

# CHAPTER- ONE

## INTRODUCTION

### 1.1 General Background of the Study

**Tourism** is travel for pleasure; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveler's country. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only ", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes (*Oxford English Dictionary* (2005)

Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance. Tourism suffered as a result of a strong economic slowdown of the late-2000s recession, between the second half of 2008 and the end of 2009, and the outbreak of the H1N1 influenza virus, but slowly recovered. International tourism receipts (the travel item in the balance of payments) grew to US\$1.03 trillion (€740 billion) in 2011, corresponding to an increase in real terms of 3.8% from 2010. International tourist arrivals surpassed the milestone of 1 billion tourists globally for the first time in 2012, emerging markets such as Russia and Brazil had significantly increased their spending over the previous decade (Pardhan, 2007).

Tourism is the largest industry in Nepal, and the largest source of foreign exchange and revenue. Possessing eight of the ten highest mountains in the world, Nepal is a hotspot destination for mountaineers, rock climbers and

people seeking adventure. The Hindu and Buddhist heritage of Nepal and its cool weather are also strong attractions. Mount Everest, the highest mountain peak in the world, is located on Nepal's border. Mountaineering and other types of adventure tourism and ecotourism are important attractions for visitors. The world heritage site Lumbini, birthplace of Gautama Buddha, is located in the south of the West region of Nepal and there are other important religious pilgrimage sites throughout the country. The tourist industry is seen as a way to alleviate poverty and achieve greater social equity in the country. According to statistics of 2012, there will be a slow growth rate of 9.8%.<sup>[out of date]</sup> According to statistics from Nepal Tourism Board (NTB), a total of 598,204 foreign tourists entered the country via aerial route in 2012. The government of Nepal declared 2011 to be Nepal Tourism Year, and hoped to attract one million foreign tourists to the country during that year. (Wikipedia, the free encyclopedia, 2012)

Tourism is making an effective contribution to the development of nations, by realizing the fact, His Majesty's Government (now switched to federal democratic republic) had declared the year 1998 as Visit Nepal 98 aiming to receive 0,5 million visitors but today, the country is celebrating another Visit Nepal year 2011 aiming to receive 1 million (double than 98) in order to further enhance the image of Nepal as a special destination for the visitors. To accomplish the program objectives, the various organizations and agencies both within and outside the tourism industry, has come together hand in hand to formulate a strategy to make Visit Nepal year succeed. Many infrastructures are being constructed to make the year successful (MOCTCA, 2011).

**Kailali District** is a part of Province No. 7 in Terai plain, is one of the seventy-five districts of Nepal. The district, with Dhangadhi as its district headquarters, covers an area of 3,235 square kilometres (1,249 sq mi) and has a population (2001) of 616,697 and (2011) of 775,709. Dhangadhi is a center of attraction of not only Kailali district but of the whole seti zone. The district also contains Tikapur Park, one of the biggest parks in Nepal, and Godha-Ghodi Tal (lake)

located at Sukhad Kailali. An aircraft museum was established in Dhangadhi by Pilot Bed Upreti in 2014 which is the only museum of its kind in the Country.

There are very few studies regarding activities of village tourism of particular place. This study helps to identify the major problems and prospectus of tourism and assess the present situation of tourism in this selected area which helped the tourism planner and policy maker to frame appropriate policies and programs in order to improve the tourism industry further. The main purpose of this study is to find out the problems and prospectus of tourism in the study area.

## **1.2 Statement of the Problem**

Tourism is an important source of foreign exchange earnings, which contribute to generate employment and government revenue. It supports to the use of local product and the utilization of hotels and restaurants. It further supports to demand of goods and services, which promotes supply of production and give chances to improve the local industries. In Nepal, government revenue from tourism is created directly through airport departure and hotel taxes, licenses and fees levied upon those establishments which are directly, involved in the provision of tourism related goods and services. However, the revenue generated from tourism and tourism related agencies are unknown. There are no statistics on tourism revenue and employment, which directly affects on national planning and policy with regard to tourism in the context of Nepal. Natural beauty, cultural values and archaeological monuments are the main attractions to tourists in Nepal. With possession of such numerous attractions, the potentiality of tourism is very high in Nepal. However, the potentiality so far does not seem to have been exploited properly.

Although Nepal has tourism potential is vast but factors such as air access, poor infrastructure and lack of appropriate marketing strategy have resulted in limited growth. A tourist arrival in Nepal is growing steadily. However, her

place in world tourism is low. Even in comparison to the South Asian countries, which itself happened to be none too encouraging, Nepal has only a low position. Tourism industry give direct and indirect employment opportunities to Nepalese people but the tourism sector in Nepal has not been as developing as expected. Lack of basic infrastructure, securities accommodation, local guides, knowledge and scientific thinking has seriously hindered tourism development in this area of the country. Similarly weak co-ordination between centre and local institutions. Little ability of the locals, persistent inequalities, low literacy rate of local people, lack of information are the some other major problems in this study area. In addition, the problems of environment pollution, mismanagement of conserve areas, spoiling the beauty and value of historic site by the tourist, and political instability has hindered make a good tourism development. Research problem are as follows:

- i. What is the present status of tourism in study area?
- ii. What are the problems of tourism in the in Kailali district
- iii. What are the prospects of tourism in this area?

### **1.3 Objective of the Study**

The basic objective of this study is to inquire about the problems and prospects of tourism in Darakh VDC of Kailali district. In addition, other specific objectives are as follows:

- i. To explore the present status of tourism in study area.
- ii. To identify the problems of tourism in the in Kailali district
- iii. To find out the prospects of tourism in this area.

## 1.4 Significance of the Study

Tourism is an important, even vital, source of income for many regions and countries. Its importance was recognized in the *Manila Declaration on World Tourism of 1980* as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations. Tourism brings in large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting for 30% of the world's trade of services, and 6% of overall exports of goods and services. It also creates opportunities for employment in the service sector of the economy associated with tourism. The service industries which benefit from tourism include transportation services, such as airlines, cruise ships, and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping malls, music venues, and theatres. This is in addition to goods bought by tourists, including souvenirs, clothing and other supplies.

This study provides basic information and general guideline to the local people, tourists, hotel entrepreneurs, DDC profile and other agencies about the way to attain sustainable tourism and conserve historical heritage of Darakh VDC of Kailali . This research is important for the conserve and developed the Kailali as important tourism destination in future time.

- i. The study finds out the present status of tourism in this area.
- ii. The study gives the answer on how we can promote the tourism in the study area.
- iii. The research shows the present tourism activities in Ghodaghodi area.
- iv. The study can support for researchers, scholars, explorers and other who are concerned to get detailed information about the tourism in this area.

- v. This study may be a good reference for the government, local and other development organizations to formulate tourism policy in the future.
- vi. It is also helpful to conserve the endangered animal like Pithone and others in the study area, by which, biodiversity keeps rich.

Therefore, research work in this topic is more concerned with the subject matter of rural development.

### **1.5 Limitations of the Study**

This study is limited in Darakh VDC in Kailali district. This study was based on the data of field survey and secondary information were also used as and where needed. The research highlights the tourism products of study area and also finds out the present situation of tourism in and around the study area.

# **CHAPTER- TWO**

## **LITERATURE REVIEW**

Mainly studies have been made directly or indirectly regarding tourism in Nepal. Almost all studied have stressed the need of it in the sense that it has greater potentialities and prospects to develop in Nepal. In order to make the study more reliable and comprehensive few available articles, bulletins, reports, survey and book on the relevant studies have been reviewed.

### **2.1 Theoretical Review**

Economic of tourism in Nepal (1981) is one of the studies done by development research and communication group. This study shows that tourism is one of the crucial, potential and fastest growing sectors of the Nepalese economy. The continuous increase in the volume of tourist flow had direct and indirect impacts on the process of Nepal's economic development. Despite enormous potentiality tourism has very late beginning in Nepal. It was not until the 1950's that the country had started witnessing the development of tourism in an organized manner. The study has worked out tourism arrival and tourism expenditure. The total tourists nearly 80-87 percent were found visiting Nepal for pleasure purpose, almost 85-96 percent of the tourists visiting Nepal were found travelling by air. Of them 51 percent came via India, 28 percent via Bangkok and 12.5 percent via Dacca both Indian and non-Indian tourist seasonal bias, with a relatively lower preference for visiting Nepal during rainy season.

"Tourism and Economic Development in Nepal (2006)", written by Manoj Kumar Agarawal and Rudra Prasad Upadhaya, is a comprehensive book in Nepalese tourism literature. This book has attempted to find our role of the tourism sector in economy of Nepal. This has been attempted with the view to find out activities of the tourism sector in broaden perspective to speed up the process of economic development of

this Himalayan country. It has also been found that through the promotion of tourism sector the Nepalese economy can be move faster on the path of globalization. It implies that tourism sector has the potential to link the backward Nepalese economy with the forward economies of the world. On the whole it can be argued that the tourism sector could be considered to play the role of leading sector in the economy. Tourism sector has strong inducement effects on other activities of the country. Besides, the foreign exchange earnings from tourism have been found to be an important determinant of government's development expenditure and regular expenditure (Agrawal and Upadhyay, 2006; 312-322).

Sharma P. (2006) in his article "Village Tourism for the sustainability of Rural Development" in Nepalese Journal of Development and Rural studies (Vol 3.1, Jan-Jun 2006) has extracted the quotes of the tenth plan (PRSP2002) The tourism sector can be an important instrument of poverty reduction by increasing employment opportunities directly and indirectly in urban as well as rural areas, particularly in the hills and mountain areas along trekking trails and tourism sites. He has asserted that it can be aid-led tourism development where problem of sustainability and indigenous efforts were overshadowed.

The decline in tourist arrivals in Nepal was noticed in the past also. As for example, negative annual growth was recorded in 1965,1981,1984, 1989 and 1993 also. The reason of the fall in tourist arrivals was due to some internal reasons. The tourist arrivals declined by 1.4 percent in 1965, it was due to India-Pakistan clash while in 1981, it was due the people's movement in Nepal. The tourist arrivals in 1984 was also recorded negative (1.5 percent). The decline in tourist arrivals in 1984 was no other reason than assassination of Prime Minister Indira Gandhi in October 1984, which lead to massive cancellation of tonus India and Nepal. Similarly, decline in tourist arrivals in 1989 was noticed by 9.8 percent as compared to the previous year due to the political unrest for restoration of democracy and Transit dispute with India. Likewise, the main reason for decline in tourist arrivals in 1993 was the negative publicity of pollution in Nepal by international media, and economic

recession in major tourist generating market in 1992. The devastating flood of 1993 also pulled down to the arrivals in the same year (Nepal Tourism Board 2012).

Travelling is very ancient phenomenon. Travel has existed since the beginning of time when primitive man set out. Often travelling great distance in search of game provided the food and clothing necessary for his survival. Throughout the course of history, people have traveled for purposes of trade, religious conviction, economic gain, war, migration and other equally compelling motivation. Thus, in ancient time, great motivations for travel were political or commercial interest, curiosity to know the custom and the habits of other people and finally religious sentiments.

Systematic tourism in Nepal started from 1966 with the establishment of a few hotels. The industry was further strengthened and established after the formation of tourism master plan in 1972. The master plan gave emphasis of tourism market development, sightseeing, trekking, eco-tourism, recreational and adventure tourism (Baral 1998).

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

The influence of external culture or limitations of their values is perhaps the consequences, which can't be checked and brought about by inviting the tourists. The Himalayan region has been bearing the impact of this adverse influence for years. Only a few said that the open door policy for foreign visitors is completely wrong. Some others also say that it is necessary to take the Himalayan society in the modernity of the twenty first century such as the almost extinct handicrafts and art

of Bhaktapur have been revived by tourism. But in the long run some people think that a bad culture drives away good things. They think that owing to excessive number of tourists, Kathmandu has not remained a dear place as in the past.

It conducted a study about the economic benefits of tourism and its role in further promote of local arts and crafts of Bhaktapur. The study suggested increasing sightseeing excursionists so as to make them stay longer by offering restaurant facilities and cultural attractions ( Lamsal,1997).

## **2.2 Empirical Review**

Upadhyaya (2003) in his Ph.D. dissertation entitled “Tourism as a leading sector in economic development of Nepal” had opined that many countries have made various attempts to promote tourism industry as a means of economic progress. The economy of Nepal lacks in terms industrialization, some further alternative is to be found which can induce the process of industrialization to put the path of rapid economic development. To study the scope for global linkage of the Nepalese economy with special reference to tourism. He has suggested that tourism sector has the potential to link the backward Nepalese economy with the forward economics and to induce the other sector of the economy.

Pokharel (2015) conducted a thesis on Potentiality and Challenges of Rural Tourism. The general objective of the study is to explore tourism potentiality and challenges in Khasur area of Lamjung district. This study was carried out mostly on the basis of exploratory research design. The universe of the study was the people of Khasur village of Lamjung district, Among 133 households in Khasur village, core area have total 92 households, which includes 83 households of Gurung family, 27 Dalits, other indigenous households 21 and non-indigenous family 2. 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 were also applied for doing household survey. it can be concluded that Khasur area have huge potentiality of rural tourism. This area is easily accessible as because its just one and half hour away from headquarter Besisahar. Tourist can get the glimpse of Lamjung himal from the village. Green community forest can be another reason for visiting this place where tourist can find small religious spot known as 'Kanyathan' with interesting myth behind that place, where organization of old people with their own fund and effort have been making water tap so that passerby can enjoy the cool drinking water. One hour of hiking can take the tourist to top most part of the village from where tourist can enjoy the scenic beauty, like watching different mountain ranges from Lamjung himal to Annapurna I, II, and III, beautiful Ghodaghodi valley can be seen, and other beautiful landscape can be enjoyed. Barahapokhari lek another destination can be reached by a day uphill walk from this area.

(Chetri, 2015) conducted a thesis entitled " Rural Tourism in Nepal: A Case Study of Home Stay Program of Lwang Ghalel Settlement Area of Kailali District ". The general objectives of the study are to find out the various socio-economic impacts of Home Stay program and its contribution in the improvement in livelihood of rural society. The study covers only the selected area of Lwang Ghalel. The present study is carried out on the basis of exploratory that attempts to investigate the potentiality of selected tourism destination to attract tourists, the impact of it on the local environment and the living standard of local people. The number of tourists has been gradually increasing. However there is fluctuation in the annual incensement. In visit Nepal year 1998 (463684) and 2011 (735932) tourists arrived in Nepal. The arrivals of tourists in 2010 (63) and 2011 (156) are fluctuating in Lwang Ghalel. Lwang Ghalel area is one of the popular Home stay destinations in Kaski. The majority of tourists arriving Lwang Ghalel by purpose of visit are the following: cultural study 35%, ACAP's area and tea garden visit 23%, pleasure

27% and 15% for others in 2010. The majority of foreigners visiting Lwang Ghalel are age group 16-30 years of age 44%, followed 32% percent on 31-45 and 46-60 years group are 24 percent. The 60 percent of total tourists were found to stay for 1 day, 20 percent was found to spend 2 days, and during survey period 12 percent 3 days and 4 and 5 days were 4 percent respectively. The majority of tourists (48%) spend Nepalese rupees 500-1000, 38 % spend rupees 1000-1500, 12 % spend rupees 1600-2000 and 8% spend 2100-2500 Nepalese rupees. There are 12 Home Stay with 26 rooms and 52 beds.

# **CHAPTER -THREE**

## **RESEARCH METHODOLOGY**

To accomplish the stated objectives of the study, the following methodology has been used.

### **3.1 Research Design**

Research design is the framework that has been created to seek answers to research questions. This study was carried out on the basis of exploratory as well as descriptive research design because the study was focused on to investigate the problems and prospectus of tourism for rural development taking the advantage activities. Moreover the study found out the role of remittance in rural area. The study was based on filed work where secondary sources of information are used from the relevant literatures, previous studies and the different archival sources.

### **3.2 Nature and Source of Data**

The data is qualitative as well as quantitative in nature. This study was based on the primary as well as secondary data, but the focus is given to the primary data, which were collected from field survey using questionnaire, observation and interaction with different respondent. The secondary data for research was collected from the published, unpublished documents, articles, dissertation, journals, books, economic survey etc. These data were collected from different places such as District Profile and VDC profiles.

### **3.3 Study Area**

Darakh VDC Ward No. 8 of Kailali district was selected for my study. There was different tourist area for tourism industry like Ghodaghodi Taal, Ghodaghodi temple, rivers, forest as well as other natural resources etc.

This resources are most important tourism factors for this selected area. The rationale behind selection of this district as well as the wards is because there is high chances of findings data for research and the researcher has a close relationship with VDC which is important considering the natural and precision of the data used for the study.

### **3.4 Population and Sampling Procedures**

There are 124 households in Ward No.8, Among them 62 households were selected by simple random sampling. Thus the study was focused on those people who were directly or indirectly involvement in tourism area. The sample is 50 percent of universe.

### **3.4 Data Collection Methods and Tools**

For the completion of this study data were collected from various procedures. First of all the researcher visited the selected samples and after taking the information about the tourism, the field survey was made.

#### **3.4.1 Questionnaire Survey**

The study was based on structured, semi-structured questionnaire to explore the information on problems and prospects of tourism and trends of tourists in Darakh VDC of Kailali . For these, the study was based on questionnaire from local people, employers, and tourists. Also provides the information about business, educational status, expenditure pattern of the tourist and demographic data of the local informants, which were collected from tourist, local and employers.

The researcher collected primary data using three sets of questionnaires, one was for tourists, the second and the third were for employers and local people respectively. The questionnaires either are closed or open ended or scaled. All the questions are pre- tested and revised before collecting data. Questioning,

Observations and secondary data have been used for the study. All types of respondents were asked focusing on the problems and prospects of tourism in Darakh VDC of Kailali

### **3.4.2 Observation**

Research involved in the observation to record the different information related to problems and prospects of tourism in Darakh VDC of Kailali district. In the observation period, the study was based on the observation of tourist places, local people, customs, feasts festivals, accommodations facilities and other sacred sites. Due to lack of budget and time, some few sites were served. Existing rules, regulations, policies and achievement were checked and evaluated based on tourist arrivals, foreign exchange earnings and the responses of employers, local people and tourists.

### **3.5 Data Presentation and Analysis**

The collected data were coded, edited and finalized the qualitative data were analyzed and presented at paragraph and quantitative data were presented in table and graphs, chart etc. by the help of computer software. The computer software applied to the processing, classification, tabulation and analysis of data and information were word and excel.

## **CHAPTER - FOUR**

### **DATA PRESENTATION AND ANALYSIS**

The study was carried out in order to learn the problem tourism in Ghodaghodi area. So in and prospectus this chapter those data which are acquired from the field study in terms of collecting primary data are analyzed and interpreted. Tabulation of the data and in some cases graphical presentation is done for the clear interpretation of the data.

#### **4.1 Profile of the Study Area**

##### **4.1.1 An Overview of Kailali District**

Kailali district belongs to Seti zone of Far Western Development Region, in the different aspects this district makes national space, agriculturally this district is famous for its grain productivity, in aspect of tourism this district has different areas of tourism possibilities namely they are Chisapani Area, Ghodaghodi Area, Tikapur Area and Godawari Area according to DDC Kailali. The total area occupied by this district is 3235 kilometers, among which 40 percent of its area is composed of Chure hills and 60 percent of the area is plain land. Sub-tropical, temperate and cool temperate are the climate found here. Temperature rises up to 40-45 degree centigrade in summer season and falls down to 7-5 degree centigrade in winter season. The average rainfall of 1840 millimeters occurs here. There are 42 VDCs in Kailali district among them 35 VDCs lies in plain land called Terai and 7 VDCs lies in Chure range and two municipality lies in this district namely Dhangadhi and Tikapur, district have 6 election areas. This district lies between 28<sup>0</sup>22' north to 29<sup>0</sup>05' latitude and 80<sup>0</sup>30' east to 81<sup>0</sup>18' east longitude.

Among the facts, about how the district got its name; one is in Darakh VDC, Kailali is a village where a fort is located between 1968 to 1978 and after the district got its name from the fort. Another fact is that during the Rana Regime in the country there were market areas in this district namely Sukhad ,

Sandapani, Palahmanpur as Kailali Market Area which lies in between of all and because of whifter the district got its name from.

### **Boundary of the District**

East → Karnali River, Bardiya District, Surkhet District

West → Kanchanpur District, Dadeldhura District

North → Doti District, Dadeldhura District, Surkhet District

South → Lakhimpur Khiri District of India

Kailali district lies in the height of 109 meters to 1950 meters from sea level, district has ecological, environmental, natural, cultural diversity because as district covers Terai land and Chure Range also, different wetlands and forests added the beauty of the district, and about half of the area of the district is covered by forest and suburbs. The most fertile area of the district are Malakheti, Bauniya, Rajipur, Manipur, Loharpur, Darak, Manikapur, Joshipur, Munuwa, Satti, Bhajani etc.

The large rivers of Kailali district are Karnali, Gauriganga, Mohana, Khutiya, Pathariya, Godawori, Kanara and small rivers are Doda, Gulara, Chaumala, Shivganga, Manahara, Likma, Roda, Gulara etc. Ghodaghodi, Nogrod, Jowakhaur, Tiliko, Bhedababa, Kuileahi are the name of the some major lakes of Kailali district. Ghodaghodi Lake has touristic and religious importance and Bhedababa is religiously important for Hindus.

On the basis of the soil composition Kailali district is divided into three areas. (a) North Area: Chure Range of this area's soil compose of sand, stone gravel, red soil etc. this type of soil is very good for fruits, orange, maize, barley, oak etc. The rocks here are fragile and compose of sand stone and conglomerates. (b) Mid Area: Generally sandy loam type of soil is found in this area, this area consists of some plains with bottom of Chure hills. The soil here is good for ginger, phapar, wheat, paddy, lemon. (c) South Area: the fertility of the soil here is very good. The sandy, loam soil, forest soil is found here. The soil here have slight acidic but that hasn't mattered in the fertility of soil here. This area

has good irrigation facility also because of which productivity is also notable. This area has role to make Kailali a major district of Nepal in grain productivity. The main crops are paddy, wheat, mustard, lentil, sugarcane, banana, mango, litchi etc (Kailali District Profile, 2058).

Another important strength of Kailali can be its climate. District has both hilly and terai climate as it extended up to chure hills from the terai. The diversity found here is notable because of its diversity in climate, wetlands, lakes, dense forests, hills, terai. Southern boundary of Kailali is India and China is also not so far, as India and China are the growing economy of the present world, the income of medium level people is increasing there, if tourists are attracted from there it can be a great opportunity for the tourism development in the district. This area has many destinations with religious importance also and the huge population in India follows Hinduism which was an added advantage if the pilgrimages in the district are promoted.

Kailali has much diversity of people and many different languages are spoken. Due to this diversity, there is practice of different dances, music, paintings, festivals and religious practices. This could be one strong strength and also opportunity to make attractive tourist product based on this strength. Pace in development of tourism related agencies slowly but now enthusiastically the tourism related agencies are developing here, like hotels, travel and tours, trekking agents, tourism packages and tourism related organizations. Ayurvedic treatment and traditional healing methods are even in use in Kailali district so if they were preserved and promoted it can be one of the potential instrument to attract tourist in this district.

The accommodation and travel is not so expensive in Kailali so tourist visiting Kailali can get an advantage of price also. World Tourism Organization has said eco-tourism is growing rapidly. Kailali has good possibility for eco-tourism because of its ecological diversity, and hills of Kailali could be attraction for eco-tourists. Because of the high potential of the tourism industry in Kailali, the possibility of foreign investment is very high here, which can be

able to give speed to the tourism development. Kailali district has two municipalities, it has possibility of development of the city tourism by development of shopping tourism, recreation and amusement tourism, and adventure tourism has also a great possibility as district have big rivers, hills and dense forests.

Kailali is a district with more rural people. So rural tourism can help in poverty alleviation objective of government and can reduce regional imbalance. TRPAP is implementing program to develop community-based tourism in different districts of Nepal. The success stories of the program are encouraging. Peoples in Kailali have different skills like knitting, ayurvedic medicine preparation, bamboo goods production, different cultural food items, pottery and many more which has great possibility of handicraft promotion. Kailali district is an entry point of region through Mahendra Highway and Dhangadhi Municipality in district is business hub for the region, which can be a good opportunity for the development of tourism.

The real threat is traditional culture (dress, songs, musical instruments, way of celebrating festivals) are getting degraded day by day and the deforestation is another big problem, the lakes and ponds are in threat, rivers are getting polluted. Unplanned urbanization is going hazardous, which can lead toward the blurred city and villages and in future can increase pollution. Most of the part in the district is remote; they don't have regular and good transportation. District has one airport running in Dhangadhi but has only flight from capital city, has no any regional flights which add difficulty to reach. Political instability became one of the worst threats, because of the instability different shutdowns, strikes, protests, disputes between management and workers are the key factors which make problem in security issues.

Kailali district is facing lack of infrastructural development and different facilities like transportation, health centers, roads, water, electricity and basic services like accommodation, communication, eating places, financial services and tourist information centers. Quality, quantity and cost of the available

human resources in the industry would show the competitiveness. Kailali district lacks educated and skilled workforce. Country accumulate very low part of its budget for the development of Kailali district, mostly the tourism development has not got specific space in the budgeting. The destinations, religious and cultural assets in Kailali has not been properly advertised in national and international scenario. Nation has not given specific importance to the district so the development sector is very poor here and in spite of having great possibility and potential the tourism sector seems crawling here. Kailali district lacks the motivational factors for the investors in tourism sector and people are not yet conscious about own effort for the development.

Darakh VDC is situated at 90 km north from the district headquarter Dhangadi The VDC covers the 72.39 km<sup>2</sup> of whole Nepal. In east, Sandapani, Ramsikharjhala ,Deepnagar in west, Janakpur in south.

According to the population census 2011, the total population of VDC is 16,210 out of which, 8228 are female and 7982 are male the population density is 224 km and the population growth rate is 3.95. The main castes of the VDC are Brahmin, Chhetri, Tharu , Kami etc. Hinduism is the highly accepted religion in this VDC. Agriculture is the main occupation to raise the live stocks. Almost 80 percent of the total household are engaged in there occupation where paddy, wheat, maize, millet are the major crops. The data are analyzed by using various tools and techniques. Whether the data are in the form of qualitative or quantitative form which starts with the general background of respondent.

## **4.2 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.

### **4.2.1 Age Group of Respondents**

All age respondents are not economically active and generate income to the family. Young age girl are involved in education or household activities such as cooking and taking care of their little brothers or sisters. respondents above 60 years are also less active for income generation because they have household responsibility rather than earning. Their sons and other family members were considered earners. They mostly take care of small children in their home. Age ratio of the selected respondents is presented in the following table.

**Table 4.1: Age Group of the Respondents**

<b>S.N.</b>	<b>Age Group</b>	<b>Number of Respondents</b>	<b>Percentage</b>
1	Below 30 years	19	38
2	30-40 years	23	46
3	40-50 years	5	10
4	50-60 years	2	4
5	60-70 years	1	2
	Total	50	100

Source: *Field Survey, 2016*

The age distribution ratio of the study area shows that 50 of the total respondents involved in this program. The highest numbers of the respondents are between the age of 30-40 years 46 percent. The age between 40-50 years are constituted 10 percent of the total respondents, between the age 50-60 years constituted 4 percent of the total respondents, at last 2 percent of my respondent is between the age of 60-70 years. This table shows that majority of the respondents whose age are between 30-40 years.

#### **4.2.2 Educational Status of the Respondents**

Education empowers the human being; it increases the status of living. Education provides people with the knowledge and skills to contribute and take benefits from development efforts. Education is a key indicator of human development. It has a positive role in the success of life. Primary education is a principle mechanism of fulfilling the minimum learning needs of the people needed for effective participation in the economic, social, political and civil activities. The following table shows educational status of the respondents

**Table 4.2: Educational Status**

	Educational Status						Illiterate	Total
	Literate							
	Under SLC	SLC Pass	10+2	Bachelor level Pass	Master's Level Pass	Total		
No of Respondents	14	8	3	6	5	36	14	50
Percentage	28	16	6	12	10	72	28	100
Remarks								

*Source: Field Survey, 2016*

My field research shows that 28 percent of respondents are illiterate who had never gone to school, out of this 28 percent of the respondents are literate (who study below matriculation), they somehow knew to read and write, they got opportunity to participate in formal or non-formal education. Among them 50 percent of respondents had completed SLC and only 16 percent were able to complete their intermediate level. On the other hand 12 percent were able to complete their bachelors' level and at last 10 percent were able to complete their masters' level.

### **4.2.3 Religion**

There were only two types of religions status found such as Hindu and Buddhist in religious characteristics of migrant head of household among study population, Hindu and Buddhist people are found in the study area.

**Table - 4.3 Distribution of Religion**

<b>S.N.</b>	<b>Religion</b>	<b>Number of Respondents</b>	<b>Percentage</b>
1	Hindu	44	88
2	Buddhist	3	6
3	Christian	2	4
4	Others	1	2
6		50	100

Source: *Field Survey, 2016*

According to table no. 5.3 shows that the majority of Hindu religion i.e. 88 percent, Buddhist occupied 6 percent, Christian occupied 4 percent and other religion occupied only 2 percent of the total number of 50 households.

#### **4.2.4 Caste and Ethnic**

In Nepal the structure of caste system defined by high caste elite incorporated both Hindus and other religion. Through the formation of Muluki Ain (civil Code) in 1884, Nepal state attempted to universalize the caste regulations for all categories of people living in all parts of nation. People belonging to different types of ethnic and tribal groups were ranked into second and third categories while both of these groups termed as the groups of Matwalis, their ranks in the caste order were determined on the sense that their members were immune from punishment into a slave. Another group of them did not have this privilege. They were segregated into normal category.

The fourth and fifth categories of caste were considered as ones comprising of impure or the water unacceptable population. The difference between them was that the members belonging to the fourth category were touchable while those in the fifth category were considered untouchable by the pure caste.

The caste system of Nepal is basically rooted in Hindu religion; on the other hand, the ethnic system has been rooted mainly in mutually exclusive origin myths, historical mutual seclusion and occasional state intervention. Caste and ethnicity are most important component in social and economic development process in developing country like Nepal. This analysis has been taken into consideration in order to recognize the social conditions and caste comparison in the study area. Within the sampled ward 6, various castes ethnic groups have been living since their remembrances. Caste/ethnic composition of the selected respondents is presented in the following table.

**Table 4.4 : Caste and Ethnic Composition**

<b>S.N</b>	<b>Caste/ Ethnic</b>	<b>Number of Respondents</b>	<b>Percentage</b>
1	Chhetri	35	70
2	Bramin	7	14
3	Dalit	3	6
4	Tamang	2	4
5	Other	3	6
	Total	50	100

Source: *Field Survey, 2016*

This table represents caste/ethnic composition of the respondents in the study area Sarankot VDC, Out of total 50 sample size, Chettreis are largest. They are 70 percent of the total sample. Whereas other caste/ethnic groups like Brahmin 14 percent, Dalit 6 percent, Tamang 4 percent, and other minority group such as Rai, Newar, Sunuwar comprises 6 percent of the total population of the sample. This table we can shows that majority of the people in the samples are Chettri.

#### 4.2.5 Family Type

Their favorite family type is joint family in which husband and his parents, brothers, wife and their unmarried children lives together. All of them expressed burden of responsibility, economy and cultural complexities living in a joint family. Family sizes of the selected respondents are presented in the following table.

**Table 4.5: Family Types**

S.N.	Family Types	Number of Respondents	Percentage
1	Joint	42	84
2	Small/Nuclear	5	10
3	Extended	3	6
	Total	50	100

Source: *Field Survey, 2016*

This table shows the family type of the respondents. Family also makes differences on decision making and control over income. According to reports, 84 percent of the respondents live in joint family, 10 percent of the respondents live in nuclear family, and 6 percent of the respondents live in the extended family.

This table shows that majority of the respondents in the sample are from joint families, and this also shows that respondents from joint families are more interested in Tourism Industry.

#### 4.2.6 Marital Status

Marital status makes differences on respondents's responsibility and economic and work burden.

**Table 4.6: Marital Status of the Respondents**

<b>S.N.</b>	<b>Marital Status</b>	<b>Number of Respondents</b>	<b>Percentage</b>
1	Married	36	72
2	Unmarried	6	12
3	Separated	8	16
	Total	50	100

Source: *Field Survey, 2016*

In the field Survey majority of the respondents are married which comprises 72 percent, followed by, separated 16 percentage and unmarried 12 percent respondents. The above table shows that the majority of respondents in my samples are married, and this also show that married respondents are more interested in tourism industry Because they also have to look after their family and children, they have to pay tuition fee of their children and have to meet health budgeted the sickness for older members of their family.

#### **4.2.7 Landholding**

Landholding is considered as the major indicator for the identification of poor in Nepal. It is an important source of rural income and employment generation. Land is a major indicator to justify economic status of household. Land ownership is mandatory in some banking institutions to get loan from banking institutions. Land is not only economic variable but also is an indicator of social status gained by respondents; land ownership of the selected respondents is presented in the following table.

**Table 4.7: Status of Households and Respondents's land ownership of the Respondents:**

<b>S.N.</b>	<b>Land Size</b>	<b>Number of Respondents</b>	<b>Percentage</b>
1	Landless	11	22
2	1 Ropani	27	54
3	2 Ropani	1	2
4	4 Ropani	1	2
5	Above 5 Ropani	10	20
	Total	50	100

Source: *Field Survey, 2016*

The Land holding pattern of the respondents shows that 24 percent of the respondents are landless, 54 percent of the respondents have 1 ropani of the land in their name, 2 percent of the respondents have above 2 ropani land, 2 percent respondents have 4 ropani lands and 20 percent respondent have 5 ropani of the land in her name.

#### **4.2.8 House Type**

Housing condition shows the real economic status of the people. In the study area, respondents have various types of houses like mud wall with thatched roof, stone wall with tin roof. If the earning improves, the housing condition was also improved. Whether tourism had played significant role for improving the earning of villagers or not should be measures with the help of housing condition of its members.

**Table 4.8: House Type**

<b>S.N.</b>	<b>Types of House</b>	<b>Number of the Respondents</b>	<b>Percentage</b>
1	Mud wall with thatched roof	5	10
2	Stone and mud wall with tin roof with garden	30	60
3	Stone and mud wall with tin without garden	15	30
	Total	50	100

Sources: *Field Survey 2016*

The majority of 60 percent of the respondents are lives in the house which is made up of stone and mud wall with tin roof with garden, 60 percent of the respondents are lives in house which is made up of stone and mud wall with tin roof without garden, and 10 percent of the respondents are lives in the house made of mud wall with thatched roof.

#### **4.2.9 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. 4.9: Major Occupation of the Respondents**

Occupation	No. of the respondents	Percentage
Business (Tourism Industry)	45	90
Teacher	3	6
Private Job Holder	1	2
Social Worker	1	2
Total	50	100

*Source: Field Survey 2016*

From the above figure it can be studied that, among 50 respondents, 90 percentage were involved in Tourism Industry, 6 were from teaching background, and representation from private job holder and social worker were 2 percentage from each.

### **4.3 Problems of Tourism in GhodaGhodi Area**

To Promote Tourism in any area, it should have capacity to provide Facilities which the visitors want so that the tourists feel easy and comfort in visiting any area. So in Ghodaghodi also most of the tourist feel problems due to lack of proper guidance.

**Table 4.10 Problems Faced by Tourist in Ghodaghodi**

Problems	No. of Respondents	Percentage
Highly Expensive	32	62
Lack of Guides	8	16
Lack of Security	6	12
Others Problems	4	8
Total	50	100

Sources ; Field survey, 2016

Above table shows that the major problem faced by the tourist in the Ghodaghodi is lack of security 16% of the sample tourist say that there is high risk of robbery, that during transportatin, in lodges and in sevral public areas. Similarly lack of good guides is another problem 16 % of the sample tourist faced the guide problem. Similarly, 62 % and 8 % of the tourists faced highly expensive and others problem.

#### **4.3.1 Means of Transportation Used**

Tourist travel to bus or taxi to reach to Ghodaghodi . Inspite of plane, the much respondent prefer to travel by tourist bus. After landing at airport much of the respondent opined that there is lack of information about public bus or taxi services. Travalling from pokara to Ghodaghodi , many respondents opined that travel in the Deluxe Bus or private car is comparatively comfortable than public bus because of over crowing and they use of slow and old vehical.

**Table 4.11 Means of Transportation Used**

Means of Transportation	Number	Percentage
Plane	14	28
Deluxe Bus	16	32
Public bus	12	24
Private car	4	8
Taxi	4	8
Total	50	100

Source : Field survey, 2016

From the table shows that 28 percent tourist are used plane, 32 percent are used tourist bus, 24 percent are used public bus, 8 percent are used private car and 8 percent are used taxi. The table conducted that due to lack of international airport in Ghodaghodi many tourist does not use plane for their transportation. If international airport at Ghodaghodi would be established the tourist directly came in Ghodaghodi .

#### **4.3.2 Lack of People's Awareness**

One of the major problems of nepalese tourism is the lack of public awareness. People do not have knowledge about tourism. Even people in this region have not still heard the world 'tourism' or 'paryetan' majority of the people engaged only their own occupation with agriculture which is also limited to the subsistence level.

Ghodaghodi area has high tourism potentalities, but that is not developed still. Most of the people are unaware about the benefits which the tourism could provide them. Therefore, for the development of tourism industry government

and non-government organization should provide formal education as well as informal tourism education.

#### **4.3.3 Lack of Tourism Infrastructure**

Nepal still facing many problems of infrastructure like road, transportation, communication, accomodation. Due to this problem of infrastructure, exploitation of available tourism potential is limited in the remote area is limited and potential tourist destination has not been developed yet.

Road is a key factor for the development of country as well as for tourism sector. Road is obstacle for development of tourism in Ghodaghodi area.

Besides these, accommodation is another problem of this region for tourism, which is very important tourism infrastructure, there is no home stay facilities. So for the tourism development in the area government should encourage community based village tourism along with public sector for accmmmodation facilities.

#### **4.3.4 Negligence of the Government**

It is also another most problematic tourism problem in Ghodaghodi . Instead of exploiting natural and bio- diversity for tourism in this region, the government seems to be overlooked about its potentialities. The main focus has been concentrated elsewhere, the tourism has already flourished. And , the proper plan has not yet been formulated for the long term rural tourism development. If tourism, as is widely accepted, is to be flourished, it has to be diversified to the different region in such a way the fruit of it goes to all equally. But, in Nepalese perspective it is not so, some of tourist estination has already reached to the bloom while others still lag far behind.

#### **4.3.5 Lack of Publicity and Promotion**

It is also major tourism problem of Ghodaghodi . Due to this problem many foreign tourists even domestic tourists did not know about the paradise of this area. This region is very rich in tourism but lack of publicity and promotion, the tourist destinatin has not yet explored.

### **4.3.6 Lack of Trained or Skilled Manpower**

Trained guides are most important to make the tourists visit various culture and historical places. With the co-operation of guide any tourists can study and know the correct image of Nepal as well as Ghodaghodi . The maximization of tourist inflow depends on the way they influence the tourists through proper guiding and explanation about our unique socio- cultural and other related features. But the shortage of trained and skilled manpower has been always a handicap in the path of tourism development. So, for development of tourism in the area, government and non–government organisations should provide training to the local people.

### **4.4 Prospects of Tourism in Ghodaghodi**

The study area of Ghodaghodi is an appropriate site for domestic and international Tourism. The sources of tourist attractions like scenic beauty, quiet environment, different temples etc. Given following detail result based on the survey.

#### **4.4.1 Major Sources of Tourist Attractions**

**Table 5.12 Major Sources of Tourist Attractions**

Tourist Attractions	No . of Respondents	Percentage
Wildlife Reserving	31	62
Side Seen	11	22
Above all and Other	8	16
Total	50	100

Source : Field Survey, 2016

The table shows that out of 50 respondents, 62 % respondents were attracted by Paragliding/Ziping/Wildlife Reserving , 8(16%) considered the great importance of all components to attract the tourists.

#### 4.4.2 Employment Generation

**Table 5.13 Employment Generation**

Employment patterns	Hotel	Percentage
Less than 5 staff	31	62
5 to 10 staff	13	26
10 to 20 staff	4	8
Above 20 staff	2	4
Total	50	100

Sources: Field Survey, 2016

#### 4.4.3 Income Generation

Tourism is play vital role for economic growth. It directly or indirectly help in related person as well as hotel owners. From the 50 hotels following income patterns are observed.

**Table 4.14 Income Generation**

Income in Rupees	Hotel	Percentage
1000-1500	6	12
1500-2000	17	34
2000-2500	10	20
2500-3000	17	34
Total	50	100

Sources; Field survey, 2016

#### 4.4.4 Influencing Factors to Visit Ghodaghodi

The respondent were asked what influenced them in their decision to visit Ghodaghodi . Many tourist who visit Nepal come to know where Ghodaghodi through travel agents otherwise they do not know where Ghodaghodi and some of the respondent stated that they were influenced by advertisement, guide books, friends, were also cited significant influences.

**Table 4.15 Influencing Factors to Visit Ghodaghodi**

<b>Influencing Factors</b>	<b>No . of Respondents</b>	<b>Percentage</b>
Advertisement	26	52
Travel agent	12	24
Guide Books	4	8
Friends	10	20
Total	50	100

Sources; Field survey, 2016

From the above table that shows 52 percent tourist influences by advertisement, 24 percent by travel agent, 8 percent by Guide Books and 20 percent by friends.

#### 4.4.5 Main Attractions of Ghodaghodi

Main attraction of tourist visiting this area was for Side Seen, Wildlife Viewing, Trekking , educational tour etc. Ghodaghodi offers a spectacular view of one of the largest mountain ranges in the world, the Annapurna range, including Annapurna I which is the 10th highest mountain in the world. There's a small Shiva temple at the top of the mountain that acts as the hub of celebration on important festival days. As this village is selected as Demonstration area by NEFIN so many national and international researcher have visited this place researching about climate change and forests. Student

from different collages have visited this place for their field study purpose. This village being near to Dhangadhi (headquarter of the Kailali district) many people visit this area as one day short visit.

The major components of tourism are the attraction, accessibility, accommodation and amenities. It plays the vital role to inflow of tourists in any site, so on the basis of components of tourism the study area claims to be one of the best destination for the rural destination. After the observation it was found that this area offers many natural beauties for the tourists.

### **Temple**

There's a small Ghodaghodi temple at the side of the Ghodaghodi lake that acts as the hub of celebration on important festival days.

### **Wildlife Viewing**

Ghodaghodi offers top notch bird watching and there's even a chance you might see a tiger or leopards as they live in the neighborhood and occasionally make themselves seen.

### **Natural Bio Diversity**

Ghodaghodi does not only promote contemplative value and spiritually but also attracts many naturalists, botanists and zoologists with its richness in biodiversity. One can find wide varieties of shrubs, herbs, flowers and plants here. Alongside, there are more than 250 birds species including the world tallest flying bird sarus crane and threatened animals like pythons, blue bull Bengal fox wild cat etc in Ghodaghodi .

# **CHAPTER - FIVE**

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

### **5.1 Summary of Findings**

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 has their own desires, purpose, economic status, nature etc that results in 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 known as a non-smoke industry in the 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.

The major findings of the study are as follows:

- ) The highest numbers of the respondents are between the age of 30-40 years 46 percent. The age between 40-50 years are constituted 10 percent of the total respondents, between the age 50-60 years constituted 4 percent of the total respondents, at last 2 percent of my respondent is between the age of 60-70 years. This table shows that majority of the respondents whose age are between 30-40 years.
- ) 28 percent of respondents are illiterate who had never gone to school, out of this 28 percent of the respondents are literate (who study below matriculation), they somehow knew to read and write, they got opportunity to participate in formal or non-formal education. Among

them 50 percent of respondents had completed SLC and only 16 percent were able to complete their intermediate level. On the other hand 12 percent were able to complete their bachelors' level and at last 10 percent were able to complete their masters' level.

- ) 88 percent, Buddhist occupied 6 percent, Christian occupied 4 percent and other religion occupied only 2 percent of the total number of 50 households.
- ) Out of total 50 sample size, Chettreis are largest. They are 70 percent of the total sample. Whereas other caste/ethnic groups like Brahmin 14 percent, Dalit 6 percent, Tamang 4 percent, and other minority group such as Rai, Newar, Sunuwar comprises 6 percent of the total population of the sample.
- ) 84 percent of the respondents live in joint family, 10 percent of the respondents live in nuclear family, and 6 percent of the respondents live in the extended family.
- ) 16 percentage and unmarried 12 percent respondents. The above table shows that the majority of respondents in my samples are married, and this also show that married respondents are more interested in tourism industry Because they also have to look after their family and children, they have to pay tuition fee of their children and have to meet health budgeted the sickness for older members of their family.
- ) 24 percent of the respondents are landless, 54 percent of the respondents have 1 ropani of the land in their name, 2 percent of the respondents have above 2 ropani land, and 2 percent respondents have 4 ropani lands and 20 percent respondent have 5 ropani of the land in her name.
- ) 60 percent of the respondents are lives in the house which is made up of stone and mud wall with tin roof with garden, 60 percent of the respondents are lives in house which is made up of stone and mud wall with tin roof without garden, and 10 percent of the respondents are lives in the house made of mud wall with thatched roof.

- ) Among 50 respondents, 90 percentage were involved in Tourism Industry, 6 were from teaching background, and representation from private job holder and social worker were 2 percentage from each.
- ) Major problem faced by the tourist in the Ghodaghodi is lack of security 16% of the sample tourist say that there is high risk of robbery, that during transportatin, in lodges and in sevral public areas. Similarly lack of good guides is another problem 16 % of the sample tourist faced the guide problem. Similarly, 62 % and 8 % of the tourists faced highly expensive and others problem.
- ) 28 percent tourist are used plane, 32 percent are used tourist bus, 24 percent are used public bus, 8 percent are used private car and 8 percent are used taxi. The table conducted that due to lack of international airport in Ghodaghodi many tourist does not use plane for their transportation.
- ) 50 respondents, 62 % respondents were attracted by Paraglading/Ziping/Wildlife Reserving , 8(16%) considered the great importance of all components to attract the tourists.
- ) 52 percent tourist influences by advertisement, 24 percent by travelagent, 8 percent by Guide Books and 20 percent by friends.

## **5.2 Conclusion**

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.

Kailali district lies in the height of 109 meters to 1950 meters from sea level, district has ecological, environmental, natural, cultural diversity because as district covers Terai land and Chure Range also, different wetlands and forests added the beauty of the district, and about half of the area of the district is

covered by forest and suburbs. The most fertile area of the district are Malakheti, Bauniya, Rajipur, Manipur, Loharpur, Darak, Manikapur, Joshipur, Munuwa, Satti, Bhajani etc.

The large rivers of Kailali district are Karnali, Gauriganga, Mohana, Khutiya, Pathariya, Godawori, Kanara and small rivers are Doda, Gulara, Chaumala, Shivganga, Manahara, Likma, Roda, Gulara etc. Ghodaghodi, Nogrod, Jowakhaur, Tiliko, Bhedababa, Kuileahi are the name of the some major lakes of Kailali district. Ghodaghodi Lake has touristic and religious importance and Bhedababa is religiously important for Hindus.

On the basis of the soil composition Kailali district is divided into three areas.

(a) North Area: Chure Range of this area's soil compose of sand, stone gravel, red soil etc. this type of soil is very good for fruits, orange, maize, barley, oak etc. The rocks here are fragile and compose of sand stone and conglomerates.

(b) Mid Area: Generally sandy loam type of soil is found in this area, this area consists of some plains with bottom of Chure hills. The soil here is good for ginger, phapar, wheat, paddy, lemon. (c) South Area: the fertility of the soil here is very good. The sandy, loam soil, forest soil is found here. The soil here have slight acidic but that hasn't mattered in the fertility of soil here. This area has good irrigation facility also because of which productivity is also notable. This area has role to make Kailali a major district of Nepal in grain productivity. The main crops are paddy, wheat, mustard, lentil, sugarcane, banana, mango, litchi etc (Kailali District Profile, 2058).

Another important strength of Kailali can be its climate. District has both hilly and terai climate as it extended up to chure hills from the terai. The diversity found here is notable because of its diversity in climate, wetlands, lakes, dense forests, hills, terai. Southern boundary of Kailali is India and China is also not so far, as India and China are the growing economy of the present world, the income of medium level people is increasing there, if tourists are attracted from there it can be a great opportunity for the tourism development in the district. This area has many destinations with religious importance also and the huge

population in India follows Hinduism which was an added advantage if the pilgrimages in the district are promoted.

Kailali has much diversity of people and many different languages are spoken. Due to this diversity, there is practice of different dances, music, paintings, festivals and religious practices. This could be one strong strength and also opportunity to make attractive tourist product based on this strength. Pace in development of tourism related agencies slowly but now enthusiastically the tourism related agencies are developing here, like hotels, travel and tours, trekking agents, tourism packages and tourism related organizations. Ayurvedic treatment and traditional healing methods are even in use in Kailali district so if they were preserved and promoted it can be one of the potential instruments to attract tourists in this district.

The accommodation and travel is not so expensive in Kailali so tourists visiting Kailali can get an advantage of price also. World Tourism Organization has said eco-tourism is growing rapidly. Kailali has good possibility for eco-tourism because of its ecological diversity, and hills of Kailali could be an attraction for eco-tourists. Because of the high potential of the tourism industry in Kailali, the possibility of foreign investment is very high here, which can be able to give speed to the tourism development. Kailali district has two municipalities, it has possibility of development of the city tourism by development of shopping tourism, recreation and amusement tourism, and adventure tourism has also a great possibility as the district has big rivers, hills and dense forests.

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 has no road track. Lack of total participation for the tourism development is another problem of this area, some organizations lack co-ordination for conducting different tourism development activities. Another challenge is migration of villagers toward headquarters, Kathmandu, even in UK as most of the households 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.

### **5.3 Recommendations**

- ) 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.