brilliantly demonstrated increased by 7.1% in 2006 in international visitors and also a strong preliminary growth by 10% during the first eight months of 2008, i.e. Jan- Aug. Both South Asia (+11%) and South-East (+9%) performed above average. Among South Asian countries, the Maldives experienced as astounding increase in the visitor's arrival by 52% in 2006 by demonstrating a full recovery from the December 2004 tsunami. Similarly India's tourism has grown by 13% reaching 4.4 million tourists in 2006 (op.cit.).

Year 2012 was another year of mixed Travel & Tourism performance across the globe. At a regional level, South East Asia (7.3%) was the fastest growing in terms of Travel & Tourism's contribution to total GDP - half of the 4.0 million growth in total Travel & Tourism employment was in Asia alone. Europe was the slowest growing region, but still registered marginally positive growth of 0.4%. Europe's performance would have been even weaker were it not for its above expectation visitor exports growth of 3.5%.

Among the 20 largest Travel & Tourism economies, South Korea, China, South Africa and Indonesia performed best in 2012. The six slowest growing of the major Travel & Tourism economies in 2012 were all European. Travel & Tourism bounced back in Japan as expected in 2012, following the tsunami/earthquake in 2011, with visitor exports growth of 32%.

Outside of the 20 largest Travel & Tourism economies, Qatar, Azerbaijan and Kyrgyzstan were the fastest growing in terms of Travel & Tourism's total contribution to GDP growth. Travel & Tourism total contribution to GDP in Syria, beset by the on-going conflict and damage to Travel & Tourism infrastructure, is forecast to have shrunk by almost half in 2012.

Asia will continue to be the strongest growing Travel & Tourism region in 2013, followed by Latin America and Sub-Saharan Africa. Indonesia, China, India and Brazil are forecast to be the strongest growing of the largest Travel & Tourism economies in 2013, with growth in Japan and South Korea set to slow following strong performance in 2012.

By 2023, China will lead the world in the total contribution that Travel & Tourism makes to GDP, overtaking the current leader, USA (2012 prices). This will be fuelled by the

scale of its domestic and investment Travel & Tourism spending. China is also set to become the largest outbound Travel & Tourism market in 2023 in spending terms\*. However as a destination, both in terms of visitor exports and its share of global foreign arrivals, China will still be a long way behind the US in 2023. Excluding arrivals from Macau, Taiwan and Hong Kong would actually push China well down the global league table for foreign arrivals in 2023, behind mature markets such as France, Spain and Italy (op.cit.).

Chester and Crabtree (2000), have written about tourism in Australia, that tourism based on domestic and international travel has become important industry to Australia. In 1997-1998, tourism revenues totaled Au.\$58.2 billion (nearly US\$30 billion), with international tourism accounting for approximately 22 percent of the total. With major government funding for international marketing, tourism has grown from a minor contributor to the Australian economy to now being one of the largest export industries, rivaling agriculture (beef, wool, sugar, etc.) and mining (iron ore, coal, etc). Australia's ancient landscapes, unique flora and fauna, range of ecosystems- from alpine snow-covered mountains to tropical coral coasts and indigenous culture have long formed the major drawing cards for international visitors. World heritages areas such as the Great Barrier Reef on the northeast coast; Uluru (formerly Ayers Rock), a huge monolith in the central desert; and Kakadu National Park in the Northern territory are must see attractions and honey pots for tourists. Sydney Olympics helped to further propel Australia onto the world stage as major tourism destination.

Asia remains the leading global region for economic growth, with all tourism categories showing consistent increases for the next few years. Online travel is shaking up the industry in the region, as growing consumer confidence combines with numerous internet opportunities within travel and tourism. Low-cost airlines are thriving, encouraging intra-regional travel. Cruising in China is relatively new; with consumer awareness still undeveloped yet registering healthy growth, as Chinese travelers show a strong appreciation of the concept. The Chinese government has declared 2013 as Marine Tourism Year, with the latest five-year plan dictating cruising should be encouraged. In 2012, there were 285 cruise ship arrivals at ports in China, up by 8.8% on 2011. International cruise companies vastly expanded their offerings in the region in 2012 and 2013. Carnival has opened offices in five Chinese cities to support its Princess Cruises brand. The number of Chinese passengers at Royal Caribbean quadrupled from 25,000 to

100,000 between 2011 and 2012, with numbers predicted to reach 200,000 for 2013. In 2013 saw HNA, a Chinese airline, hotel and property group, launch its first passenger cruise in January. One of the main challenges the Chinese government faces is ensuring the integration of airports, rail and roads to secure easy access for passengers to cruise terminals. “The market potential for cruising in Asia is huge as the total potential number of cruise passengers could reach 3.7 million by 2017, and double to over 7 million by 2020.”

**Table no.2.1:Asia: Key performance Indicators 2012-2014**

<b>Asia: Key performance Indicators 2012-2014</b>			
% growth	2012	2013	2014
Real GDP Growth	5.3	5.3	5.8
Arrivals (Trips)	7.0	5.6	5.5
Incoming Tourist receipt value (US \$)	5.1	5.7	5.9
Air Transport Value (US \$)	7.4	7.6	7.3
Hotels Value	5.5	5.9	5.9
Travel Retail Value (US \$)	7.5	5.8	5.6

*Sources: Euromonitor International, 2014*

*Note: GDP refers to Asia Pacific only all others refers to Asia including Australia.*

There is a visible recovery in travel and tourism across the Middle East in 2012, with a 4.3% increase in the number of inbound trips, despite the ongoing unrest. 2013 should see further growth, although there is a shift away from destinations such as Egypt, Syria and Lebanon towards the Gulf markets which have benefited from the crisis. However, ongoing hostilities in Syria, coupled with renewed tensions leading to violence and escalating sectarian strife in Egypt, remain a source of concern for future growth. Middle East and Africa was the second most dynamic region for value growth of luxury goods over 2007-2012, reaching US\$15.2 billion, predicted to grow 37% over 2012-2017. Luxury brands are important, and high-end experiences offering comfort and personalized entertainment are favored among Middle Eastern consumers. The penchant for luxury explains the widespread domination of four- and five-star hotels in key destinations, such as Dubai, where over 40% of hotels are luxury hotels. It is also evident in the large investments by regional airlines such as Qatar Airways and Emirates Airlines in their world-class business class operations. A less expected outcome of the luxury orientation

of Middle Eastern travelers is the introduction of luxury services aboard low-cost carriers. Jazeera Airways was the first to introduce a business class in 2009, straying away from the low-cost model altogether, yet keeping lower prices and achieving good profitability. In 2013, fly Dubai is following suit with its new business class services.

After a slight decline in growth in 2012, India's travel and tourism industry is rebounding with strong results for 2013. Inbound travel is benefiting from the rupee's devaluation, recording very robust growth. Air travel is a key success story, with increasing numbers of travelers taking to the skies especially with low-cost carriers. While only 12% of the Indian population is online, Facebook claims to have 82 million users in the country, which makes India its third largest global market after the US and Brazil. The vast majority of users are young urban consumers targeted by online travel companies, which are using social media to engage with them and encourage bookings. Proximity and lower costs are helping young Indian citizens opt for Southeast Asian destinations such as Thailand, Vietnam, Cambodia and Bhutan. These are being promoted extensively by online travel companies through social media. Expedia India has led the way, advertising 50% off holiday prices to Thailand via Facebook. The company also launched the contest "travel like a boss", where participants can win a freetrip to Bangkok by sharing on the site. MakeMyTrip is also very active on Facebook, with over 1.2 million likes. Recent promotions by the Indian OTA included budget package trips to Thailand, Singapore and Malaysia. India is predicted to have over 300 million internet users by 2017, with more than 75% active on social media. Online travel retail sales in India are forecast to reach US\$14.7 billion in 2017, following a 19% CAGR from 2012. As smartphones and tablets become more main-stream among Indian travelers, the mobile booking channel is expected to take off. MakeMyTrip saw over 1 million downloads of its mobile travel app by May 2013. The Indian Ministry of Tourism recently started using social media to promote tourism sites throughout the country. It joined Facebook in January 2013. 70% of all 4- and 5-star hotels in first-tier cities in India had established their presence in social media by August 2013. Leading Indian airline Jet Airways put social media at the centre of its marketing, involving 10 different departments in its social media activities targeting consumers ([www.wtmlondon.com](http://www.wtmlondon.com)).

Bhatia (2006) has given case study of Maldives in his work, which can be summarized in following way:

**Environment conservation:**

Maldives became republic in 1968 after three years of independence as they were ruled by Dutch first and by British later. Tourism and fishing are being developed on the archipelago. Maldives is located in the Southern Asia, group of atolls in the Indian Ocean, south- southwest of India. The climate is tropical, hot, humid, and dry. The capital is Male.

**Economy overview:**

Tourism industry plays vital role in the economic sector of the Maldives, as 90% of government tax revenue comes from import duties and tourism related taxes, more than 60% foreign receipts and 20% contribution on GDP from tourism industry in the economy of Maldives.

**Conservation Measures:**

There are 78 resorts functioning in Maldives, Planned and organized tourism since past 30 years, Total dependent on government which strive balance between environment and development measures. Rain water harvesting and sewage treatment facilities are there on almost every resort. Some resort send plastics and glass back to manufacturing or request tourists to take it back. Strict rules and regulation have to be followed in order to construct any new architectural projects with full assessment of environmental impact. Maldives mainly focus on control of marine ecology.

**Socio- Cultural Measures:**

Maldives is an Islamic nation so in order to maintain Islamic codes and customs carefully different policies and controls have been done. Tourist visiting inhabited islands for picnic or excursions are not allowed to go for swimming, locally acceptable dress codes must be observed by tourist while visiting Male or island village. Cruises for tourist can be conducted only in tolls while tourist facilities are available and tourists are not allowed to visit other atolls. Tour groups can be taken to certain traditional village on a prearranged basis for sightseeing and shopping local handicrafts. Alcoholic beverages can be imported and served in resort with necessary permission. However, Maldivian employees are not allowed to handle or serve liquor. Maldivian visitors are prohibited from entering bars where liquor is served. No pork is served and produced. To reduce

outgo of foreign exchange efforts are being made to procure more items locally but Maldives has very limited resources and manufacturing industries.

## **2.4 Trend of Tourism in Nepal**

In Nepal, tourism is not only important economic sources of foreign currency but also a major employment generator. By the medium of tourism people, can exchange knowledge. And create understanding among the people of the world. Tourism provided us an opportunity to understand society, habits, food and the way of lifestyle of different nations. Directly and indirectly Nepalese people are getting benefits from the tourism, many people are getting employment from this sector. Because of the demands of local products, incentives to the local crafts and industries and artistic skills of the people is increased. Folk-lore, traditional ceremonies, art and industry are reviewed because tourists are interested in them. Socially culturally, Tourism is product, which encourages intellectual curiosity among people and nations and develops a healthy respect for another's beliefs and custom (<http://www.scribd.com/doc/53274118/A-CASE-STUDY-ON-Tourism-in-Nepal>).

Tourism is the movement or travel of people from one place to another; whether it is within their own country or to other countries, for pleasure, business, pilgrimage and other purpose. The evolution of tourism dates back to ancient times. In Nepal, tourism, despite having a long history was, developed since 1950s only. The recent trend of tourists' arrival in Nepal seems satisfactory. However, from the perspective of tourism based resources and its availability in the country seems rather pessimistic. Sound growth has been recorded in Nepal's tourism industry in the past five decades with the number of tourists visiting the country growing from 6,179 in 1962 to 6,02,867 in the year 2010. Since 1962, Department of Tourism had started maintaining the statistics of tourism and the number of foreign visitors to Nepal has been increasing every year since the beginning year, 1962, except in the years 1965, 1981, 1984, 1989, 1993, 2000, 2001, 2002, 2005 and 2008. In the year 2010, the number of tourists reached 6,02,867 by recording a growth of 18.2 percent over 2009 which was the highest figure of tourist arrival in Nepal until the year 2010. The total number of tourist arrivals 6,02,867 in the year 2010 reached 98 times increase in comparison to the beginning year 1962 ([www.nepjol.info](http://www.nepjol.info)).

Tourism is relatively more stable than other industries to cope with the impending crisis and also a low risk export industry in Nepal. A recent study carried out by the World

Travel and Tourism council has revealed that Nepal's travel and tourism (T&T) is expected to generate total of Rs 209 billion by and GDP contribution is expected to be raised by 3.3% by 2017. The study has made a forecast that by 2017 total employment in tourism will increase to 748,000 or 1 in every 17.1 jobs. Thus the growth prospects of Nepali tourism have been estimated to be high in coming days (op.cit.).

Ministry of Culture, Tourism and Civil Aviation has prepare a tourism vision booklet with a goal of increasing international tourist arrival by 2 million annually by year 2020 and providing employment opportunity for 1 million. It has made a strategy to select a district form each ecological belt and development region as an epicenter on the basis of strength of tourism site, tourism activities and existing infrastructure (op.cit.).

**Table no.2.2: District from each Ecological belt on the basis of Strength of Tourism**

SN	Development Region	Ecological Belt			
		Mountain	Hills	Terai	Total
1	Eastern	Solukhumbu	Illam	Sunsari	3
2	Central	Rasuwa	Kathmandu/Kavre/ Sindhupalchowk	Chitwan	5
3	Western	Manang	Kaski	Kapilvastu/Rupandehi	4
4	Mid-Western	Mugu	Pyuthan	Bardia	3
5	Far-Western	Bajhang	Doti	Kanchanpur	3
	<b>Total</b>	5	7	6	18

*Source: Tourism Master Plan 2008 (draft)*

Similarly, in the booklet Nepal Tourism Statistics 2012 published by MoCTCA in June 2013 we can understand that total number of tourist arrival in the year 2012 was 803,092 in which 165,815 (20.6%) were Indian tourist, Chinese tourist were 71,861 (8.9%), Srilankan tourist were 69,476 (8.7%), whereas tourist form USA and UK were 6.1% and 5.1% respectively. Manaslu and Mustang were the first choice of the trekkers in year 2012 as trekkers were 29% and @5% respectively. In that year 28 international airlines operated in Nepal and in case of domestic airline there were 15, domestic airport used



were 54 in numbers. Total flight movement was 23,320 and passenger movement was 2,925,117, domestic flight operated during that year was 30,684. In same year,145 new home-stay were registered, in terms of hotels that particular year 8 five star hotels, 2 four star hotels, three star hotels 15, two star hotels 29, one star hotels 26 and tourist standard hotels 442, making total of 522 hotels were providing services with 21,498 beds and offering 11,087 rooms. Tourist related crimes registered were 778. Tourism industry contributed 2.0% in GDP in the year 2012 (ibid.).

After the review of different literature it can be conclude that tourism industry is fastest, peace, smokeless, and one of the major industries that can contribute to the economic development of the nation. As from the reviewed literature historical background of the tourism, global trend of tourism, Asia-pacific status of tourism, and status of Nepalese tourism sector can be known.

# **CHAPTER III**

## **RESEARCH METHODOLOGY**

### **3.1 Research Design**

This study was carried out mostly on the basis of exploratory research design as because the study was done focusing on tourism potentialities in the study area. The study had tried to explore and cover all the aspects of rural tourism and its role for the rural development in the study area.

Besides, the study had made an attempt to describe the things related to rural tourism, such as lifestyle of Magar community, cultural resources and natural heritages of the Dhanbang area and findings have been described. Thus, this study can be categorized as both descriptive and exploratory.

### **3.2 Rationale of the Selection of the Study Area**

Rural tourism has higher potentiality in the study area i.e. Dhanbang village area of Pyuthan district. The particular area was chosen for the study because it is easily accessible, and heterogeneous in socio-economic, cultural, and geographical structure.

Dhanbang is one of the beautiful and not properly exposed area even having lots of attraction to offer to international and internal tourist. It is located nearby headquarter 'Khalanga' Pyuthan district so it was accessible to conduct research. Also this village is rich in natural heritages and cultural heritages too, that's why this area is chosen as study area.

### **3.3 Nature and Sources of Data**

Socio economic data are collected for the study. The collected data are both qualitative and quantitative. Both primary and secondary data sources are used to describe and analyze the study area. The primary data have been collected through structured questionnaire. Interview and direct observation also have been applied to collect primary data, whereas secondary data has been collected from different published and non-

published written documents from individuals, experts, and organization related to the tourism sector. Data collected are both in qualitative and quantitative nature as needed. Qualitative data like photos, observation and interview were collected and Quantitative data like number of tourist, employment related data, social status related data etc. also have been collected.

### **3.4 Sampling Procedure**

The universe of the study was the people of Dhanbang village of Pyuthandistrict, Among 171 households in Khasur village, core area have total 56 households, which includes 29 households of Magar family, 14 Brahmins and 13 dalits family. Of the total households, 14 households having home-stay service, 17 household without having home-stay service, 10 people engaged in different community based organization has been chosen as a sample for the study. Quota sampling was used for sampling procedure of household having home stay service and household not having home stay service also random sampling was also applied for doing household survey.

### **3.5 Data Collection Techniques and Tools**

To collect primary data, household survey through the structured questionnaire, semi or unstructured interviews and observation methods has been applied.

#### **3.5.1 Household Survey**

To generate accurate and realistic data structured questionnaire was prepared to be asked to fill up by local people, where as those respondents who are unable to fill up the questionnaire, the questions were asked to the respondents and the answers were filled up to collect the required information.

#### **3.5.2 Key Informant Interview**

The primary data was also collected from the key informants using the semi or unstructured questionnaire interview method on the basis of prepared checklist. The interview was taken as cross checking for data obtained from questionnaire. For this process 10 people related to different field like representative from Tourism management committee, aamasamuha, youth club, Teachers, Social workers have been interviewed in order to get the needed information.

### **3.5.3 Observation**

During the research period on the basis of different tourism components like attractions, accessibility, accommodation, amenities study area has been observed. Basically natural aspects, cultural heritages, hospitality of the local people of the study area have been observed. For that check list method has been used.

### **3.6 Method of Data Analysis**

Data collected have been analyzed with the help of computer program, where simple statistical tools like table, graphs, have been used for data analysis and Descriptive methods has been used for qualitative data.

## CHAPTER IV

### OVERVIEW OF THE STUDY AREA

#### 4.1 General Background of the Pyuthan District

Pyuthan district is a part of Rapti zone. One of the seventy five districts of Nepal, Pyuthan has its headquarters in Pyuthan.

It is around 175 km west of capital of Kathmandu. Pyuthun is also locally known as "Khalanga". This name has been given to Pyuthan because in the past it had military strong point.

The town is situated about 400m to the mountain side above the flood plains of JhimrukKhola River. The Government officials, soldiers, army personnel, police etc are residents of this place.

The famous destination of Pyuthan in Nepal is the Swargadwari temple. Hindu tourists from all over the world make it a point to visit here. Swargadwari was believed to be an incarnation of God. Human faith considered him God and thus pilgrims still come to this place to offer prayers. Tourists also come here to enjoy the scenic beauty of the place. (<http://www.mapsofworld.com/nepal/cities/pyuthan.html>)

#### 4.2 Geography and Climate

Pyuthan borders Dang Deukhuri District to the southwest along the crest of the *Mahabharat Range* and extends about 50 km northeast through the Middle Hills to a 3,000+ meter ridge that is both Pyuthan's border with *Baglung district* of *Dhaulagiri Zone* and the main watershed between the (west) *Rapti* and *Gandaki River* basins.<sup>[2]</sup> Pyuthan borders *Rolpa district* to the west. Of the two upper tributaries of the West Rapti River, Pyuthan contains all of *JhimrukKhola* and the lower part of *MadiKhola* after it exits Rolpa. The Madi-Jhimruk confluence is in southern Pyuthan, in the Mahabharat Range.<sup>[3]</sup> On the southeast Pyuthan borders *Lumbini Zone* including *Arghakhanchi* and *Gulmi districts*.

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The valley of JhimrukKhola is the core of Pyuthan district. Its alluvial plain is intensively planted in rice during the summer monsoon. Wheat is grown as the winter crop. MadiKhola has eroded an inner gorge and is less suited to traditional irrigated agriculture.

<u>Climate Zone</u> <sup>[4]</sup>	<b>Elevation Range</b>	<b>% of Area</b>
Upper <u>Tropical</u>	300 to 1,000 meters 1,000 to 3,300 ft.	36.1%
<u>Subtropical</u>	1,000 to 2,000 meters 3,300 to 6,600 ft.	53.3%
<u>Temperate</u>	2,000 to 3,000 meters 6,400 to 9,800 ft.	9.7%
<u>Subalpine</u>	3,000 to 4,000 meters 9,800 to 13,100 ft.	0.8%

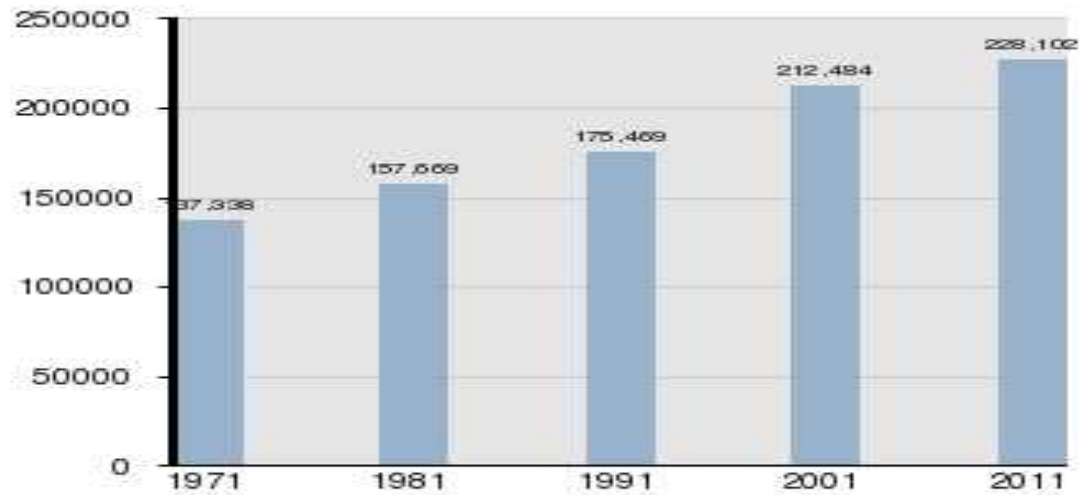
#### **4.2.1 Castes and Occupations**

*Bahun* and *Chhetri* farmers cultivate irrigated fields along the Jhimruk and unirrigated fields partway up the hillsides. They are served by *Newar* merchants and service castes such

as *Damai* (tailor/musician), *Gaine* (minstrel), *Kami* (blacksmith), *Kumal* (potter), *Sarki* (tanner/leatherworker) and *Sunar* (goldsmith). Highlands around the valley are mostly inhabited by *Magars*, including *Kham Magars* at higher elevations. The district center PyuthanKhalanga is situated on a hillside east of the Jhimruk, some 500 meters above it.

## 4.2.2 Population by Census 1971-2011

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## 4.2.3 Climate

The valleys have a subtropical climate with temperatures reaching 40 Celsius in May and falling to single digits in winter. There is a little too much winter chill for bananas and **papayas**. At about 800m elevation, the Jhimruk Valley approaches the upper limit for mangoes, however Madi Khola is lower. Citrus, Asian pear and mulberries are grown as cash crops in surrounding hills. Maize is grown on sloping un-irrigated *bari* fields up to about 2,000m. Snow occasionally falls on adjacent peaks reaching 2,400m but seldom lasts more than a day or two.

## 4.2.4 Infrastructure

At Cherneta the Jhimruk hydroelectric project exploits the Jhimruk bending within 2 km of Madi Khola<sup>[7]</sup> while some 200 meters higher. It has a capacity of 12 megawatts and supplies electricity for lighting, electronics and machinery. Electricity is considered too costly for cooking and heating, so firewood is still in widespread use with limited use of biogas.

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Scheduled buses serve Pyuthan via a spur road off the main east-west Mahendra Highway at Bhalubang in Lalmitiya VDC, Deukhuri Valley.<sup>[8]</sup> An old trade route was upgraded for motor vehicles in conjunction with the Jhimruk hydro project and is now (2010) being paved. A longer, now less-traveled gravel road from Tribhuvan nagar (Ghorahi) in Dang Valley traverses the Mahabharat Range to Tiram, then descends toward Madi Khola to join the Bhalubang road at Devasthan. The Madi is then followed 1 km. upstream to Chakchake where a left fork continues further upstream into Rolpa district while the main road climbs to cross a low pass at Cherneta and descend into the valley of Jhimruk Khola. At Bijuwar Bazaar about 10 km. beyond Chakchake this road forks again with a branch continuing north along the Jhimruk while the main road crosses the Jhimruk and climbs to Khalanga the district's administrative center.

#### **4.2.5 History**

Pyuthan was one of 24 small kingdoms in the *Chaubisi Rajya* confederation before Prithvi Narayan Shah unified modern Nepal in the second half of the 18th century. Since Dang Deukhuri District to the south and Salyan District to the west belonged to another confederation called *Baise Rajya*, Pyuthan was a western outpost of the Chaubisi and probably a defense perimeter defended by forts, for example at Okharkot.

Pyuthan is home district of Dr. Yadav Pandit a research scholar working in the field of Experimental Nuclear Physics. Dr. Pandit is an expert in measurements of anisotropy, studying fluid-like behavior and phase transitions in the dense and highly excited matter created in heavy ion collisions.

Pyuthan is also the home district of Mohan Bikram Singh (1935-), a founder of the Communist Party of Nepal. Singh's organizational work in Pyuthan and other districts of Rapti Zone laid the basis for the area becoming the so-called "heartland" of the Maoist insurgency 1996-2006 that cost over 12,000 lives but was instrumental in transforming the country from a kingdom ruled by the Shah dynasty into a republic. Other prominent communist leaders from Pyuthan include Mohan Baidhya, Lila Mani Pokhrel, Bamdev Gautam and Navraj Subedi.

Pyuthan is also the home district of Anirudra Sharma (Parliament 1959-1960), Sibraj Subedi (former minister and Parliament 1991-1998), Mukti Prasad Sharma of Nepali



Congress Party (Parliament 1991-1914) and Khem Raj Pandit of the conservative and royalist Rastriya Prajatantra Party. Find more about some of the famous people from Pyuthan district at People from Pyuthan district

#### **4.2.6 VDCs in Pyuthan**

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- J Arkha
- J (Bagdula), Bandikot, Bangemarkot, Bangesal, Baraula, Barjibang, Belbas, Bhingri, Bijaya Nagar, Bijuli, Bijuwar
- J Chunja
- J Dakha  
Kwadi, Damri, Dangbang, Dharampani, Dharmawati, Dhobaghat, Dhubang, Dhungeg adhi
- J Gothibang
- J Hansapur
- J Jumrikanda
- J Khabang, Khaira, Pyuthan Municipality, Khung, Kochibang, (Kwadi)
- J Libang, Ligha, Lung
- J Majhakot, Maranthana, Markabang
- J Narikot, NayaGaun
- J Okharkot
- J Pakala, Phopli, Puja
- J Rajbara, Ramdi, Raspurkot, (Ratamata)
- J (Sapdanda), Sari, Swargadwarikhal, Syaulibang
- J (Tikuri), Tiram, Torbang, Tusara
- J (Udayapurkot)
- J Pandeydadakhalanga

#### **4.2.7 Historic and Cultural Sites**

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- J Airabati, Asurkot
- J Bandhikot, Bhagawati Temple, Bhawaniswari Temple, Bhimsensthan, Bhimsen Temple (Kutichaur), Bhimsen Temple (Megazun), Bhimsen Temple (Bijbazar),

- Bhitrikot Cave, Bhitrikot Durbar, BhringriKot, Bhumesthan (Khaira), Bijulikot, Birdisthan
- J Chhetrapal Temple
  - J Devi Bhagawati, Devi Bhagawati Temple, Devi Temple, DhungeGadhi, Dubanasthan
  - J Ganesh Temple, Ganeshsthan, Gaumukhi, Gorakhnath Temple (Khaira), Gorakhnath Temple (DakhaKwadi), Gorakhnath Temple (Bijbazar)
  - J Jalpadevi Temple, (Bijbazar – Bhagwati), Jalpadevi Temple (Bijbazar), Jhankristhan (Khaira)
  - J Kalidevi Temple, Kali Temple, KalikaMalika, KhadgaDevata Temple, KhalangaShivalaya, Khungrikot
  - J Laxmi Narayan Temple
  - J Masta Mandau, Mehelnath Temple
  - J Okharkot
  - J Phalaharisthan, Pyuthan Magazine
  - J Radha Krishna Temple, Rameswar Temple, Rani Pauwa
  - J Saraswati Temple, Sarikot, Shiva Temple (Khaira), Shiva Temple (Lung), Shiva Temple (Bangeshal), Shiva Temple (Khalanga), Shivalaya, Siddha Devatasthan (Belbas), Siddha Sansarsthan (DakhaKwadi)
  - J Swargadwari—a hilltop temple complex and pilgrimage site celebrating the importance of cows in Hinduism—is located in the southern part of Pyuthan.
  - J TatopaniShivalaya, Tripurasundari, TusharakotIsnasthan
  - J UdayapurKot
  - J Pandeydadakhalanga Shree SatyadeviBhagwatiMandir, 12-bhaiBarahaDevMandir

## 4.2.8 Maps



(Districts of Rapti Zone with Pyuthan on right in yellow)([https://en.wikipedia.org/wiki/Pyuthan\\_District](https://en.wikipedia.org/wiki/Pyuthan_District))

## CHAPTER V

### DATA PRESENTATION AND ANALYSIS

#### 5.1 Profile of the study area

Dhanbang area falls under ward-1 of Swargadwarikhal VDC. It is four hour bus ride from the headquarter Khalanga of Pyuthan district, one of the villages which has been conducting home stay service since last few years. This area offers lots of things to attract tourist in this area, basically Magar culture and tradition, Religious site Swargadwarikhal and natural beauties can be experienced.

Pyuthan district is one among the districts in the Rapti zone of mid-western part of Nepal. According to CBS (2011) Pyuthan have total 47,730 households having total population of 228,102 which includes 100,053 male and 128,049 female.

**Table no. 4.3: Ward-Wise Population Distribution**

Ward	Household	Population		
		Total	Male	Female
1	171	766	324	442
2	162	761	337	424
3	75	340	150	190
4	137	574	241	333
5	128	591	259	332
6	96	452	181	271
7	92	454	204	250
8	81	363	161	202
9	116	586	275	311
Total	1058	4887	2132	2755

*Source: CBS, 2011*

Above table illustrates the total population of the Swargadwarikhal VDC in accordance to ward presented by CBS. From the above table it can be learned that ward-1 has highest population having 766 people where as ward-3 have 340 people only. Highest household belongs to ward-1 and least to ward-3, 171 and 75 respectively.

Basically study was conducted in the Swargadwarikhal VDC-1, Dhanbang area. Dhanbang area is mainly dominated by Magar community. Dalits and Brahmin households can be

found in the study area. The study area has been conducting home stay service since 2002/03 but real speed of tourists flow in this area took off since 2008/09.

## 5.2 Socio-Demographic Characteristics

In this section socio-demographic characteristics of the sample population are interpreted. Generally sample populations are tabulated on the basis of their social and demographic characteristics.

### 5.2.1 Population Structure

Population is the major component of any research. During the study some people are selected as sample population, such sampled population sketches our real report. The sample population composition of this study has been presented under the table;

**Table no. 5.1: Sample Population Structure of the Study Area**

Streams	No. of Respondents	Percentage
Respondents having home stay service	14	34.1
Respondents without having home stay service	17	41.5
Respondents involved in different sectors	10	24.4
Total	41	100

*Source: Field survey, 2014*

Table presented above shows the sampled population for the study, which shows that respondents from household having home stay service and without home stay service 12 and 17 respectively and respondents from different sectors are 10.

### 5.2.2 Gender of Respondents

Gender is the range of physical, biological, mental and behavioral characteristics pertaining to, and differentiating between, masculinity and femininity. Depending on the context, the term may refer to biological sex (i.e. the state of being male, female or intersex), sex-based social structures (including gender roles and other social roles), or gender identity.

During the study, respondents were both male and female, questionnaire were asked to respondents randomly without pre mind-set whether to ask for male or female. So the findings of the respondent's gender are presented in following table.

**Table no. 5.2: Respondents by Sex**

Gender	No. of respondents	Percentage
Male	15	36.6
Female	26	63.4
Total	41	100

*Source: Field survey, 2014*

From the above table it can be understood that among the total respondents 15 were male and 26 were female who were chosen as sample for collecting information to fulfill the primary data needed for the study. From the above table it is known that female respondents are more than male.

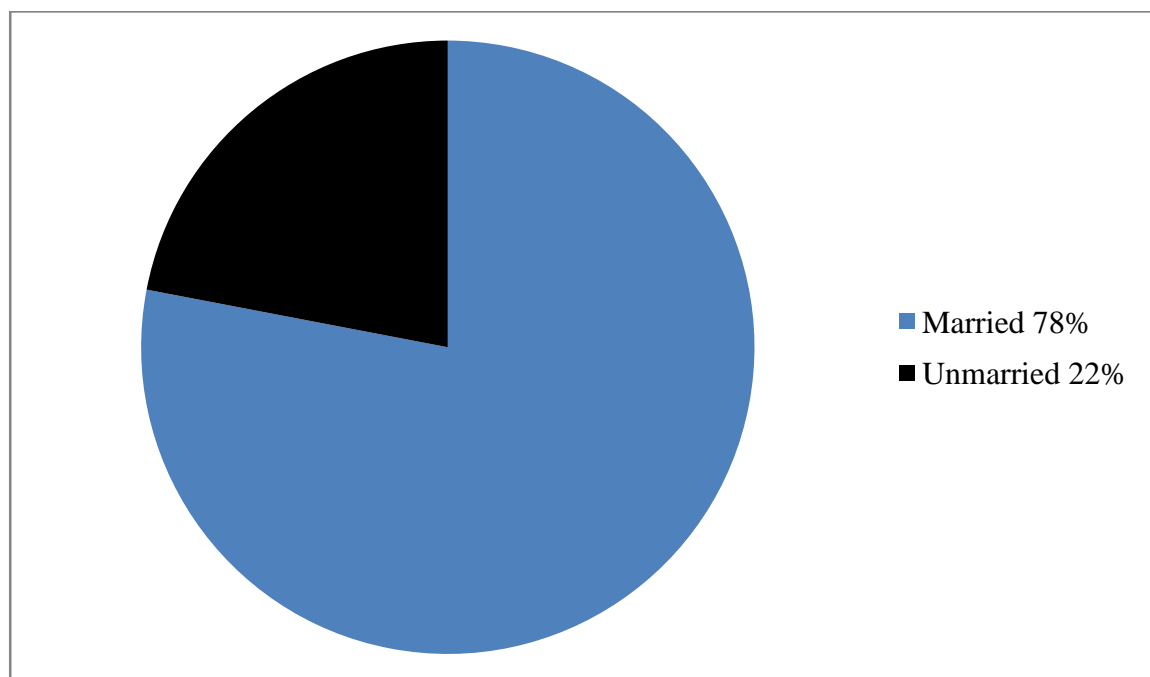
### **5.2.3 Marital Status of the Respondents**

Marriage (also called matrimony or wedlock) is a socially or ritually recognized union or legal contract between spouses that establishes rights and obligations between them, between them and their children, and between them and their in-laws.

The definition of marriage varies according to different cultures, but it is principally an institution in which interpersonal relationships, usually intimate and sexual, are acknowledged. In some cultures, marriage is recommended or considered to be compulsory before pursuing any sexual activity. When defined broadly, marriage is considered a cultural universal.

Marital status of the respondents is categorized in two types i.e. married and un-married. In which it was found out that 9 respondents among the total sample was found unmarried and remaining 32 were married.

**Figure no.2:Marital Status of the Respondents**



*Source: Field Survey, 2014*

In above figure small quarter shows the unmarried portion of the respondent i.e. 22% and bigger quarter represent the married respondent i.e. 78% of the total sampled population.

#### **5.2.4 Religion of the Respondents**

A religion is an organized collection of beliefs, cultural systems, and world views that relate humanity to an order of existence. Many religions may have organized behaviors, clergy, a definition of what constitutes adherence or membership, holy places, and scriptures.

The practice of a religion may also include rituals, sermons, commemoration or veneration of a deity, gods or goddesses, sacrifices, festivals, feasts, trance, initiations, funerary services, matrimonial services, meditation, prayer, music, art, dance, public service or other aspects of human culture. Religions may also contain mythology. The word religion is sometimes used interchangeably with faith, belief system or sometimes set of duties.

Generally study area is dominated by Magar community who follows Hinduism, whereas Dalits, Cheetri, Brahmin who were also chosen as sample follows Hinduism too.

**Table no. 5.3: Religion of the Respondents**

Religious background	Number of the respondents	Percentage
Hinduism	41	100
Total	41	100

*Source: Field Survey, 2014*

### **5.2.5 Education Status of the Respondents**

Education in its general sense is a form of learning in which the knowledge, skills, and habits of a group of people are transferred from one generation to the next through teaching, training, or research. Education frequently takes place under the guidance of others, but may also be autodidactic. Any experience that has a formative effect on the way one thinks, feels, or acts may be considered educational. Education is commonly divided into stages such as preschool, primary school, secondary school and then college, university or apprenticeship.

Education is the key to any success. It is the cornerstone of the development also. Higher the level of the education means better will be the opportunities. The education level of the local respondents has been listed on the following table;

**Table no. 5.4: Education Status of the Respondent**

Levels	No. of Respondents	Percentage
Illiterate	5	12.2
Literate	30	73.2
Above SLC	6	14.6
Total	41	100

*Source: Field Survey, 2014*

From the above tabulated data it can be said that 73.2% of respondents were literate, whereas 12.2% couldn't read and write, remaining 14.6% have passed SLC and few were University student too.



### 5.2.6 Age wise Distribution of the Respondents

During the study sample were chosen from the various age backgrounds, so the sampled respondents are separated here below in four different categories i.e. below 30, 31-45, 46-60 and above 61, which is presented in tabulated form.

**Table no. 5.5:Age wise Distribution of the Respondents**

Age-group	No. of Respondents	Percentage
Below 30	9	22
31-45	12	29.2
46-60	9	22
Above 61	11	26.8
Total	41	100

*Source: Field Survey, 2014*

Above table explains that from the total respondent age below 30 were 9, age group 31-45 were 12, age group 46-60 were 9 and age group above 61 were 11 respondents. From the sampled population it can be determined that mid-aged people and old people are more than the young and enthusiastic population aged below 30.

### 5.2.7 Family size of the Respondents

Members of the immediate family may include a spouse, parent, brother and sister, and son and daughter. Members of the extended family may include grandparent, aunt, uncle, cousin, nephew and niece, or sibling-in-law.

Family size of the sampled population were determined from the respondents who were representing household having home stay service and without having home stay service and representative from different organization. So the following table shows the family size of the respondents:

**Table no. 5.7: Family size of the Respondents**

Family member	No. of respondents	Percentage
Below 3	2	4.9
3-5	20	48.8
Above 5	19	46.3
Total	41	100

*Source: Field Survey, 2014*

So from the above table it can be determined that family having 3-5 members were of 20 respondents, where as family whose members were less than 3 were 2 respondents, and 19 respondents were from the family whose members were more than 5.

### **5.2.8 Major Occupation of the Respondents**

Most of the people of the study area were involved in agriculture beside some of them are found to be engaged in different other sector as well. From the sampled population they were distributed in following tables on the basis of their involvement in different occupation.

**Table no. 5.8: Major Occupation of the Respondents**

Occupation	No. of the respondents	Percentage
Farming	36	87.9
Teacher	3	7.3
Private job holder	1	2.4
Social worker	1	2.4
Total	41	100

*Source: Field Survey, 2014*

From the above figure it can be studied that 36 people among 41 were involved in agriculture or farming, 3 people were from teaching background, representation from private job holder and social worker were 1 from each.

### **5.3 Tourism Status in the Study Area**

In this section findings about the tourism from the field study and by the information provided by the respondents are presented and interpreted.

#### **5.3.1 Local Respondents Familiar with Tourism**

Tourism is a compound product of multiple sectors. It is the business of the business of people. Local people behaviors and awareness on it erects its future destination. In this study the local people response on familiarity in tourism business has been presented in the following table:

**Table no. 5.10: Local Respondents Response on Tourism Familiarity**

Responses	No. of Respondents	Percentage
Yes	29	70.74
No	12	29.26
Total	41	100

*Source:Field Survey, 2014*

From the above table it states that, 24 respondents were found familiar to tourism, they include 14 household having home stay facility and 15 respondents from different sectors who are somehow involved in promoting tourism. Beside 12 respondents were not actively involved in tourism sector.

#### **5.3.2 Types of Tourist in Study area**

After the respondent's view and observing previous available record it was found that most of the tourist that have visited study area were domestic tourists from different sector of Nepal, whereas international tourist had also visited this place. Tourist from different countries like France, South- Korea, Israel, USA and other different countries have stayed in this village. And according to record till date 446 tourists enjoyed home stay service in the study area.

#### **5.3.3 Purpose of Visit in the Study Area**

According to the local respondents it was determined that purpose of tourist visiting this area was for recreation, research, educational tour etc.

### 5.3.4 Tourists Staying Days

Tourist usually stays for one night in this area, after the field study as information provided by the respondents, some tourist come in this place early in the morning and return back by evening, mostly they stay for overnight whereas tourist who were there for different official purpose have stayed even for a week.

### 5.3.5 Problems of the Study Area as by the Respondents

Any things have two sides i.e. positive and drawbacks. Nothing in the universe has only good prospects similarly tourism sector has its own low points. Similarly local respondents have responded on the various problems that has been acting as hindrance in tourism development in this area.

**Table no. 5.11: Problem for Tourism Development in Dhanbang area**

Problems	No.of respondents	Percentage
Transportation(Local route)	17	41.5
Co-ordination among tourism committee and villagers	5	12.2
Lack of Information Centre	3	7.3
Low level of awareness among all the villagers about tourism	10	24.4
Lack of Advertisement	1	2.4
Ineffective Government policies	5	12.2
Total	41	100

*Source: Field Survey, 2014*

Table no.16 shows the problems responded by local respondents. The major problem of this area is the lack of transportation stated by 17 respondents. The next problem said by local respondent is the lack of Low level of awareness (24.39%). Similarly, 3 people

choose information center as problem. 1 respondent choose lack of media expose, or advertisement in media is major problem. Negligence of the Government policies is taken as problem by 5 respondents. It clears that Governments and stakeholder of this area should reduce these problems immediately in order to develop this area as one of the major destination for rural tourism.

### 5.3.6 Suggestions of Local Respondents

Respondents were asked about the suggestions that are needed to reduce the problem and develop this area as rural destination and they responses is presented in following table:

**Table no. 5.12: Suggestion of Local Respondents**

Suggestions	No. of respondent	Percentage
Extension of road network	17	41.4
Establishment of trekking route	1	2.4
Construction of view tower	5	12.1
Conservation of biodiversity	2	4.9
Exposure in media	2	4.9
Link with NTB	4	9.8
Increase local participation	4	9.8
Skill based Trainings	2	4.9
Conservation of local Cultures (Magar)	4	9.8
Total	41	100

*Source: Field Survey,*

Above table states the data as by the responses from the sampled population. Mostly people are conscious about the transportation facility to their village, which will increase accessibility to tourists to reach the destination i.e. by 17 respondents, 1 respondent suggest for creating study area as trekking route, 5 respondents suggest for the

construction of view tower as soon as possible. Conservation of bio-diversity was suggested by 2 respondents as this place has huge area covered by forest. Exposure in media lacks for this area, 2 respondents suggest for exposure in media. 4 respondents suggest this place is unable to link to the centre, linking this village with NTB can be fruitful for upgrading this area. Increasing local participation and developing skill based trainings are suggested by 4 and 2 respondents respectively. 4 people suggest that government policies should be focused to uplift this area as rural destination for tourism.

### **5.3.7 Benefits from Tourism**

After the field survey most of the respondents states that they were definitely benefited by the tourism activities in the village. They informed that their village got exposed to the outer world; they got new way of income, although income from tourism is only secondary support to run the household. They express their belief that if they could keep on running and organize different package program then they will definitely rely on tourism as their major income source.

# **CHAPTER VI**

## **SUMMARY OF FINDINGS, CONCLUSIONS AND SUGGESTIONS**

### **6.1 Summary**

Tourism refers to the activities of people visiting to and staying in places outside their usual environment for not more than one consecutive year and that can be for pleasure, business, pilgrimage and other different purposes. Every individual have their own desires, purpose, economic status, nature etc that results the different types of tourists. Simply, tourism is a complex combination of various tangible and intangible components.

Today tourism is one of the fastest growing industries, also non as non smoke industry in world. With right inputs and development of different tourism products both the developed and developing countries can reap the benefits from this industry. Tourism creates significant opportunities of income and employment and serves as an effective means to save culture, traditions and environment. It helps to promote awareness, education and understanding among the people of a society.

Nepal harbors unprecedented tourism resources in all ecological regions that range from the low land in Terai to the hills and mountains. This geographical diversity offers not only refuge to the flora and fauna of global significance, particularly, the hills and mountains the habitat for population with immense diversity, serve also as the source of rivers and aquatic biodiversity for territory even beyond Nepal. One can get complete experience of the stunning beauty and understand species diversity of Nepal through his or her physical presence.

Nepal opened up to the rest of the world only during the early fifties. In initial phase tourists visited the Kathmandu valley and only few numbers of mountaineers were able to conquer the Everest and Annapurna regions. With the increasing number of tourist different infrastructural development were built to support tourism development. Since then tourists in Nepal have been pouring and today tourism sector stands as one of the major contributor in the economy of the country.

So the study is done in the Pyuthan district with the major objective to find out the potentiality and challenges of rural tourism in this area. Study was done visiting this area,

from where different primary data were collected using questionnaire, interviewing with key informant, different people have been selected as sample population for the study, for sampling procedure 14 households having home-stay service, 17 households without having home-stay service, and 10 people from different fields to get the information and needed primary data.

After the research different findings were obtain which were analyzed and presented in chapter 5, whereas in this chapter, findings are summarized and presented in following paragraph:

It was found out that most of the respondents from the study area were female, among 41 respondents 15 were male and remaining 26 were female. In which 78% were married and 22% were found unmarried.

Most of the respondents i.e. 36 respondents follow Buddhism and remaining 5 among 41 respondents follow Hinduism as their religion. It was studied that 5 respondents were illiterate, 30 respondents were literate and left 6 respondents had education level above SLC.

Respondents were categorized in different age group, in which respondents having age below 30 were 9, age between 31-45 were 12, age between 46-60 were 9 and respondents whose age range above 60 were 11 respondents.

Family members/family size were also determined during study, it was found that family having below 2 family members were 2 respondents, respondents having 3-5 family members were 20 and 19 respondents had above 5 family members.

After study it was found that 36 respondents were engaged in farming as their major occupation, 3 respondents were involved in teaching profession, one respondent was involved in private job and one was involved in social service.

Till the study date record was found that 446 tourists had enjoyed home-stay service in study area, most of the tourist visit this place as day visitor, as this area is near the district headquarter they prefer visiting in day time and returning back to headquarter by evening. Domestic tourists had visited this area more than foreign one. Most of the people from this area were found to be familiar with tourism sector.

It was studied by the response of the respondents that transportation is the major challenge for developing this area as tourism destination, so they want to develop the



regular road track up to this area so that tourist can visit frequently and easily in this area. Beside that this area not being linked with NTB, unable to promote this area nationwide are also stands as major challenges.

## **6.2 Conclusion**

Tourism is an ever-growing industry of today's world. It has been considered as a major product of modernization and globalization. It is multidimensional and multidisciplinary in terms of nature and scope. Tourism is an economical stream in itself, but closely linked with culture and nature. Somewhere it is blamed as a major cause of cultural erosion and somewhere it is appreciated as an effective tool for economic development and social harmony.

Nepal is known as important tourist destination in the world with its natural beauty and cultural heritages. Nepal's mystique nature and unique culture are the same products in terms of tourism attractions. Since long period tourism has been major source of foreign exchange earnings and the GDP. Apart from this, it has been creating significant employment opportunities and many other direct and indirect benefits have been generated for the country.

Pyuthandistrict itself has the huge numbers of attractive rural areas having high potentiality of rural tourism. Swargadwari area is one which have huge potentiality of tourism development, so the study is conducted in order to find the potentiality and challenges for rural tourism in the study area, with the specific objectives; to explore the natural and cultural attractions of this study area, to assess the involvement of local people in the tourism industry, to analyze the challenges, in order to develop study area as rural tourism destination.

There are different challenges which stand as hindrances in the pace of tourism development in this area. One of the major problems of this area is that this area have road track but not the facility of transportation as it lacks Vehicle Bridge in Marshyangdi River. Lack of total participation for the tourism development is another problem of this area, some organization lacks co-ordination for conducting different tourism development activities. Another challenges is migration of villager toward headquarter, Kathmandu, even in UK as most of the household have at-least one member engaged in army service. Lack of young manpower involvement is another major problem, as most of the young manpower area involved in abroad job, some are in headquarter and Kathmandu for

educational purposes and for job. This place is not properly advertised in media, and also it lacks link with the NTB in order to get proper support from state sector.

Despite having many challenges, this place has more potentiality for developing this area as rural destination. This area has great future to be developed as rural destination in near future if the challenges and problems are mitigated in proper way.

### **6.3 Suggestions**

Transportation is one of the major problems that tourist may face to reach up to this destination so proper transportation way should be developed as soon as possible.

Awareness to the public about the tourism is most and essential in order to develop any area as tourist destination, so to upgrade this area as rural destination maximum program should be conducted for the full awareness of the people, which will help to establish bond and co-ordination among the community members.

Linkage with the NTB is another essential effort that the people of this area should initiate, so that this area will get needed exposure to the outer world which will help to increase the flow of tourists.

Another essential step that should be taken is that tourism committee of this area should develop a package system so that visiting day of the tourists can be increased which will eventually benefits the villagers.

Practices of providing souvenir to the tourist that resemble this area can be developed so that tourist can remember this place for their lifelong.

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# Annex- I:

## Questionnaire

### Questionnaire for the households

1. Introduction:

Name: .....

2. Sex: a) Male b) Female

3. Religion: a) Hinduism b) Buddhism c) Others

4. Educational Status a) Literate b) Illiterate c) SLC above

5. Age group: a) below 30 b) 31-45 c) 45-60 d) Above 60

6. Family members.....

7. What do you do for living?

a)Business b) Farming c) Job holder d) other

8. What are your income sources?

a) Agricultural products

b) Service/Remittance

c) Business Rs ..... Per annum

d) Other (specify)

a) 1000 to 5000 b) 5000 to 10000 c) 10000 to 15000 d) 15000 above

9. How long can you sustain with your farm production?

a)3 months b) 3-6 months c) 6-10 months d) 12 months

10. Are you satisfied with your income from this occupation?

a. Yes b) NO

If No, Why?

.....

.....

11. Do you like tourist?

a) Yes b) No

12. Do you want to develop your area as tourist destination?  
a) Yes    b) No    c) don't know
13. In your opinion what kind of tourists visits this place more?  
a) Domestic    b) International
14. Do you think your area has potentiality for tourism?  
a) Yes    b) No
15. In your opinion, who is the responsible person to develop this place as tourism destination?  
.....  
.....  
. .
16. What efforts are to be made from their side?  
.....  
. .
17. Do you think natural attraction and scene beauty attract tourists?  
a) Yes    b) No
18. Is there any impact on tourism by Earthquake?  
a) Yes    b) No
19. Could you keep the tourist in your home as a paying guest?  
a) Yes    b) No  
If Yes, How many can be keep at once?  
a. Yes                          b. No
20. Are there any political, environmental, cultural, natural challenges in this area when the tourist visits?  
.....  
. .
21. How often do you participate yourself in social activities that is conducted in order to upgrade infrastructure, cultural and natural attraction?  
a) Regularly    b) If possible    c) Never

22. Do you think government bodies have been helping to develop this area as tourist destination?

a) Yes

b) No

23. In your opinion what is the main factor that stands as obstacle for the tourism development?

.....  
.....

24. Do you think peoples socio cultural and religious aspects attract tourist to visit this area?

a) Yes

b) No

25. What kind of services do you offer to the guest if they visit in your house?

.....

26. Do you have any other information about this village?

.....

27. Do you have any suggestions that you would like to share?

.....  
.....



## Questionnaire for members of local organization

1. Personal Information

Name.....

Education.....

Occupation.....

2. Age group: a) below 30                      b) 31-45                      c) 45-60                      d) Above 60

3. Family members.....

4. How many tourists come here per month?

a) Below 10                      b) 10-20                      c) 20-50                      d) above 50

5. How do you or your organization is helping to develop this place as tourist destination?

a) Making good plans                      b) Improving infrastructure

c) Advertising tourist products    d) others.....

6. What is your cultural background?

.....

7. Are there any cultural and traditional activities to show the visitors in order to attract them? If yes, How?

.....

.....

8. Where do many tourists come from?

.....

9. Usually, how long do they stay?

a) A few hours                      b) 1.3 days

c) 3-5 days                      d) 5 days and above

10. What should be done to make their stay long?

.....

.....

.....

11. In your opinion what is the main factor that stands as obstacle for the tourism development?

.....  
.....

12. Finally, if you have any other information and suggestions that you would like to share?

.....  
.....

**(Thank you)**

## **Annex- II:**

### **Checklist used for observation and interview**

- Natural attractions
- Cultural heritages
- Customs and Traditions
- Lifestyles of people
- Infrastructure development
- Economic status of local people
- Interests of tourists
- Hospitality of local people
- Accessibility for the visit in this area