

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Nepal is a developing country having rich socio cultural and natural resources. It has immensely diverse and undulating topography, varied climate and mix of people that combine to produce a magical attraction for the outsiders. Having uniqueness and diversity in regard to ethnicity customs, social structures as well as natural phenomenon for example flora and fauna, Shangri-La for its scenic beauty and uneven/unrequited ecological and natural environmental variation ranging from the Terai plains to mountains and high Himalayas representing richness in biological and cultural diversity can contribute to prosperity and progress of the nation. Although it is rich in panoramic scenic beauty and paramount resources, the country has not been able to absorb its property for the multidimensional development of the nation. The country has been consistently ranked as one of the poorest countries in the world. A large portion of total population is residing in rural area. Therefore, there is a great challenge to the nation to eliminate the massive poverty of the country through gradual development of the area and to provide basic need to the people. To overcome these challenges, the nation has been conducting some efforts however, are not gainful. The efforts are being in vain to some extent. In this situation, the development and promotion of tourism sector can play a vital role in Nepal's overall development. Development and promotion of tourism sector contributes to generate employment to male and female and income opportunities. Tourism helps to create foreign exchange earnings. Foreign exchange earns from tourism on 1999 was 168\$ which is around 4 percent of GDP (MOF, 2003). Tourism also increases government revenue through various types of taxation and reduce nation trade deficits. Tourism has also socio-cultural significance. It helps to develop international peace, friendship and understandings. Late king Birendra has expressed the similar views, which we quote hereunder:

"Tourism if cultivated properly may help a country to earn foreign exchange as well as friends from across the land seas helping to forge link of mutual understanding and appreciations for a better world of tomorrow." Thus, tourism is

emerging as good option for rural development as well as for uplifting living standard of people in developing countries like Nepal.

Tourism is a vague and broad terminology, which may be defined as "Some of the phenomenon and relationship arising from interaction of tourist business suppliers, host government and host communities in the process of attracting and host in this tourists and other visitors"(Macintosh, 1995). In wide and comprehensive term, tourism as the science, art and business of attracting and transporting visitors accommodating them and graciously catering their needs and wants. On the other hand ecotourism is new concept; it is quite popular in tourism literature and tourism activities at present. The Ecotourism Society defines ecotourism as "purposeful travel to natural areas to understand the culture and natural history of environment, taking care not to alter the integrity of the eco system, while producing economic opportunities that make the conservation of natural resources beneficial to the local people" (Goeldner et al., 2000:557).

In 1983 a tour operator in Costa Rica registered the word 'Ecotourism' for his tour operating business. Soon after this the word was used in a few public articles in Costa Rica. The term ecotourism is defined as travelling to relatively undisturbed natural areas with such objectives as studying, admiring and enjoying the scenery with its flora and fauna as well as the people who live nearby their needs, their culture and relationship to the land. Nature travel is an experience that contributes to conservation of the environment while maintaining and enhancing the integrity of the natural and socio cultural elements. Ecotourism is now seen as model of development in which natural areas are planned as part of tourism economic base, and biological resources and ecological process are clearly linked to social and economic sectors. Ecotourism is conservation led. It has emerged as a result of increasing global concern for disappearing culture and ecosystem. Ecotourism to be sustainable the type and extent of tourism activity must be balanced against the capacity of the natural and man-made resources available.

Growth and development of traditional mass tourism in the environmentally fragile areas caused destruction and deteriorating the fragile environment results the ecosystem eroded or disturbed. To get rid of the problems of traditional mass or

quantitative tourism the alternative concept of environment friendly ecotourism was introduced in early 1980s. Adventure, trekking, wildlife seeing, rafting, hunting, bird watching, sightseeing village tour, jungle safari, kayaking, canoeing, mountaineering etc. are the activities of ecotourism that have high potentialities in new genre of tourism. There is a growing market for ecotourism across the World in present. Ecotourism comprises over 50 percent of the total tourist business worldwide and growth in ecotourism shows as increasing trend in the worldwide tourism industries.

Nepal is a single destination of the worldwide ecotourism because of recognizing as the living museum, Shangri-La root of the World, birth place of the apostle of peace, country of living goddess, nice hospitality of Nepalese people, city of golden pagodas and parasols, Himalayan pilgrimage, wildest dream of Kew, nature amphitheater, melting pot of Hinduism and Buddhism, navy kingdom of sixty ethnic groups and seventy five spoken languages, birth place of Sita, abode of Shiva, land of mysticism and eroticism, land of nonstop festivals, home land of numerous of flora and fauna ,harboring four heritage sites 2 cultural for example Kathmandu and Lumbini and two natural for example, Sagarmatha and Chitwan national park and rest place of wild animal and bird varieties are explicit of self-explanatory our incomparable and prosperous natural cultural heritage. Thousands of visitors come to Nepal and its myriad exotic natural, cultural, and spiritual features that exceed the further prospect of ecotourism in Nepal; therefore Nepal has been ranked among the top ten ecotourism destinations in the world. Similarly recognized as top destination for trekking in its mountains and hills.

For the purpose of development and promotion of ecotourism and conservation of environment and its biodiversity, the government has initiated 3 conservation areas, 3 wild life reserves, 1 hunting reserves and 9 national parks etc. All these Protected Areas occupies 19 percent of the total area of the nation. In 9th five years' development plan the government has paid attention to the concept of ecotourism development and promotion, afterwards government organization, civil society, NGOs, INGOs etc. are showing their interest in nature based tourism contribution to both conservation and poverty alleviation. Tinjure, Milke and Jaljale (TMJ) area is popular for rhododendron. There are 28 among 32 species of rhododendron found in Nepal, are found in this area. Guphapokhari is a pond which

has religious importance. Many people visit Guphapokhari during a Hindu festival called Janaipurnima. Chhathar is the origin of Sabha khola (river). There are several caves, springs, green forest, and the beautiful jungle of rhododendron in TMJ and Guphapokhari area. Milke Danda rhododendron conservation area is first community managed conservation area in Nepal. TMJ area is rich in biodiversity. Variety of herbs, flower, birds, and animals are found in this area. This area is rich in cultural heritage so there is higher potentiality of ecotourism. Properly managed ecotourism can create employment opportunities in local area and also can uplift the living standard of local people.

## **1.2 Statement of the Problem**

Tourism is the backbone-leading sector for the economic development of developing countries like Nepal. However, it has not well developed and tourism activities are not successional to be pro-poor. Tourism is the result of movement, entry and stay; it is a composite product and outcomes of attraction, accessibility, accommodation and amenities. Elements and components of tourism are the prime factors or indicators process of development of tourism. Development and scope of tourism depends up on the quality and quantity of products/components. Most of potential tourist destinations (except few destinations e.g. Kathmandu, Pokhara, Chitwan) are deprived of transportation, communication, accommodation and amenities. Highly potential but unexplored tourist destinations are not advertised and promoted sufficiently so that large chunk of probable tourists does not know about Nepal in international front.

The two-word Peace and tourism are highly interrelated to each other. Peace is essential for tourism and tourism can also bring peace in the country, although there is significant contribution of tourism for the development of national economy, about 4 percent and 18 percent of total foreign exchange earnings (Hummel, 1999). Majority of the population (85.8 percent) of Nepal lives in rural area (Kunwar, 2006). Rural people have not yet been able to create much economic opportunities. Negligible benefit from tourism is distributed among the population of hills and mountains. In more remote rural area less than 1 percentge is spent locally (ibid, 1999). Village people, culture, tradition, flora and fauna, views of natural beauty, touristic activities

as trekking, mountaineering, paragliding, skating, rock climbing, bee hunting etc. are the major tourist products found only in rural areas in Nepal. But unfortunately the owners of those products have been deprived of the benefit from the tourism industry. It is estimated that these tourists spend less than 10 percent of their money locally and 90 percent of their money is spent in cities especially for travel agents, tourism organizations and industries.

Therefore, there is lack of a careful planning to provide the benefits for local people and avoid the well documented negative side effects of tourism on the rural ecology, culture and economy. Without adequate planning and tourism development only richer individuals and urban based organizations will benefit from the economic opportunities of tourism and tourism in fact may increase the economic, environmental and socio cultural cost of the area visited.

Ecotourism loves to nature and enjoys its unique beauty. Produce by diversity in flora and fauna, topography, climate etc. but rapid growing population deteriorates the forest to fulfill their needs. It causes deforestation, loss of bio-diversity, landslide, flood and soil erosion, such effort ends the panoramic and wonderful scenic beauty of environment or the products of tourism. The native Nepalese cultural products as folk songs, flute tune, feast gets mirandized; replaced by external products. Red mud walled, thatched roofed round houses being replaced by brick buildings. The dressing pattern, smile and hospitality all native aspirations are being lost.

There are so many potential tourist products in the Tinjure\_Milke\_Jaljale and Shabhapokhari area. It is home place for the 28 species of rhododendrons which is also national flower of Nepal. Hill, rocky slopes, larger grazing land, beautiful scene of Himalayan, natural caves, ponds, lakes and springs are the major attraction of tourism available there. Kanchanjunga conservation area is another best tourist destination for several tourists. So many tourists from different country can appeal to visit this area but due to lack of publicity, development, and lack of necessary physical facilities, very little tourist visit every year. The tourist visiting this area do not buy any foods in the local area and they prefer to stay in tent rather than as home stay. So little amount is spent in the local area. Due to lower income from tourism local people are not being interested for further ecotourism development. The more

local people are benefited from the local tourism, the more is their commitment to develop and preserve tourism products. There are many more problems to develop this area as the best tourism destination for the foreign tourist as well as domestic tourist. It is most urgent to analyse the major prospects and problems of ecotourism development in the TMJ and Guphapokhari area. Very little research has been conducted so far in the study site about the problem and prospect of ecotourism. A detail research and feasibility study is an urgent to develop this area as a successful tourist destination. This study helps to analyze the major weakness and provides appropriate recommendation to overcome all the problems that are hindering development of this area as the best tourism destination.

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

The general objective of the study is to explore the prospect and problems of tourism development and its impact on the livelihood of local people of TMJ and Guphapokhari area. The specific objectives are as follows:

1. To study the present state of tourism in Tinjure\_Milke\_Jaljale and Shabhapokhari area
2. To explore the major problems and impacts of tourism in Tinjure\_Milke\_Jaljale and Shabhapokhari area.
3. To explore the impact of tourism on livelihood of local people.

### **1.4 Importance of the Study**

TMJ and Guphapokhari area is paramount of socio-cultural and natural assets. It is the home place of Rhododendron. There are 28 variety of rhododendron found in this area. It is the first community managed rhododendron conservation area of Nepal. There are several natural caves, rocks, grazing land, pasture land, several fresh water pond and lakes. Many more domestic and foreign tourists like to visit this beautiful flower garden every year. It is linked with the Arun valley which is lowest valley of the world. Due to lack of infrastructure and promotion of this area, very few tourists are visiting this area every year. That study helped to explore the major problems and potentialities of community based ecotourism development in TMJ and Shabhapokhari. Niraula kalidas recorded 63 medicinal plants found in TMJ area. TMJ area can be best botanical lab for the research of different identified and unidentified

medicinal plants and their usage. It is a place of god gifted natural assets, panoramic, scenic beauty of mountains, Himalayas, river basin, wild life, favorable climate and other attraction which may be of great interest for the tourists. Even though it had a lot of assets for the development and promotion of Ecotourism, they were not in use regarding to ecotourism purpose. This study analyzed the problems concerned to the development and promotion of ecotourism in that area. That is why this study can be the crucial importance for the ecotourism planners, policy makers, governments, NGOS and INGOs etc.

Now, socio- cultural products are being depleted and natural environment is deteriorated. City centered tourism does not address problem of the poor local people; the benefit from tourism is also not equitably distributed. On the other hand, the government did not give priority to the development and promotion of ecotourism destination, so this study finds out the reason that cause above problems as well as recommended the proper solution. In this context the concept of ecotourism is only the alternative to cope these problems. Therefore, this study is crucial significant for the resolution.

A small area of about 16,296 hectares (DFO, 2007) TMJ area is home place to 28 species of rhododendron, the national flower of the kingdom of Nepal. According to studies 32 species of these beautiful flowers are found in Nepal. Some 850 Species of rhododendron is thought to be spread all over the world. As an elevation of 2,000 feet to 3,000 feet from mean sea level is favorable for this flower, this area is most suitable for the growth of rhododendron. It grows up to 60 feet in height.

Local community in the eastern hill district of Sankhuwasabha, Terhathum, and Taplejung are all set to preserve the richly biodiversity area by themselves without the help of the Government authorities. This was the first time in Nepal that a local community had initiated the conservation of a larger area which is rich in plants and animals.

About 77,000 local people of one municipality and two rural municipalities of conservation area take care of national flora and fauna. Many hope that once the rhododendron conservation is made official, it will also help to promote tourism industry of the country by making up a new tourist destination.

Local people can earn money by establishing rhododendron nursery and exporting the rhododendron plants to urban areas as well as foreign country.

Though there are several potentialities of ecotourism development in the TMJ area, nominal number of tourist are visiting that area every year. This study finds out the major reason that is why nominal number of tourist are visiting the area. This study also identified the major problems so that very few tourists are visiting the area and also gave some important recommendation to solve these problems So that this study was important.

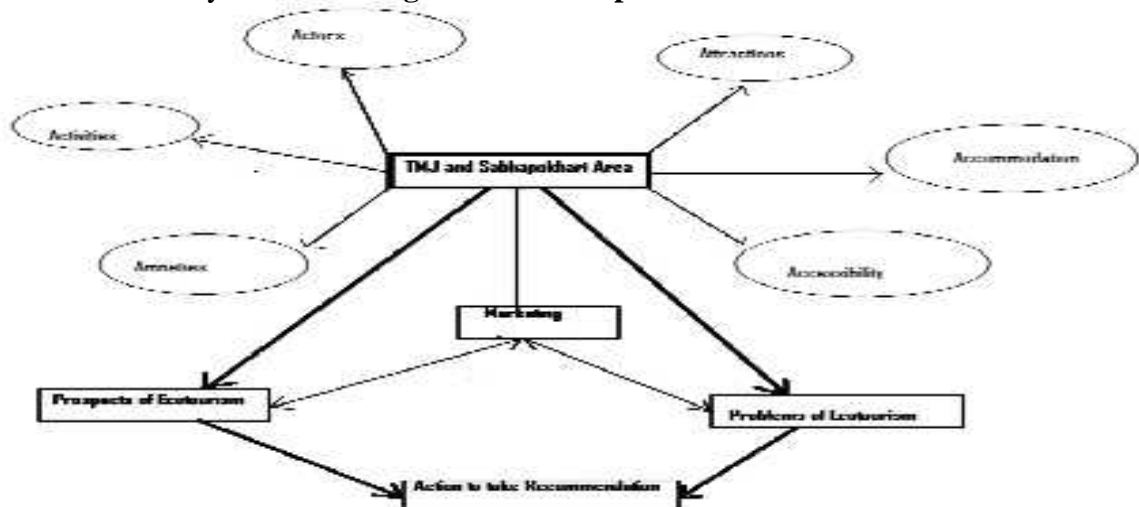
This study was mainly concerned with the prospects and major problems of tourism industry in Sankhuwasabha district. This study focused on the available resources, tourism products and activities to be implemented for further development. Due to time and financial limitation this study was concentrated only in Tinjure-Milke-Fedap and sabhapokari area.

### 1.5 Conceptual Framework.

The study area is naturally beautiful and rich in biodiversity and climatic variation. Many tourists visit this area for various purpose such as Study, trekking, trade and to observe the natural beauties.

The study explores the linkage between tourism industry and its socio cultural and environmental impact on the study area. This research also explores major tourism products their status consumption pattern and protection measures practiced by local community people. The following picture makes clear the conceptual frame work of the study.

**Figure 1.0 conceptual frame work.**





## **1.6 Limitation of the Study**

Tinjure-Milke rhododendron conservation area covers one Municipality and two village councils of three districts. Due to funding and time limitation, my study was limited only in TMJ and Guphapokhari area. My study was concentrated on Major tourism products its present utilizing pattern, tourist arrival patterns its impacts on environment, economy and culture of local people of study area.

The research focuses mainly on the sustainable tourism development and ignores other tourism sectors.

This study is based on primary as well as secondary data. Accuracy depends upon the information provided by the respondents.

Non-availability of the various references of sources acts as constraints for the study. The study has been carried out for the partial fulfillment of Master's degree in Rural Development, faculty of humanities of Tribhuvan University. So, the time and resources are major limitations of the study.

This study is based on primary as well as secondary data. Accuracy depends upon the information provided by the respondents.

## **1.7 Organization of the Study**

This study is divided in five Chapters. Chapter one deals as an introduction of the study, background of the study, statement of the problems, major objectives of the study, importance and limitation, conceptual framework and lastly organization of the study. Organization of the study describes how the study was organized?

Chapter two is about literature review. This chapter deals the related previous study about the prospects and problems of tourism in Nepal and also in TMJ and Chhathar area. Literatures has been reviewed under the ten sub-chapter.

Chapter three is research methodology. This chapter describes the methods and methodology used to conduct this thesis. Descriptive research design was used as research design. Data's were collected from primary and secondary sources. Questionnaire, field survey and informal interview were used to collect primary data. Secondary data were collected from published and unpublished books, reports, documentary and drafts.

Chapter four is the introduction of the study area. Collected data are presented and analyzed by using different tools and techniques. This Chapter summarizes the impact of tourism on livelihood in Sankhuwasabha. Major tourism product of Sankhuwasabha district and major tourism attraction of TMJ and Guphapokhari area are presented in this chapter.

Chapter Five is summary conclusion and recommendation chapter. In this chapter the study was summarized and the researcher was reached in conclusion. This chapter also gives important recommendations after this in depth study.

## CHAPTER II

### LITERATURE REVIEW

Etymologically the word tour is derived from the Latin 'tornare and the Greek '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. The suffix 'ism' is defined as 'an action or process, typical behavior or quality; while the suffix 'its' denotes 'one that performs a given action'. When the word tour, the suffixes ism, and is combined, they suggest the action of movement around a circle. One can argue that circle represents a starting point, which ultimately returns to its beginning. Therefore, like a circle, a tour represents a journey that is a round-trip, that is The act of leaving and then returning to the original starting point, and therefore, one who takes such a journey and be called a tourist (Theobald, 1997:6). 'Travel', after all, has etymological connections with travel with work and activity while tourism represents a packaged form of experience in which passivity prevails and contact with the alien and the real is avoided or prevented. The word tourism was for the first time described in the Oxford English Dictionary in 1811 (Lascurain, 1996:1-2). This reveals that the word tourism did not appear in the English language until the early nineteenth century, and the word 'tour was more closely associated with the idea of a voyage or peregrination or a circuit. Then, with the idea of an individual being temporary away from home for pleasure a purposes a significant feature of the use of the word 'tourist' came into being.

Tourism is not a new phenomenon for Hindus. In Sanskrit literature there is different terms for tourism derived from the root atan, which means leaving home for some time to other places (Neg.opcit: 22). They had different types of tourism known as paryatana (going out for pleasure and knowledge): deshatana (going out other countries primarily for economic gain): and tirthatan (going to the place of religious importance). We get even many reference of akhet (hunting) and vihara (excursions).

Economic growth increased per capita income, which favored the growth and development of tourism. Tourism comprises intuitions of travelling, lodging, boarding and shopping the leisure time available to an individual has in general, increased since world war II so tourism industry has also been developed.

Tourism is often considered as "the golden goose that lays the golden egg"; a source of income and stimulus for more employment.

## **2.1 Theoretical Review**

The most widely accepted, but technical, definition of the tourist was proposed by the International Union of Official Travel Organizations (IUOTO) in 1963 and approved in 1968 by the World Tourist Organization (Leiper, 1979:393). It states that international tourists are temporary visitors staying at least twenty-four hours in the country visited and the purpose of whose journey can be classified under one of the following headings (1) Leisure (recreation, holiday, health, study, religion and sport) (2) business (family mission, meeting). It is clear that one who visits abroad at least for twenty-four hours is called the tourist. The definition is useful primarily for "statistical", legislative and industrial purpose" but it is unsatisfactory for most sociological work because it is too broad and theoretically barren.

Tourism planners have different interpretations of tourism in accordance with their individual's needs and orientation. As such, their approach to defining tourism will reflect more specific technical attributes.

Tourism can be defined in terms of one's reason for travelling whether it be for leisure, family reasons, or business. For example, American Express claims that: travel and tourism is a vast complex network of business engaged in the lodging, transportation, feeding and entertainment of travelers (ibid.).

According to British Tourist Authority, a tourist trip is defined as "a stay of one or more nights away from home for holidays, visits to friends or relatives, business conferences or any other purpose, except boarding education or semi-permanent employment".

Tourism is the temporary movement of people to destination outside their normal places of work and residence, the activities undertaken during the stay in those destinations, and the facilities created to cater to their needs. The purpose of travelling is to visit friends and relatives, for relaxation and recreation, meeting people, personal growth and development, learning about new places, cultural enrichment and interaction, spiritual renewal, pursuing is only part of the picture.

Tourism embraces various other trades and industries, including the airlines, rail, cruise, accommodation and food services industries. It also involves tour wholesalers, retailers and variety of attractions, as well as a wide range of other private and public services and facilities.

Today tourism is being christened as "3G" industry (get them in, get their money and get them out), clean industry, smokeless industry, complex industry, invisible industry, vacation industry, fickle industry, seasonal industry, peoples industry, decentralized industry, service industry, industry of industry, peace industry, sex industry and so on.

What exactly is the tourism industry? Is there any such monolithic thing as the title implies in fact, what we call tourism really embraces a vast and diverse range of activities from large-scale mass or package tours to small-scale, individual-tailored holidays, from internal domestic visits to family or friends, to international or intercontinental journeys, to business trips and sun, sand, sea recreational parks; from activity, sports nature, health, green or alternative holidays to culture or adventure.

## **2.2 Policy Review**

While talking about tourism, it is necessary to discuss about evolution of tourism and famous travelers of the world. The great explorer Columbus set out to find a new route to India and in the process discovered the new world. Young Marco Polo left Venice in the year 1271 with his father and uncle. They travelled through Persia and Afghanistan to the roof of the world. Then unknown Pamir plateau. Tony Hagen visited almost districts of Nepal. He was first person who received authority to visit out of Kathmandu valley. He contributed a lot for the tourism development of Nepal.

The concept of pleasure travel as it existed in the west can be associated with the Roman Empire. Romans probably were the first pleasure travelers. Romans were able to travel over a hundred miles in a day using relays of horses. They journeyed primarily to see famous temples in the Mediterranean areas particularly monuments and the famous pyramids of Egypt. The Romans also travelled during holiday, occasions, particularly the famous Olympic Games (Kunwar, 2006). "Spas" and

seaside resorts, which developed during this period, may be associated with pleasure travel.

ILO took the initiative of drawing up a convention of paid holidays, which required the member states to grant a paid holiday of a minimum paid holiday at six weeks per year (Kunwar, 2006).

Thus, industrial revolution in the 19th century gave birth to a large and prosperous group in western Society. Industrialization grew and trade and commerce developed as result prosperous group became richer. Increasing industrial activities in turn gave rise to new settlement; town and cities were established to accommodate increasing number of labor force engaged in industries. Thus three major developments; increase in wealth of industrial society, development of means of transport and travel organization earned extra ordinary growth of tourism during the last 50 years throughout the globe (Kunwar, 2006).

### **2.3 Concept of Village Tourism**

Village tourism is latest concept in tourism. the concept of the holidays village was started by club Mediterranean. This is a kind of micro model tourism whereas rural tourism I based on macro model. Village tourism refers to tourist staying in or near village often-traditional village in remote areas and learning about the village way of life. The village may also serve as a base from which tourist explore nearby areas (Mcintyre, 1993:59: WTO, 19). The village tourism involves provision of local style accommodation, locally produced food items on tourist menus and the organization of tourist participation in village activities. The villager's builds own inns, operate the tourist facilities and service, and receive direct economic benefits from tourist expenditures. Village tours must be carefully organized and controlled to minimize negative socio-cultural impacts for the development of village tourisms a village must be self-reliant. There are approximately 36,000 baggers or smaller village in Nepal but all of those cannot be tourist destinations, therefore that village which is culturally politically, ritually religiously socially economically historically and politically self-reliant and independent could be selected as the tourist destination from particulars areas

Ghaleguan, Bandipur, Sirubari are developed as village tourism destination. There are so many potential villages around Kathmandu valley for tourism development but that are under the shadow. It is necessary to explore new destination of tourism. Basantapur, Tutadeurali, Chaukiand Gupha Pokhari village can be new tourist destination. There is a higher potentiality of tourism form various aspects.

Kathmandu is also known as town of temples. There are so many historical temples, which are they self-tourism products. Nepal is good destination for pilgrimage tourism. In Hindu tradition, the pilgrim is known as yatri. in context of yatri, Morins writes a person is on pilgrimage when he consciously sees himself to be so, and adopts the yatri role with whatever dress behavior attitudes etc. that such a role might involve. Pilgrimage tourism is significant types of tourism for place such a Vatican Rome, and meca medina in Saudi, Lumbini and Pashupatinath of Nepal.

#### **2.4 Components of Tourism**

Tourism has five major components they are equally important. Transportation, accommodation, attraction, food catering, infrastructure and souvenir shops. Transportation enables to visit a destination place, accommodation caters for his well-being there, food catering helps him to survive there and infrastructure enables successful functioning of all these components (Kunwar, 2006:22).

#### **2.5 Forms of Tourism**

Valene L smith (1989: 4-5) has identified five forms of tourism on the basis of different kinds of leisure mobility undertaken by the tourist as (1) Ethnic tourism (2) Cultural tourism (3) Historical tourism (4) Environmental tourism (5) Recreational tourism.

#### **2.6 Concept of Ecotourism**

Ecotourism is new and very popular concept in tourism industry. In 1983 a tour operator in Costa Rica registered the word ecotourism for his tour operating business. Ecotourism is also known as environmental friendly tourism or alternative tourism and environment is closely attached to each other. Ecotourism is a tool for conservation. Ecotourism is ecologically responsible tourism. the ecotourism society defines ecotourism as "purposeful travel to natural areas to understand the culture and

natural history of the environment taking care not to alter the integrity of the ecosystem, while producing economic opportunities that make the conservation of natural resources beneficial to the local people" (Goeldner et al, 2000:557).

Ecotourism that involves travelling relatively to undisturbed or uncontaminated natural areas with the specific objective of studying, admiring and enjoying the scenery and its wild plants and animals as well as any existing cultural areas in which the conservation of ecosystem and protection of bio-diversity is aimed (Kunwar, 2006 : 164)

Eco-tourists are those who visit natural areas and enjoy in natural environment.

Tourism can be classified into rural tourism and urban tourism. Rural tourism and community tourism are new concept in tourism industry which has great significance for socio-economic development of rural community. Rural Tourism in purest form would be located in rural areas, functionally rural built upon the rural worlds special features of small scale enterprise 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 alone be very largely controlled locally and developed for the long term good of the area of many different kinds representing and complex pattern of rural environment, economy, history, location, culture, religion, symbolism, religious belief, scared lakes, festivals, animal husbandry, agro-pastoralist, dress and ornaments, attire, domestic archives, and nature-man-spirit. Complex or interaction between culture and ecology.

Ganon (ibid) express that rural tourism is socio economic environment business and can therefore generate both advantage in the economic, social and environmental sphere. To avoid growth potential problems a careful assessment of both advantage and disadvantage should be made at preplanning stage by the community and the actors concerned. The following outline of benefits and costs can assist in the decision making process.

### **2.6.1 Cost and Benefits of Ecotourism**

There are both costs and benefits of ecotourism tourism. It brings foreign currency, increases employment opportunities and level of income of people provide



the opportunity for innovation and creativity helps to develop local craft and traded. Tourism provides part-time employment degrades environment may increase cost of living of community people.

## **2.7 Contribution of Tourism in National Economy**

If we analyze economic survey of Nepal we can see that the contribution of Hotels and Restaurants Is NPR 3061 billion in FY 073/74. It was NPR 2895.13 billion in FY 072/73 and NPR 2805.06 billion on FY 071/72. The contribution of tourism industry in national GDP is in increasing rate. GDP growth rate was -18.23 percent, 2.01 percent, 12.74 percent, 5.41 percent, 6 percent and 2.81 percent in FY 068/69, 069/70, 070/71, 071/72, 072/73 and 073/74 respectively. Peace and tourism are interrelated to each other. Nepalese tourism industry was adversely affected by terrorism in Nepal but after peace process tourist arrival has increased. If we analyze structure of national GDP, Hotel and restaurant had contributed 1.99 percent, 1.61 percent, 1.59 percent, 1.73 percent, 1.57 percent 1.49 percent and 1.42 percent in FY 067/68, 068/69, 069/70, 070/71, 071/72, 072/73 and 073/74 respectively (economic survey FY 073/74). While talking about employment opportunities, 1,39,70,000 people received employment in FY 072/73 (MoF, 2074 B.S.)

Nepal earned NPR 9,556 million in FY 072/73 which is lesser than in 071/72 by 8.68 percent. Only in first eight month of Nepal earned 6,176 million which is 4.4 percent of total foreign currency earned by Nepal.

There are huge potentialities of tourism industry in Nepal. Verities of tourism activities can be conducted in different parts of Nepal. There are 9 National parks, 3 wildlife reserve, and 3 conservation areas which are potential areas of ecotourism. 8 among 14 highest peak of the world are only in Nepal. Several historical temples, Durbar, Royal palace, Nepalese culture and hospitality are the tourism attraction of Nepal.

## **2.8 Tourism Plan in Budget**

Nepalese government has given top priority for tourism promotion activities world widely. Nepal government has given priority for development and promotion of tourism industry in budget of FY 074/75. Nepal government has estimated to attract 1 million tourists per year. For the attraction of attention of tourist from different

country Nepal is planning to celebrate "Nepal Tourism Year" in 2020 . Nepal declared 'Nepal tourism year 2010' for the promotion of tourism industry. To increase international flight of Nepal airlines govt. is planning to purchase two new aero plane. Government made provision of Rs 280 million for tourism infrastructure development in Budget of FY 074/75 (ibid). This Budget has plan to construct international airport in Bara district and regional airport in Pokhara and Bhairaba (ibid).

## **2.9 Review of Related Studies**

There are so many studies which have been conducted on tourism by different scholars in Nepal and in foreign countries. In order to make the study more reliable some of the important studies are reviewed.

I.K. pradhan conducted a study on developing tourist resort and its economic impact in 1975. the study deals with the need for improving tourist resorts in Nepal. the major aim of developing tourist to see that the tourist is able to spend as much as possible which depends on the context of opportunities provides to them. There are few resorts which are not free form problem.

Dipak Chandra Ghimire conducted a research on problem and prospects of tourism in Chitwan, a case study of Sauraha. He found that tourist visit Sauraha basically for of National parks and wild Animals. Peaceful environment, sightseeing, Boating, Elephant Riding and recreation. Some tourist also comes to Sauraha for cultural exchange. He summarizes he study that, tourism in Sauraha had its own impact on economic and social condition of Sauraha. Its development has brought a number of change on the life of the local people. the perception and ideology of people are also changed. Tourism has provided jobs for a large number of skilled and unskilled workers directly or indirectly (Ghimire, 2003).

He concludes that increasing inflow of tourist in Chitwan is good symptoms for tourism development but crowed of people may destroy the natural beauty of Chitwan National parks. So every precaution has to be taken to minimize the destruction of the environment and to strike a balance between tourism and conservation.

He recommends that, the main attraction of Chitwan is peaceful environment and endangered wild animal so the hotels inside the park must be shifted outside the

park. Chitwan has one of the world's best National park listed in the world Heritage sites. So any critical appreciations on park management. Evaluation of local's demand and socio-economic analysis of such global monumental heritage sites should not be biased on local, commercial and political thinking. Approach should be thinking globally and act locally.

Mr. Basanta Rokaya conducted a research on Prospect of Eco-tourism in Upper Humla (Rokaya, 2006). He wrote on his conclusion that, Humla is hidden and treasures Himalayan which is open and living ethnic museum. It is also home of caravan that is yak caravan, sheep goat caravan and mule caravan. Although the area is full of nature and cultural beauties, tourism has not developed as expected. Some tourism activities had been done for tourism development of Humla.

Since the opening of the Simikot airport 1,978 and the route to Kailash later in 1,993 tourist started to visit Humla although tourist landed in Nepal after the established of democracy in 1951. Trend of tourist arrival in Humla is a little fluctuating due to political instability, many physical problems as well as others such as lack of advertisement, policy, plans, programs, information center, and lack of good infrastructure, and super structure. Majority of the tourists visited Humla for trekking to Kailash and Mansarobar.

He gave priority on responsible traveler to conserve the local environment and cultural heritage. Both the Government and NGO's should actively take part to mobilize the local peoples to protect resources and the environment.

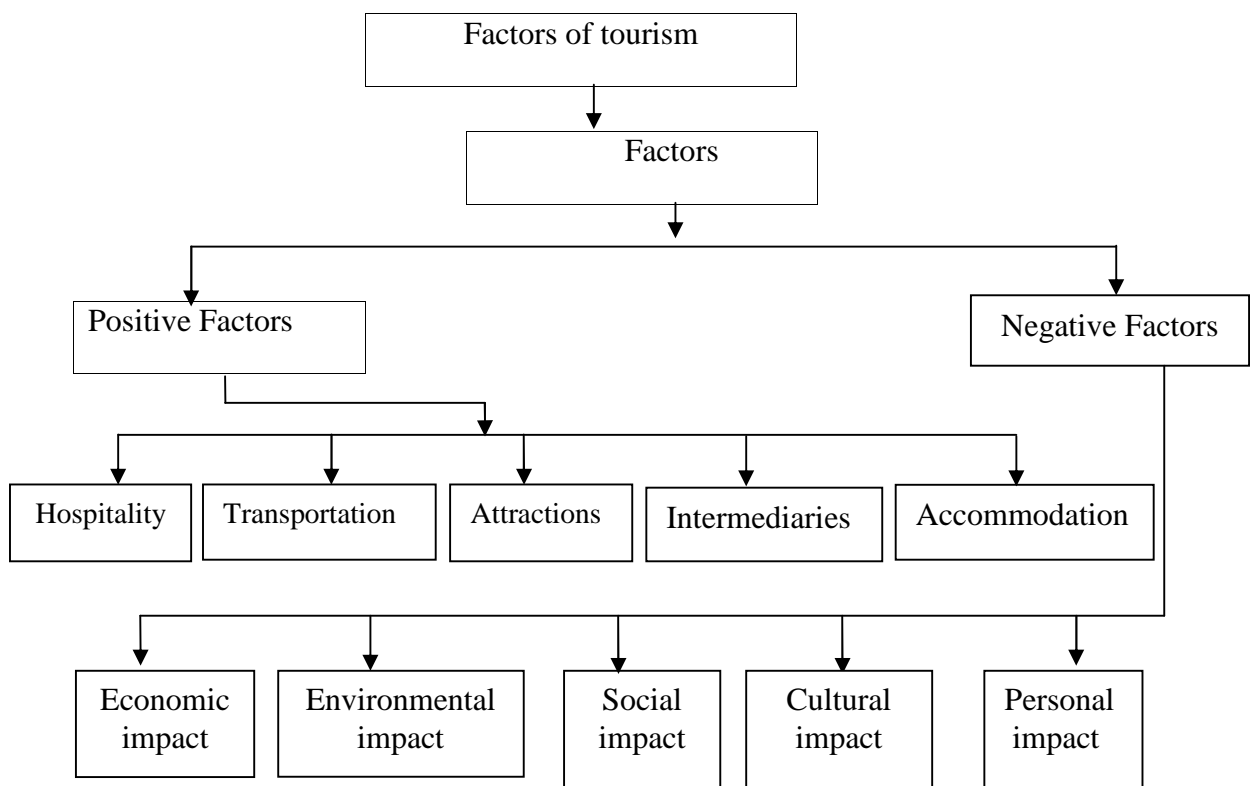
Koirala, (2002), conducted a research on Environmental determinants of the livelihood related food production system in a mid-Himalayan landscape (Tinjure\_Milke Region), East Nepal (Koirala, 2002). He studied that area from environmental perspectives. He reached on conclusion that, the coming of a larger number of tourist in Tinjure\_Milke area compared to other sites may be linked with scenic beauty, rich biodiversity particularly avifauna, and ethnic diversity. The facts perhaps are responsible for tourist flow into the region all the year round, unlike in other situations in Nepal. He studied the pattern of tourist arrival in that region but do not study about the other tourist products such as ponds and lake, Savapokhari which

is main tourist destination for several pilgrimage tourists and which has historical importance.

## 2.10 Conceptual Review and Framework

The study explores the linkage between tourism industry and its socio cultural and environmental impact on the study area. This research also explores major tourism products their status consumption pattern and protection measures practiced by local community people. The following picture makes clear the conceptual framework of the study.

**Figure 2: Conceptual Framework**



In Conclusion, Tinjure, Milke, Fedap is a place where Tourism is a great source of earning foreign currency. Therefore, Priority should be given in hospitality, transportation, accommodation, intermediaries and attraction whereas, negative factors should be eradicated and given emphasis to its economic, environmental, social, cultural and personal aspect to promote tourism in that place. All the sectors concerned are expected to give high priority to promote it. The government should provide better environment to the tourism field then only more and more tourists will be tempted to visit our motherland.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

The following methodology are adopted to fulfill the above-mentioned objectives of this study.

#### **3.1 Research Design**

The research was conducted under applovantory ‘Descriptive Research Design’ because the study describes systematically the major tourism products and tourism activities existing at present. It has been described conservation practices of local people over the locally available natural resources such as rhododendron, lakes and ponds, forest, pasture and grazing land. Its conservation trends and how they were being benefited by the same.

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

The TMJ and Guphapokhari area is the national flower garden of rhododendron. Different species of rhododendron are found in the area. There are huge potentialities of tourism development but not explored till now so it has been necessary to explore them. This study has focused on the major tourism attraction and threats of tourism in the study area.

A study looking at tourism (specifically the accommodation sector) in three tourist areas of Nepal found that it was a good source of employment. The report found a clear gender skew where 84 percent of jobs went to males, but most jobs were benefitting local populations that is 78 percent went to people in local and nearby areas – the remainder were filled by people from other parts of Nepal.

The report also found that staff salaries were deemed to be competitive vis-à-vis other sector salaries/incomes and that tourism employers often provided other benefits to their workers, such as bonuses, meals and basic healthcare. The study also found that there were good links with the local economy with 88 percent of food expenditure made by tourism enterprises going into local and nearby area.

#### **3.3 Sampling Size and Procedure**

Since all the member of the community are equal beneficiary of the tourism, from utilization and conservation point of view every member of the society has equal

responsibility as consumer and protector. The sample has been taken by using simple random sampling procedure to collect data from general public .The total house hold out of 20 percent of 45 and 20 percent that is 1,770 people of total population 8,853 are taken for the study to collect data from key informants. The following table shows the sample taken from the study area.

**Tabale 3.1 Sampling data**

<b>Area</b>	<b>General Public</b>	<b>Tourism Entrepreneur</b>	<b>Total</b>
Basantapur	7	4	11
Chauki	5	4	9
Mangalbare	5	2	7
Guphapokhari	12	6	18
Total	29	16	45

Source: Field Survey, 2018

Sample size has been taken both from general public and tourism entrepreneurs who were directly involved in tourism industry, conservation and protection of the rhododendron in the TMJ and Guphapokhari area.

### **3.4 Nature and Source of Data**

**Primary Sources:** Primary data were collected by asking direct question to local community people, hotel owners, local forest users group, tourism experts and tourism entrepreneurs. Primary data of tourist visited in the TMJ area has been collected from daily record book of local police post of Guphapokhari and Tumlingtar.

**Secondary Sources:** Secondary data were collected from TU Central library, library of IUCN, NTB, CBS, online library of ICIMOD and different websites, books, other publication, newspaper and other published and unpublished reports.

### **3.5 Data collection Tools and Techniques**

Questionnaire was prepared to collect data from the study area. Two different questionnaires were prepared to collect data from the study area. Questions were

asked to the local people and also to the tourism entrepreneurs of Basantapur, chauki, Guphapokhari, Nundhaki and also the locally elected representative of the Sankhuwasabha district. These questionnaires were field by the local people at the time of survey . Following table shows the tools and techniques applied to collect data and information from the study area.

### **3.5.1 Household Survey**

Household survey has been carried out to collect the actual information and data from the study area . The total house hold out of 20 percent of 45 and 20 percent that is 1,770 people of total population 8,853 are taken for the survey and also to identify the view of local people about tourism development in TMJ and Guphapokhari area. Questionnaire was used to collect primary data.

### **3.5.2 Participatory Observation**

The participatory observation has been taken in the study area to find out as belows:

1. To see the major activities of local people
2. To see the present condition of hotel, toilet, bathrooms and other physical amenities available in the TMJ and Guphapokhari area.
3. To observe the environmental impact of tourism in TMJ area.
4. To see the major tourist products of the TMJ area.

### **3.5.3 Key Informants Interview**

Interview has been taken with the local people of TMJ area to find out the following informations:

1. To identify the major problems and prospects of ecotourism in TMJ area.
2. To identify the plan and policy to be taken to develop that area as a tourist destination.
3. To identify the major potentialities and problems of ecotourism in TMJ area by locals.

### **3.6 Methods of Data Presentation and Analysis**

A hierarchical process was used to analyze and interpreted collected data and information. Coding, tabulation, diagrams were used to interpreted the collected data.

## **CHAPTER IV**

### **ANALYSIS AND INTERPRETATION OF DATA**

This chapter has included the analysis and interpretation of the collected data from primary sources. I will systematically analyze and interpret the data collected for the study in terms of the objectives.

#### **4.1 Introduction to the Study Area**

In this chapter the collected data are analyzed for fulfillment of the objectives of the study. Information's available from the primary as well as secondary source are presented and analyzed. Generally, the information on the number of tourist arrivals in Nepal and TMJ area, purpose of visit, seasonal distribution of tourist arrivals by major continents, means of transportation used by tourists, length of their stay, expenditure pattern, income variation, numbers and investment pattern of the hotels, lodges and paying guest houses, perception of local people, hotels and lodge owners and tourists towards the development and promotion of ecotourism as well as socio economic and environmental impacts of tourism in TMJ and Shabhapokhari are analyzed in this chapter.

The analysis and interpretation is mainly based on questionnaire collected from local people, tourists, key informants and hotel owners.

#### **4.2 Age and Sex Structure Respondents**

Different age and sex groups of respondents were found in Basantapur, Deurali, Chauki, Mangalbare and Guphapokhari. The following diagram depicts that most of the respondents were taken from economically active age group and from the side of male group



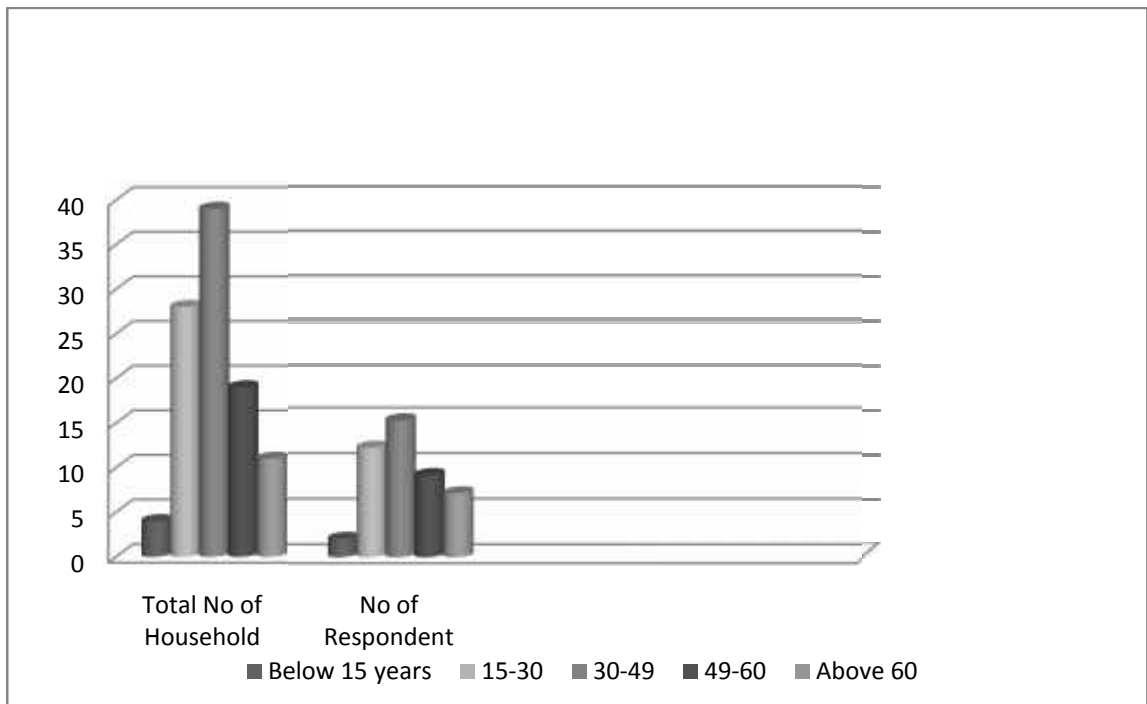
**Table 4.1: Age Structure of the Respondents**

Age group	Number of Respondent	Percent	No of family
Below 15 Years	2	4.44	4
15-30	12	27	28
30-49	15	33	39
49-60	9	20	19
Above 60	7	15.56	11
Total	45	100	101

Source: Field Survey, 2018

The table 4.1 shows that the majority of the respondents and their family members were at the age group of 30-49. Fourth five respondents were taken as sample from 101 families. Respondents were of different age group and from different family.

**Figure 4.1: Age Class of Respondents**



### 4.3 Present Information about Tourist and Tourism

A total of 526,705 tourist visited Nepal during 2017 representing an increase of 37.2 percent over the previous year. Around eight lakh tourist visited Nepal by air. Although the largest number of tourist visited Nepal for recreational purposes 41.4 percent adventure tourist posted the highest average length of stay in the country. The average length of stay was recorded as 11.96 days.

#### 4.3.1 Tourist Arrivals in Nepal

The tourist arrivals recorded are show by following records during the period between 2010 to 2017, which is shown in tabulation form as below.

**Table 4.2: Tourist Arrivals in Nepal (2010-2017)**

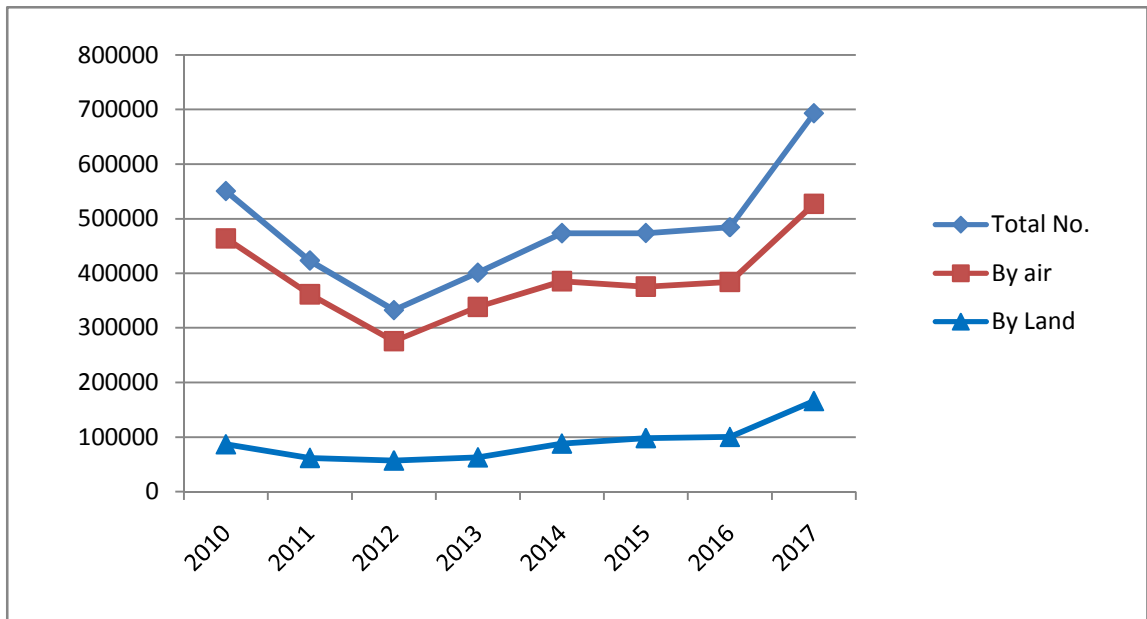
<b>Year</b>	<b>Total Number</b>	<b>Growth Rate</b>	<b>By Air</b>	<b>By Land</b>
2010	550378	7.504	463646	86732
2011	422960	5.846	361237	61723
2012	332276	4.458	275468	56808
2013	400823	5.472	338132	62691
2014	473259	6.236	385297	87962
2015	473450	6.075	375398	98052
2016	484033	6.213	383926	100107
2017	692697	8.524	526705	165992

Sources: NTB, 2017.

The growth rate of tourist arrival in Nepal is in increasing rate. 550,378 tourist arrived in Nepal in the year 2010. Growth rate of tourist in the that year was 7.504

The table no 4.2 and figure no 4.2 show the tourist visited in Nepal Since 2010 to 2017. Due to political crisis and insecurity the growth rate was slightly lower in the year 2011 to 2016 than 2017.

**Figure No: 4.2 Total Number of Tourists Arrival by Year**



#### **4.3.2 Tourist Arrival in Sankhuwasabha and TMJ Area**

Many more tourist visits Sankhuwasabha for different purposes. some of them visits for trekking, some of them visits for research, some of them visits from climbing mount Makalu, some other for religious purposes, changlung, Sabhapokhari, Manakamna temple, siddhakali temple are the important and famous in sankhueasabha for religious tourist. it is difficult to say how many domestic and foreign tourists visit sankhuuwasabha exactly in a year because there are no official records. Many tourist goes to TMJ area from different districts such as dhankuta, Tehrathum, Taplegunj, Panchthar etc. as regards the tourist visiting TMJ area, records of local police post of Gufapokhari and Tumlingtar are reviewed at the time of study and data collection. The record keeping is maintained properly. During meeting, the police authorities expressed their intention to have a complete record for the future. Local police authorities cooperate to give such record of tourist arrivals in Sankhuwasabha and different tourist destination of Sankhuwasabha district.

**Table 4.3: Tourist Arrival in Sankhuwasabha District**

<b>Year</b>	<b>Total No of Tourist</b>	<b>By Air</b>	<b>Foreign</b>	<b>Domestic</b>
2016	214	214	214	N/A
2017	222	222	222	N/A
2018	288	288	288	N/A

Sources: Local Police Post of Sankhuwasabha 2016 to 2018 (NB: N/A stands for the not available)

Tourist arrivals from different country to Sankhuwasabha are presented in table no 4.3 and also in figure no 4.3. It is very difficult to say exact no of tourist arrived in Sankhuwasabha district because some of the tourist come to the district from Bhojpur and Nepal Dada and also form Teplejung District. All police post is not keeping the updated record of tourist visited in different parts of the District. Above table and figure shows that the number of tourist is in increasing rate which is positive sign for tourism industry of Sankhuwasabha district.

**Figure 4.3: Tourist Arrival in Sankhuwasabha District**

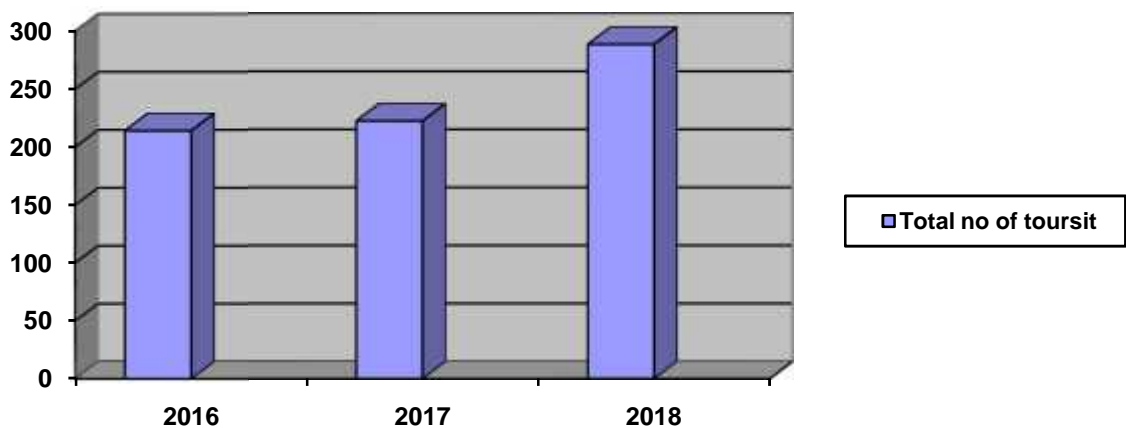


Figure no 4.3 shows that, 214 foreign tourist visited Sankhuwasabha in 2016, 222 and 288 foreign tourist visited in the year 2017.

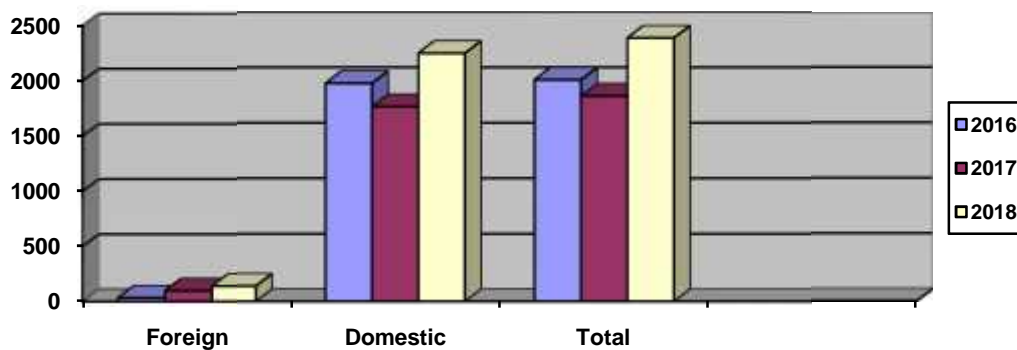
**Table 4.4: Tourist arrival in TMJ and Guphapokhari Area**

Year	Total no of tourist	Foreign	Domestic	By Air	By Land
2016	1997	32	1965	32	1965
2017	1851	96	1755	96	1755
2018	2374	138	2236	138	2236

Source: Local Police Post of Sankhuwasabha

The table no 4.4 and figure 4.4 show the tourist arrivals pattern in Tinjure Milke and Jaljala area of Sankhuwasabha district. 32 foreign tourists and 1965 domestic tourist visited the TMJ and Guphapokhari area in the year 2016. 96 and 138 foreign tourist visited the TMJ area in the year 2017 and 2018 respectively.

**Figure 4.4 : Tourist arrival in TMJ and Guphapokhari Area**



Direct questions were asked to the local respondents of Basantapur, Panchpokhari, Chauki, Mangalbare and Guphapokhari to identify their knowledge of total tourist visited in one year. 30 percent respondent replied 100 to 150 tourist visit this area every year, 45 percent replied 200 to 300 tourist visited the area, 25 percent respondent said above 300 foreign tourist visit this area every year.

#### **4.3.3 Tourist Arrival by the Nationality**

Several tourists from different country and also from different district of Nepal visit this area every year. At the time of survey, I found that more tourist visited this

place from USA, France and Japan. Some other tourists were from Poland, Switzerland, Germany, Canada, Belgium, Australia, United Kingdom, Holland, New Zealand, Sweden, India, China etc.

**Table 4. 5: Tourist Visited by Nationality (2017)**

SN	Name of Country	No of Tourist visited	Percent
1	Canada	10	7.25
2	UK	22	15.95
3	Australia	15	10.87
4	Denmark	10	7.24
5	Japan	6	4.34
6	Germany	5	3.62
7	Paris	12	8.69
8	Spain	4	2.90
9	USA	15	10.88
10	Dutch	10	7.24
11	Brazil	2	1.45
12	Sweden	5	3.62
13	Swiss	6	4.35
14	Other	16	11.59
	Total	138	100

Source:-Daily Tourist Record Book of Police Post of Guphapokhari 2016 to 2018.

The table no 4.5 show that foreign tourist form different country of the world visit the TMJ and Guphapokhari area every year. The above figure shows the tourist arrived in TMJ and Guphapokhari ri area in the year 2018. the highest number of tourist arrived from UK and second highest form Australia and USA then France has third position. Total 138 tourists visited the TMJ and Guphapokhari area in the year

2018. 10 from Canada, 22 from UK, 15, 10, 6, 5, 12, 4, 15, 10 ,2, 5, 6, 16 from Australia, Denmark, Japan, Germany, France, Spain, USA, Dutch, Brazil, Sweden, Swiss and Other country respectively.

#### 4.3.4 Tourist Arrivals by the Age and Sex

Tourist of different age group visited this area every year mostly during march to April and September to November. Some older and young male and female visits this area in janipurnima. Many more pilgrimage tourist from different district of Nepal visits this area in Janipurnima. This area is popular for rhododendron and biological diversity and also for Kanchenjunga Conservation Area. This area is also rich for lakes, ponds and water falls . This area is real scientific laboratory for researcher and student of research so different age group tourist form different country visit this area every year. Tourist arrival in TMJ and Guphapokhari area in the year 2018 were presented below in the table no 4.6 and figure no 4.5.

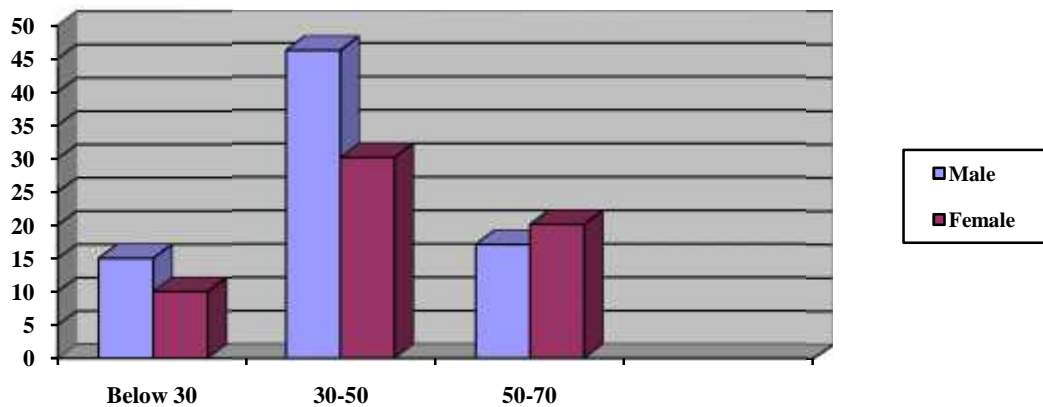
**Table 4. 6: Tourist Arrivals by the Age and Sex (2017-018).**

<b>Sex</b>	<b>Below 30 year</b>	<b>30 – 50 year</b>	<b>50 – 70 year</b>	<b>Total</b>
Male	15	46	17	78
Female	10	30	20	60
Total	25	76	37	138

Sources:-Daily Tourist Record Book of Police Post of Guphapokhari 2017, 2018.

The table 4.6 states that the the above data shows that 55 percent tourist are the age group of 30 to 50 year, 26.81 tourist of age group 50 to 70 years and 18.09 percent tourist are the age group of below 30 years. Table no 6.6 shows that 78 males which is 57 percent and 60 females which is 43 percent of the total tourist visited the TMJ and Guphapokhari area in the year 2018. The percent of male is greater than female tourist visited in the TMJ area.

**Figure 4. 5: Tourist Arrivals by the Age and Sex**



#### **4.3.5 Means of Transportation Used by Visitors/Tourists**

Transportation is the essential components of tourism. We can't imagine tourism industry without transportation facilities in any area. The development of tourism industry was started after the development of different transportation facilities throughout the world. If the tourism destination is accessed by road and other means of transportation, there is potentialities of tourism development so it is the most essential components of tourism industry. TMJ is one of the best trekking routes for both of the domestic and foreign tourist. This area is also popular for kanchanjunga trekking route. There are two different ways to visit this area.

Travelling to Shabhapokhari is fourteen day's journey. Different mode of transportation is used to travel that area. Journey of TMJ and Guphapokhari is presented below in detail.

#### **4.3.6 Knowledge of Local People about TMJ and Guphapokhari Area**

Participatory observation, interview and questionnaire were used to explore the knowledge of local people about TMJ and Guphapokhari area.



**Table 4.7: Knowledge of Local People about TMJ area**

<b>Information of TMJ area</b>	<b>No of Respondents</b>	<b>Percent</b>
Sufficient information	25	56
Few information	15	33
No information	5	11
Total	45	100

Source: Field Survey, 2018.

The table 4.7 shows that most of the local people are well informed about the importance of the TMJ area for the tourism industry. Among all, 25 respondents said they had sufficient information which represent 56 percent. Likewise, 15 respondent said they had few information about TMJ area and only 5 respondents said they had no information. To identify the major tourism product of the TMJ and Guphapokhari area a question was asked to the 45 local respondent of the study area.

**Table 4. 8: Major Tourist Attraction of TMJ and Guphapokhari area.**

<b>Major Attraction</b>	<b>No of Respondent</b>	<b>Percent</b>
Rhododendron forest	16	36
Guphapokhari	9	20
Bio-Diversity	6	13
Natural Beauty	2	4
Climatic Diversity	5	11
Culture	3	7
Mount Kanchenjunga	4	9
Total	45	100

Source: Field Survey, 2018.

The table 4.8 states that there are several tourism products in the TMJ and Guphapokhari area. To explore the knowledge of local people about major attraction

of tourist in TmJ area, a question was asked to 45 respondents at the time of field survey. Among them, 16 respondents focused on Rhododendron forest, 9 respondent said Guphapokhari pond is major attraction. 6, 2, 5, 3, 4 respondents gave emphasis on Bio-diversity, Natural Beauty, climatic diversity, culture, mount Kanchenjunga respectively.

#### **4.3.7 Length of Tourist Stay in TMJ and Guphapokhari area**

The length of stay of tourist differs according to their purposes of visit. Some tourist visits this area for research and study, some other for trekking to Kanchenjunga conservation area, other thousands of domestic and foreign tourist visit Chhathar during Janipurnima and spends about 12 days in the TMJ and Guphapokhari area but the tourist who visit Basantapur to Guphapokhari stay 7 days. Average length of stay of tourist is 9 days in TMJ and Guphapokhari area. There are potentialities of development of Golf Course, establishment of view tower in Mencham Dada, developing rock climbing activities, boating and swimming in Gupha Pokhari, Lampokhari, Jor pokhari, Bhut pokhari and other different ponds. Average length of stay of the tourist can be increased by developing different tourist activities and also by expanding new trekking routes.

#### **4.3. 8 The Expenditure Patterns of Tourists**

The expenditure pattern of tourist is determined by the tourist activities, and tourism products, services, facilities offered to them in the tourism destination. TMJ and Guphapokhari r area is newly developed tourism destination so very few services and facilities were offered for the tourist. Even a facilitated hotel was not found in this area so the expenditure pattern of the tourist is lower. Expenditure pattern can be increased by offering new services, facilities and other tourism activities. No tourism activities are developed till now in the Basantapur, Chauki, Mangalabare, Gupahpokhari and other place. There is no possibility to do higher expenses in the TMJ area because no facilities are offered till now. Most of the foreign tourist preferred to stay in tent in open area rather than in local hotels.

#### 4.3.9 Purpose of Visit of Tourist

The major purpose of tourist is trekking because this area is famous for different trekking route such as Kanchenjunga, Gufapokhari, Milkedanda-tumlingtar, Gufapokhari and Dovan to Chainpur. TMJ region is natural flower garden of Rhododendron so many students from different country visits this area for study. Some domestic pilgrimage tourist from different district also visits this area every year

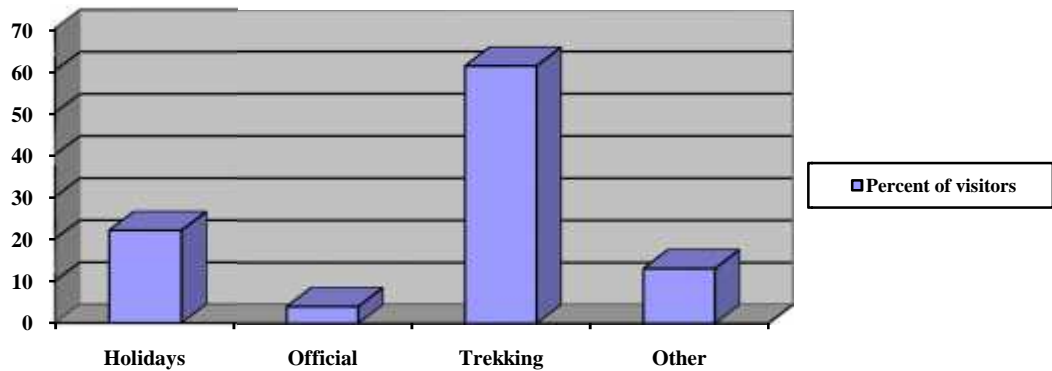
**Table 4.9: Tourist Arrival by Purpose**

<b>Purpose of Visit</b>	<b>No of Tourist</b>	<b>Percent</b>
Holidays	30	22
Official	5	4
Trekking	85	61
Other	18	13
Total	138	100

Sources: -Local Police Post of Guphapokhari, 2017.

The table 4.9 states that the record of local police post of Guphapokhari was studied to identify the tourist visiting purposes in the TMJ and Guphapokhari area. That record showed the above data which is presented in table no 4.9. Tinjur Milke and Jaljale area is popular for trekking and holidays. The above table No. 4.9 and figure no 4.7 shows that the 61 percent visitors are visiting the area for trekking. 22 percent tourist visit for holidays, 5 percent are official and 13 percent other purpose.

**Figure No. 4. 6 Purpose of Visit of Tourist**



Direct questions were asked to local respondents to identify the tourist visiting purpose in TMJ and Guphapokhari area. Local respondent gave their opinion which is presented in table 4.10.

**Table 4.10 Purpose of Visit of Tourist**

Purpose of visit	No of Respondent	Percent
Trekking	20	44
Tirtha-yatra	15	33
Study	3	7
Others	7	16
Total	45	100

Source: - Field Survey, 2018

The table 4.10 states that when questionnaire was asked to the 45 respondents of the study area, 20 respondent replied trekking which represents 44 percent, 33 percent respondent replied tirtha-yatra, 7 percent On study and 16 percent respondent replied others.

Local respondent's view and record showed that most of the tourist visit for trekking and tirtha-yatra.

#### **4.4 Present Situation of Hotels, Lodges in Bashantapur, Chauki and Guphapokhari**

As the tourist leave behind very minimal expenses in the area, the local are not getting their fair amount of share from tourism. The benefits of tourism are harnessed by Kathmandu based agencies. As a result of which, the in fractures created are negligible, sub-standard and less comfort. The products liked by tourist are not available on the trail and hygiene and sanitation together with management of disposal are completely neglected. In between Basantapur, chauki and Gufa Pokhari some tea stalls at every stoppage and also lodging facilities at Basantapur, Chauki and Gufa Pokhari. Normally, tourist stay overnight at Chauki and the next camp is Gufa Pokhari. Few of them also take an overnight rest at Basantapur. In this entire place, they prefer to erect their own camps. They don't even prefer to consume the locally cooked food.

Basantapur bazaar is the old bazaar. around 500 households are found in the Basantapur. There are 11 hotel and lodges of medium size and 35 poor hotels in the Basantapur Bazar.

There are 30 households in Chauki among them 8 are medium and small size hotel.

There are 45 households in Guphapokhari and sukapokhari. It is small and last human settlement in the TMJ and Guphapokhari area. 1 medium level hotel and other 22 small hotels are found in the Guphapokhari. a very small settlement such as Ratnaule has 4 houses of which three are tea stalls Likewise all houses at Mangalbare are also lodge and tea stalls.

There had been a tendency of destroying the rhododendron trees first and then moving into a new area, as the wood became scare for them. An example of which is the new settlement at paunch pokhari, situated in a narrow strip and in the middle of dense rhododendron forest.

#### 4.4.1 The Investment Patterns of Hotels/Lodges in Basantapur, Chauki and Guphapokhari.

Tourist visited in the TMJ area are economically categorised as per their expenditures and lifestyles in hotel and lodges during their visiting periods which are shown in table.

**Table 4.11: Investment Pattern of Hotels**

Type of Hotels	Investment Rs in Lakh	Hotel in Basantapur	Hotel in Chauki	Hotel in Guphapokhari	Total	Percent
Standard class	Above 10	5	0	1	6	8
Moderate class	6 to 9	4	2	2	8	10
Low class	3 to 6	2	3	4	9	12
Lower class	1 to 3	35	3	15	53	70
Total		46	8	22	76	100

Source: - Field Survey, 2018.

The table 4.11 states that the the standard of hotels and lodges depends on the pattern of investment primarily. The table 4.11 shows that the majority of the hotels are lower class. Mainly the home stays are very cheaply operated with total investment of Rs. One lakh to three lakhs. Among them, 70 percent of the total hotels and lodges falls under this category, 12 percent hotels have invested three lakhs to six lakhs and 10 percents hotels fall under moderate class. Very few standard class hotels are found in the Basantapur, chauki and Guphapokhari. Only 8 percents hotels have invested above 10 lakhs in the hotel.

#### 4.4.2 Variation on Annual Income of Hotels

Annual income of the hotels is directly correlated with the investment and the facilities offered in the hotels and lodges. Most of the hotels are of medium and lower class so their income is also low. Most of the hotels of chauki and Guphari are of small class and foreign tourist do not prefer to stay in this hotels and lodges so their

income is not highly affected by the tourist visited in the TMJ and Guphapokhari area. There were some middle class hotels in Basantapur of which daily income varies from two thousand to five thousands. Most of the foreign tourist prefers to live in their own tent, they do not buy local foods and other local product, and very few tourists live in local hotels so level of income of local community people is not improved.

#### 4.4.3 The Sources of Market for Goods used in Hotels

Local markets are not sufficient for the goods used in hotels. Especially green vegetable, meat, milk, butter, ghee, seasonal fruits and handicrafts are available for hotels but out of them, the owners of the hotels have to import from Kathmandu, Biratnager, Dharan, Dhankuta and Hile Bazar

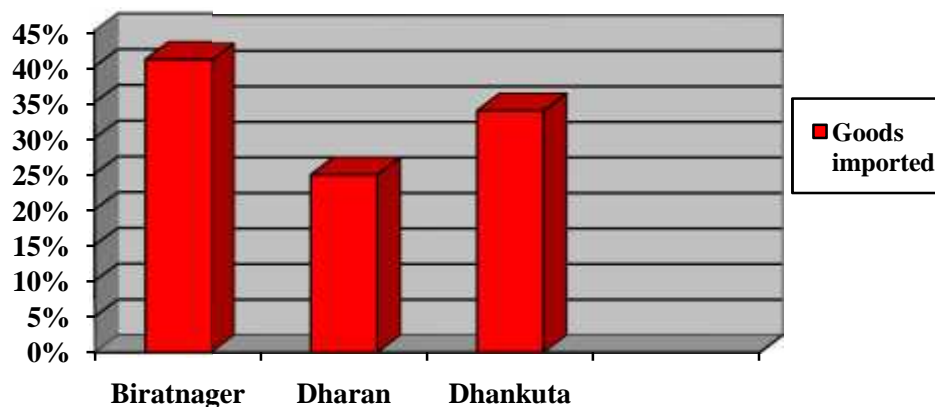
**Table 4.12: Source of Market for Goods Used in Hotels**

Markets	No. of Hotel	Goods purchased in percent
Biratnager	31	41
Dharan	19	25
Dhankuta Bazar and Hile	26	34
Total	76	100

Source: Field Survey, 2018

The table 4.12 states that the Basantapur is dependent on Itahari, Dharan, Biratnager and Jogmuni. Very few vegetables are produced in Chauki village and near the Guphapokhari village. Churpi, ghee, wool, meat, milk is produced in the local area. Local production is not sufficient to fulfil the daily needs of the local people. 41 percent of hotel were importing goods from Biratnager, 25 percent were from Dharan and remaining 34 percent were importing from Dhankuta Bazar.

**Figure 4.7 Source of Market for Goods Used in Hotels**



#### **4.5 Price of food and Available facilities in hotel.**

Price of food and other services is directly affected by its quality and availability. Locally produced foods and production are cheap but imported foods are expensive. The following table shows the average price of such foods and services offered in Basantapur, Chauki and Guphapokhari.

**Table 4. 13: Average Price of Food and Service Available in the Hotel**

SN	List of food and services	Price in Rs at Basantapur	Price at Chauki in Rs.	Price at Guphapokhari in Rs.
1	Mutton Rice	110	100	80
2	Vegetable Rice	70	60	40
3	Chicken Rice	100	90	80
4	Bread and Curry	75	65	40
5	Milk tea/Cup	15	5	15
6	Black tea/Cup	10	4	10
7	Milk/glass	15	10	13
8	Single Bed	150	40	20



9	Double Bed	300	75	50
10	Room	500	150	200

Source: - Field Survey, 2018.

Table No. 4.13 show the average price list of goods and service available in the Basantapur, Chauki and Guphapokhari. Single Bed per person in common room cost Rs 150, Double bed in common room cost Rs. 300 and separate room with two bed cost Rs. 500.

#### **4.5.1 Number of Local People Indirectly involved in Tourism Industries**

The major occupation of the local people of is agriculture so very little people are directly involved in tourism industry in TMJ and Guphapokhari area. Tourism industry is not major occupation of the local people so that very few people are involved in tourism indirectly and directly. None of the people engaged in tourism were found trained.

An estimated 100 – 150 persons were porters, earning daily wages of Rs 250 on the average per load. Family are directly involved in hotel industry no external employee is involved in tourism industry in the TMJ and Guphapokhari Area.

#### **4.5.2 Respondents View to Develop the Rural Municipality**

During the field visit 45 respondents were asked about how their Rural Municipality could be developed. The number of respondents and their views are vividly pictured in the table 4.14.

**Table 4.14: Different Sectors of Development of Rural Municipality (Municipality and Rural Municipality)**

Sector	No of Respondents	Percent
Tourism development and modernization of agriculture	8	26
Tourism development and environmental conservation	10	22
Tourism development and education	4	9
Tourism development and transport	7	10
Modernization in agriculture and education	8	19
Environmental conservation and employment	2	4
Environmental conservation and education	3	4
Employment and health	3	6
Total	45	100

Source: Field Survey, 2018.

The table 4.14 states that among the total respondents 26 percent gave emphasis on tourism development and modernization in agriculture, 22 percent respondents gave emphasis on tourism development and environmental conservation. 9 percent respondents gave emphasis on tourism development and education, 10 percent respondents gave emphasis on tourism development and transportation 19 percent respondents focused on modernization of agriculture and education 4 percent, 4 percent, 6 percent respondents gave emphasis on environmental conservation and employment, environmental conservation and education, and employment and health respectively.

Thus, 77 percent respondents gave emphasis on tourism. Likewise, a considerable number of respondents gave emphasis on environment and employment, which is directly related with ecotourism. Such responses indicate the high potentiality of ecotourism to develop Tinjure Milke Jaljale and Guphapokhari area.

#### **4.6 Tourism Infrastructures in TMJ and Guphapokhari Area**

The major infrastructures situations are taken in mainly basis of road transportation, air transportation, accommodation facilities, security situations and tourism center established in TMJ and Guphapokhari area.

##### **Road Transport**

Basantapur is connected by all-weather roads. The regular public transports system links it with the cities like Dhankuta, Dharan Biratnager, Chainpur. Road to connect Basantapur with Gufa Pokhari, Basantapur to Mulkharka and Mangalabare to chainpur are under construction.

**Air Transport:** Tumlingtar airport is nearest air transportation facility for the TMJ and Guphapokhari area. Tumlingtar is connected with Biratnager and Kathmandu by air transport.

**Accommodation Facility:** There are several hotels and lodges in Basantapur, Chauki and Guphapokhari. Some of the hotels are of standard class and some of them are medium class.

**Security Post:** There is Regional police post in Basantapur, local police post in Chauki and also in Guphapokhari. These police post are giving security to the local people.

**Tourist Information Centre:** There is no tourist information Centre in Basantapur, Chauki and Guphapokhari. Tourist information Centre is important tourism in fracture in any tourist destination but it is lacking in the TMJ and Guphapokhari r area.

##### **4.6.1 Physical infrastructures available in Basantapur, Chauki and Guphapokhari.**

**Road:** Basantapur is connected with all-weather road. Road is under construction to connect Basantapur, Chauki, Guphapokhari and Teplejung.

**Communication:** There around 50 telephones in the Basantapur Bazar. Internet facilities are also found in Basantipur but little expensive.

**Drinking water:** The need of Drinking water is fulfilled by utilizing local sources of water. Drinking water facilities are found in Basantapur, Chauki and also in Guphapokhari.

**Electricity:** Basantapur is connected with national transmission line so there no problem of electricity facility but due to higher national demand than its supply Basantapur is also Facing load scheduling problem in winter season.

**Health Care Centre:** A primary health care Centre was found in Basantapur but no health care Centre was found in chauki and Guphapokhari. Local people of that area should go to Basantapur to get health facility. Two private medical are also found in the basantapur.

**School and College:** A primary school was found in Chauki and also in Guphapokhari. There is private boarding school, and public school from one class to ten classes in basantapur. There is also higher secondary school in Basantapur.

**Dumpings Site:** there was no well managed dumping site to dispose west produced in the human settlement. Solid waste and liquid waste were not properly disposed in the Basantapur, Chauki and Guphapokhari. Solid waste was found dumped improperly near the human settlement so that it can pollute soil and that waste might be the causes of several diseases.

#### **4.7 Community's Response for Tourism Development**

Local people are aware about the cost and benefit of tourism industry in this area. People have known of the benefit of tourism but seldom experienced it. They are found to be very keen on promoting tourism in their area. As they are already introduced to tourism, they have an idea of tourist's likes and dislikes; they know their capacities and limitations. During the survey, they have shown their interest in upgrading their skills for which the training is required. The sense belonging to the community is exemplary and cutthroat competition doesn't prevail. Their innocent smiling faces together with admirable hospitality makes the tourists' stay pleasant and comfortable.

There is need of good quality lodges/resorts and restaurants at different places such as Basantapur, Deurali, Panchpokhari, Chauki, Guphapokhari, Giddha and near the Chhathar. But the local investments are not found to be sufficient. The community is not against bringing in outside investments for those facilities; however, they showed their preference to have a joint venture with them.

#### 4.8 Present Energy Use pattern in TMJ and Guphapokhari area

Local people of TMJ and Guphapokhari area are using fuelwood for cooking food and heating the room. Because of cold climate and low temperature of the area local people are depend on fuel wood from community forest. Due to higher demand of fuelwoods, there is higher pressure on rhododendron forest of the TMJ area.

**Human is source of energy :** Human are involved to carry goods and necessary items from urban area. Human power also helps to save the fuel.

**Cooking and space Heating:** Fuel wood for cooking and heating mainly from rhododendron froest. most of the trees were found rhododendron so major sources of fuel wood is the rhododendron.

Kerosene stoves is used only in some accessible area like Basantapur. Biogas is not popular because of high altitude and low temperature. Communities have been using traditional stove and techniques like three stone stove, odhan, and two pothole stoves. Nundhaki is consuming the highest quantity of fuel wood per household (734kg per week) for household cooking and animal feeding. Mostly female and children and are involved in collection of fuel wood. No family are involved in selling of fuel wood.

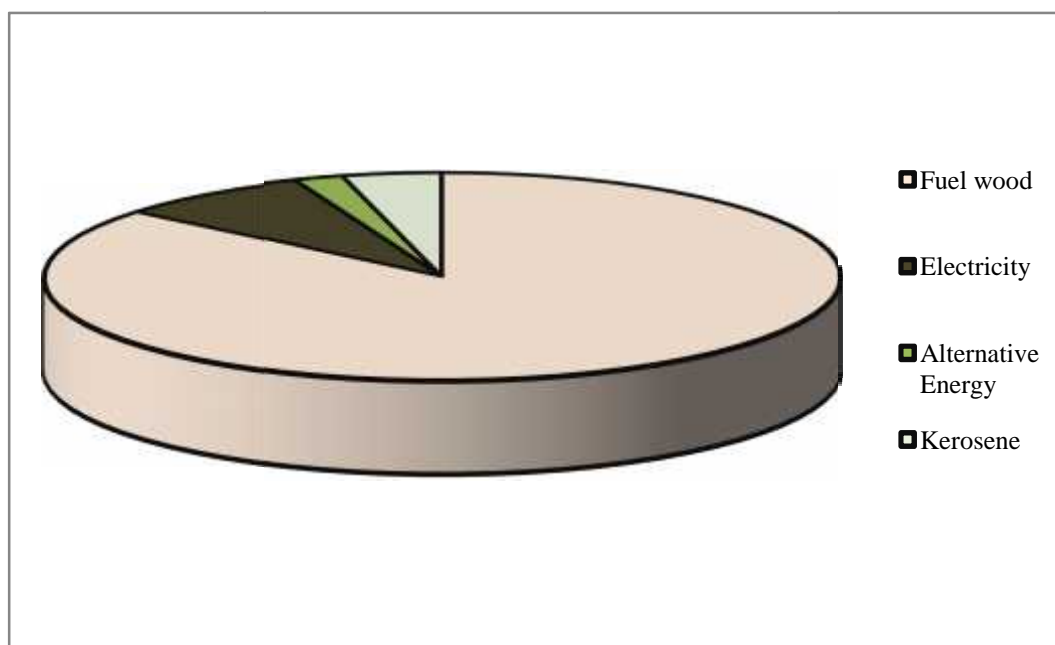
**Table 4.15: Sources of Energy Supply**

S N	Type of Energy	Sources of energy	Usage	No. of Respons	Percent
1	Fuel Wood	Community forest	Cooking food, heating room	38	86
2	Electricity	Electric set	Light	4	8
3	Alternative energy	Solar power	Lighting, charging phone set Watching television.	1	2
4	Kerosene	Kerosene Depot	Lighting, heating room, cooking food	2	4
			Total	45	100

Source : Field Survey 2018.

The table 4.15 state that community forest is the major sources of energy in the TMJ and Chhathar area. Locals have no alternatives of consumption of fuel wood. only 8 percent of the total fuel consumption is supplied by electricity. 4 percent energy is fulfilled from fossil fuel, 2 percent from solar energy and rest 86 percent energy demand is fulfilled by community forest. The statistics shows that the importance of forest. The resources and higher pressure on rhododendron forest. To reduce the higher pressure on rhododendron, forest the alternative sources of energy can be used.

**Figure No. 4.8 Sources of Energy supply**



#### **4.9 Population Composition**

Total population of Fedap RM 5748 (Male 2805, female: 2943)

Total Population of Chhathar RM 3105 (Male 1500, female 1650)

(Population Census, 2068).

#### 4.10 Ethnic Composition

The TMJ and Chhathar area was found rich in ethnic diversity. The major ethnic group were Limbu, Tamang, Chhetri and Rai. Newar, Gurung, Sherpa, Dalit, Bhote were also living in the TMJ and Chhathar area for a long time.

Tourists were found entertaining the verities of culture of different ethnic community. The table 4.16 show the ethnic composition of the TMJ area.

**Table No. 4.16 Ethnic Composition**

RM	Rai	Chhetri	Tamang	Dalit	Bramin	Gurung	Sherpa	Newar	Limbu	Yakkha	Magar	Other	Total
Fedap RM	529	1693	1067	674	291	142	377	14	366	369	0	226	5748
Percent	9.2	29.45	18.56	11.72	5	2.47	6.55	0.24	6.36	6.41	-	3.93	100
Chhathar RM	659	44	561	179	92	159	0	0	1304	0	65	42	3105
Percent	21.22	1.41	18	5.76	2.96	5.12	-	-	42	-	2	1.35	100
<b>Total</b>	<b>1188</b>	<b>1737</b>	<b>1628</b>	<b>853</b>	<b>383</b>	<b>301</b>	<b>377</b>	<b>14</b>	<b>1670</b>	<b>369</b>	<b>65</b>	<b>68</b>	<b>8853</b>

Source: - CBS, 2010

The table 4.16 shows the ethnic composition of the Fedap and Chhathar Rural Municipality. Chhetri had the highest percent of total population and Newar had lowest percent of Fedap Rural Municipality. Limbu casts were 42 percent of total population of Chhathar Rural Municipality. Only 2 percent of total population were Magar which was lowest population in the Chhathar Rural Municipality.

#### 4.11 Literacy Status of the Study Area

The literacy status of Fedap Rural Municipality and Chhathar Rural Municipality is shown in table 4.17.

**Table No.4.17 Literacy Status of Fedap and Chhathar Rural Municipality**

<b>S.N.</b>	<b>Rural Municipality</b>	<b>Literacy Percent</b>
1	Fedap	41.1
2	Chhathar	29.20

Sources: - Population Census, 2010

#### **4.12 Impact of Tourism on Livelihood in Sankhuwasabha**

Ecotourism is one of the fastest growing trade in the worldwide tourism industry. It affects the village society and socio economic patterns of the people. It influences food habits, family structure, religion, language, and psychology of the local people. The conceptual meaning of ecotourism is the purposeful travel to natural areas to understand the natural, cultural history of environment, taking care not alter the integrity of the ecosystem while producing economic opportunity that makes conservation of natural resource financially benefit to the local citizens It is not exclusively an economic phenomenon. It also involves socio-cultural, political and environmental aspects.

Sankhuwasabha is itself a tourist destination. Mount Makalu, Makalu Barun National Park, Arun Valley, Guphapokhari, TMJ area are the major tourist product of the Sankhuwasabha district. Several tourists visited Sankhuwasabha every year.

Tourism industry is one of the important industry for economic development of Sankhuwasabha.

##### **4.12.1 Economic Impact**

Ecotourism helps to keep local craft industries alive, save the traditional weaving and wood carving, generate employment and income, develop infrastructures and numbers of industries. It has multiplier effects on different dimensions of development. Tourism creates employment to locals and helps to increase the level of income. It also helps to increase the government income through fees and tax paid by tourist. Airways company, Travel agencies, hotel owner, transport company are the real beneficiary of tourism industry. local product also get market so it also helps to improve the level of living of farmer.



Entry fees can be collected from tourist to further development of the TMJ and Chhathar area. Tourist will also feel that they are contributing for the protection and development of natural resources and biodiversity of the world if the collected fees is properly utilized by local tourism development committee. There are several economic opportunities to the locals in the TMJ area through ecotourism development.

The fact is that the local people of Basantapur, Chauki, Mangalbare, Guphapokhari and sukapokhari are directly benefited by the development of tourism industry. It seems that the further development of tourism in TMJ and Chhathar is likely to raise economic condition of the people. It is only the feasible industry to achieve the overall development of the areas. For the local people's economic well-being, it is necessary to co-ordinate the activities of local people with tourism activities e.g. farming, horticulture, dairy production, souvenir shopping, pig family, traditional or cultural show etc. may be flourished and rural poverty may be eliminated.

In brief, ecotourism activities may bring drastic change in economic sector of Tinjure, Milke, Jaljala and Chhathar RURAL MUNICIPALITY by addressing employment and income opportunity for local, market for local production and permanent source of foreign currencies earning if it has the proper planning and implementing the ecotourism policies and strategies

**Table No. 4.18: Direct Local Employment and Salary Pattern**

<b>Salarypattern (Rs. Per month)</b>	<b>No.Of unskilled employees</b>	<b>Percent</b>	<b>No.Of skilled employees</b>	<b>Percent</b>	<b>Total</b>
Below Rs. 2000	10	31	4	13	14
2000-3000	5	16	7	23	12
3000-4000	11	34	5	16	16
Above 4000	6	19	15	48	21
Total	32	100	31	100	63

Source: Field Survey, 2018

The table 4.18 shows among twelve lodges and hotels, altogether 63 local employees have got employment opportunities. The table 4.18 reveals that 31 local employees are skilled and remaining 32 are unskilled working in different hotels and lodges in Basantapur. Out of 22 percent of local employees (skilled and unskilled) are getting below than Rs. 2000 salary per month, 19 percent are drawing 2000-3000 (Rs) salary per month. Similarly, 26 percent are drawing Rs. 3000 to Rs. 4000 salary per month, only 33 percent of total local employees are drawing above Rs. 4000 salary per month. Skilled Employee are getting extra facilities plus bonus than unskilled employee so skilled employee is earning more than unskilled.

#### **4.12.2 Social Impact**

Traditionally, service type work such as lodge-keeping, grain, oil, cloth, tool, etc. Sales crafts work, and labor /pottering work are divided according to caste and the economic status, factors which are often interrelated. this socio-economic hierarchy is evident among people in the project area involved in different aspects of tourism trade.

In most communities, lodges are owned and operated primarily by Newars and Brimin-chhetri, secondary by Gurung and lastly by sherpas, Bhota or Limbus. Food sales in shops follows similar caste lines and everybody is a farmer.

Among the labor ranks, Sherpa's are often chosen for high altitude pottering and climbing work, although many of those employed by mountaineering teams in the Makalu Are come from the Khumbu region, not here. Lowland porters employed in trekking in this region are primarily Bhramin-Chhetri and other of the eastern Terai, and the sturdy Rai and Limbu.

With new chances for economic gain from the development of tourism, if is likely that benefits will be realized along similar lines. Those with the money and skills to invest in lodge constriction or other infrastructure and production components, or if not the money the status to borrow or rise, it will benefit the most, reinforcing age-old priorities among castes and sexes. Women will likely follow tradition and not take on entrepreneurship tasks. Porters will continue to suffer the whim of market forces except for those with skills such as high altitude tolerance,

who also suffer under harsh life-threatening conditions. Programs and policies for village entrepreneurship and local management should attempt to help those of lower economic status. Those in greatest need- with training and loan assistance to help equalize development opportunities.

#### **4.12.3 Environmental Impact**

An area worthy of special protection is the Milke Danda-Jalijale Himal range. Milke Danda-Jalijale Himal faces perhaps the greatest threat not only from increased tourism but from local users. There are no permanent settlements atop the 3-5,000 meter, north-south running ridge. During three to four months every summer, however, hundreds of herders tend thousands of head of cow, goat and yak (as well as crossbreeds), staying in Goths, burning cut wood, primarily rhododendron branches, to cook their food. The rhododendron forests with more than dozen varieties are thinning and at these elevations take decades to grow back. On the western slopes, hillsides once thick with giant fir trees are being cut bare for timber use, except at the upper most reaches. Livestock, like their tenders, are increasing in numbers every season and may eventually threaten the grasses' regeneration powers.

Although few trekkers use this route at present, more are expected. The ridge offers rare wilderness qualities and magnificent mountain views just three to four days walk from a road head. Uninterrupted views take in the retire Makalu- Calming massif to the west, and the massive Kanchenjunga range extending north into Tibet on the east. High altitude vegetation combined with spectacular rhododendron blooms in spring make this a prime botanical study area for tourists and scientists, and a peaceful retreat for many others.

#### **4.12.4 Cultural Impacts**

With increased access afforded by the service roads, tourists will enter areas where local inhabitants have had little or no exposure to foreigners and there are likely to be some cultural conflicts, as seen in other trekking areas of Nepal.

### **4.13 Major Tourism Product of Sankhuwashaba and TMJ**

The major tourism products of Sankhuwashaba and TMJ area are described as per major tourism destinations.

#### **4.13.1 Makalu-Barun National Park and Conservation Area**

High in the heart of the eastern Himalayan, seven valleys radiate from Mt. Makalu, the world's fifth highest peak. These valleys, particularly the Barun valley, treasure some of the last remaining pristine forest and alpine meadows of Nepal. From the bottom of the Arun valley, at just 435 m above sea level, the Himalayas rise to the snow-capped tip of Makalu 8,463 m within a 40 km distance. Within this wide range of altitudes and climates, the Makalu-Barun area contains some of the richest and most diverse pockets of plants and animals in Nepal, elsewhere lost to spreading human habitation.

Nestled in the lower reaches of these valleys are communities of Rai, Sherpa, and Shingsawa (Bhotia) farmers. Though economically poor and isolated, they retain a rich cultural heritage. They hold the key to the preservation of the unique biological and cultural treasures of the Makalu-Barun area.

#### **4.13.2 Mount Makalu**

Makalu is the world's fifth highest peak in the world rising to 27,765 feet (8,463 meters). This beautiful and impressive massive is situated just 14 miles east of Everest in the Khumbu region. Its size alone is impressive, but it's perfect pyramid structure with four sharp ridges makes this mountain all the more spectacular. Makalu is actually a double peak. The subsidiary peak rising just north of the main summit connected by a saddle is called Chomolonzo (25,650 ft.) It is interesting to note that the summit ridge is the demarcation point indicating the border between Nepal on the Southern side and Tibet to the North.

The name of the mountain was probably taken from the Sanskrit word Maha-Kala, which means Big Black and is a by-name of Shiva - one of the most important gods of Hinduism. Shiva is sometimes an evil, cruel destroyer but at other times he tends to be gentle and kind-hearted. The mountain has another name in the local dialect - Kumba karna, which means The Giant.

Mount Makalu is a tourist destination for several foreign tourists. Mount Makalu is important tourism product of Sankhuwasabha district.

#### **4.13.3 Arun Valley**

Arun valley is popularly known as lowest valley in the world. It is 457 meters from the sea level. There is a domestic airport. Now one government Airline Nepal Airlines and the two private airlines - Sita Air Lines and Agni Airlines - have their daily flights from Kathmandu to Tumlingtar and from tumlingtar to Kathmandu. In the Tumblingtar there are a number of hotels and lodges which have good facilities and offer fresh food and drinks.

#### **4.13.4 Makalu Base Camp Trek**

The Makalu Base camp trek is a true adventure with scenery so beautiful that it will never tire the tourist. The trek starts with a flight to Tumlingtar and heads up the Arun River valley to Sedua and Num, then crossing Shipton La Pass (42,10 m) into the upper Barun river valley for a close look at Makalu and Chamlang Himal.

This route known as the Makalu Base camp trek, is by far the most commonly used among trekking and expedition group in the area. It takes approximately 22-25 days' round trip from Kathmandu assuming the group flies one way and drives the other. Most groups trek up and back on the same trail, via Tumlangtar and Num-seduwa-Tashigoan.

#### **4.13.5 Arun River**

The Arun River is a river that flows through Nepal, Tibet and China, becoming a tributary of the Ganges. It is one of the principal tributaries of the Koshi River, the Arun River is the main water source of the Koshi River, the principal source of water for the Koshi River Basin. The Arun River demarcates the ancient boundary of Khambuwan and Limbuwan regions. In Nepal, the Koshi lies to the south of Kanchenjunga and has seven major tributaries: Sun Koshi, Tama Koshi, Dudh Koshi, Indravati, Likhu, Arun and Tamore. It has an average water flow of 2564 cubic meters per second

#### **4.13.6 Changlung**

Changlung is located in the Chhathar Rural Municipality ward no 6. The cave is long and it is estimated that it takes one hour to cross the cave. The water flows in the cave is attractive. It takes two days from center of chhathar on foot. Many tourists from different district of Nepal and also foreign tourist visit this cave every year specially in Janipurnima.

#### **4.13.7 Guphapokhari**

Guphapokhari is one of the religious and tourist sites with charming atmosphere of the district located in Sabha Pokhari. It is believed that the place is a meeting place of Pandab in the ancient period. The place has beautiful lake and landscape. The district road construction Khandbari\_Barabise\_Manrbhangyang\_Sabhapokhari and Basantapur\_Gopha Pokhari\_Manebhangyang\_Jalaje\_Sabhapokhari will connect this place. The District is willing to have master for the development of the place. Sabhapokhari Village committee has master plan to operate cable-car service from Barabise to Chhathar. Even though week infrastructure renders some places hard to reach. Efforts are being made on district level to develop and promote such popular sites. Pilgrimage sites of Nepal like Sabhapokhari make popular trekking destinations. Tours to this place are encouraged for novelty they provide in terms of nature and culture.

#### **4.13.8 Shivadhara**

Shiva Dhara is one of the most famous pilgrimage site situated in Makalu ward no 5 of Sankhuwasabah Distinct of eastern Nepal. It is named Shivadhara, the sacred natural tap. Every year, on the full moon of August, a big fair takes place there. Many pilgrims from different places trek to the sacred site to have a sacred bath. The site is in high altitude so most of the time is covered with snow for about 8-9 months of the year. So no people go there on the other times.

According to ancient tales, this was the place where Lord Shiva and Parbati played and travelled. They used to have a bath at the tap. So people have faith if we have a bath in the tap we can be free from a kind of sin in our life.

The people who get there feel as if they have reached the heaven and return with a sacred heart. Since the place is very cold, visitors will have to wear warm clothes. But if the taps wet you, do not worry. You will be dry within 15 minutes. How strange it is.

#### **4.13.9 Temple, Scared place, Caves and Lakes**

Changlung is one of Nepal's best known beyuls, scared hidden valleys noted as places of Shangri-La like in ancient Buddhist texts. There are 'power places' known to local Sherpa's around Changlunt; one is the cave where the results of magical feats performed by padmasambhava are supposedly visible. Pilgrims come here for meditation, shock has heightened effects because of the supreme sacredness of the spot. also the water here is said to have purifying powers and the 'white' clay at the mouth of the cave is considered potent medicine. The Sherpa name of Makalu is 'surarakya' protector deity of changlung.

Dingla has temple for Ramchandra, kaiolash and Pashupatinath and a mela in October and March-April for Ram-Nawami. In Tumlingtar there is a famous Manakamana temple where Haribodhini Ekadashi festival is celebrated.

There are several temples in or nearby chainpur; siddhakali is one hour away from the main trail to Nundhaki. There are also several caves near Chainpur; waleswor is the largest, located one hour to the south of the main bazaar grounds.

Shiba temples of Baneshwor is also popular in Chainpur. That historical temple was established by Aasa khatri on 1877 BS. He also made a beautiful pond near the temple in Baneshwor Danda of chainpur. The sibha temple has its own Guthi provided by government of Nepal on 1877 BS.

#### **4.14 Festivals**

Festivals which are celebrated publicly are much enjoyed by tourist and if dates are known in advance can be a center-piece in the itinerary. These festival where noted in the field work.

*Maghe Sankranti:* Celebrated in the Barun valley

*Baisakhi Dande:* Celebrated at pangma Danda, with cazar, games etc., on he full moon.

**Dashain and Tihar:** Dashain and Tihar are the greatest festivals of Hindus and also the national festival of Nepal. These festivals are celebrated all over the Nepal.

**Yawe:** Celebrated by Sherpa's 15 days after Tihar, with dance, dramas and Deusi

**Losar: Celebrated in Sherpa communities**

**Chandi Purnima Mela:** Chandi dance is popular in Rai community in eastern part of Nepal. this festival is celebrated from Baisakh Purnima to tirodashi. There days mela is organized in every year. Verities of face of people of different communities can be observed in the mela. It is the best platform or opportunities to love each other and to marry.

#### **4.14.1 Tinjure\_Milke\_Jaljale Rhododendron Conservation Area**

The Tinjure-Milke-Jaljale area, which was marked out as a potential Community Conservation Area (CCA) for its rich biodiversity, especially rhododendron diversity, is situated at the confluence of three districts - Tehrathum, Sankhuwasabha and Taplejung - in the eastern hilly region of Nepal. It comprises an area of 558 sq. km. in Laligurans Municipality and two Rural Municipalities, Fedap and Chhathar.

TMJ provides a natural niche for dozens of rhododendron species-mixed to pure stands of over 28 species.

TMJ area has been identified as an area that hosts globally significant biodiversity, especially the greatest rhododendron occurrences in Nepal. Since it lies between two conservation areas in the east of Nepal, it contains elements of and serves an important corridor function for the most biodiversity rich area of Nepal (Part of the Indo-Malayan hotspot). It is an area that hosts several species of rare and endemic flora and fauna.

There are abundant numbers of such attraction. Which start from even below the Tinjure ridge. The first one is Pathivara temple laying parallel to Tinjure, the reflection of the main temple of Taplejung followed by, Rakne Danda at Chauki and an ancient cave called Gupha at Guphapokhari. The letter is associated with ancient legend of God Mahadev. Similarly, Saba Pokhari situated at 4300 matter is one of the



major pilgrim sites at high altitude. These attractions could overwhelmingly appeal Nepalese as well as foreign pilgrims.

#### **4.14.2 Rhododendron Forest**

Rhododendron is national flower of Nepal. TMJ area is the home place for 28 species of rhododendrons. TMJ area is famous for rhododendron viewing area in Nepal. Some Species found in TMJ area are described here. arboretum, barbatum, camelliform, campanulatum, ciliatum, cinnabarium, dalhouside, Grande, griffithianum, hodgsonii, pendulum, thomsonii, virgatum, wightii are the major species found in TMJ area.

The most extensive and beautiful rhododendron forest of Nepal is to be found on Milke Danda, between 2,600 and 3,000 m, a 25 km-long ridge in eastern Nepal. Trekking in April from Dhorpani 2,650 m to Gupha pokhari, 2,850m, one walks for three days among blooming R. Arboreum. in the last days of April and the beginning of May the mixed forest area around Milke Danda and the southern slope of Gupha Pokhari comes alive with rhododendrons. further down, up to 2400m, but slightly away from the main trail, the R. arboreum-barbatum-cinnabarium-dalhouside-campanulatum-griffithianum-hodgsonii-thomsonii and virgatum can be seen blooming together. going up to ward Topke Gola in May, between 3000 and 4000m, nearly ten other species are found.

Milke Danda is truly a natural world heritage site. If preserved it could provide Nepal with the only rhododendron national park of the world, neighboring countries have searched in vain for a similar place to establish their own rhododendron park but nothing has been done towards protecting this natural forest to the north of Milke Danda. The natural forest to the north of Milke Danda up to Kanchanjunga is protected as a national park and a reserve.

#### **4.14.3 Biodiversity**

TMJ and Sabhapokhari area is rich in biodiversity. Several varieties of plants, animals, birds, medicinal plants, wildlife were found in this small area. Arun valley is known as richest area in biodiversity in the world for the relatively small geographical

area of Nepal. It has one of the richest natural animal reserves of the world, which includes about 10 percent of the known birds of the world.

Diverse avifauna of Nepal with some 850 species of which about 82 percent breed locally indicates the importance of bird study in Nepal. Arun Valley often referred to as ornithologist's paradise has over 440 species of birds. There are around 20 species whose range is confined to the east (Koirella, 2002).

#### **4.14.4 Trekking Route**

There are several famous trekking routes in TMJ area. Many tourist and trekkers visit that area for trekking. Some of important and famous trekking route are listed below.

1. Gufa-Pokhari to Sirjung to Morang to Jirikhimti to Basantapur (around 5 days) cultural tour
2. GufaPokhari to Chichiling sudab to Myanglung to basantapur (around 5 days)
3. Gufa Pokhari to Margapokhari to Laliguras to Tinjur Milke (3 days)
4. Gufapokhari to Barahabuse to Milke (5days)
5. Tumlingtar to Thanglabu to Dobhan to GufaPokhari (3days)
6. Gufa Pokhari to Maodin (3days)
7. Mangalbare to Maodin (4 days)
8. Mangalbare to Morang (2 days)
9. Basantapur to Gufa Pokhari to Taplejung (5 days)
10. Tumlingtar 6 hr. Chainpur 6 hr. Nundhaki 4.5 hr. Gufapokhari 2 days

#### **4.14.5 Temples, Religiously Important Place**

Siddhakali Temple is historical temple of sankhhuwasabha district. Many people of different district visit that temple every year. Manakamna temple is famous in Nepal which is situated in riverside of Arun river near Tumlingtar. Several tourists visited that temple every year. Gufa pokhari is itself a religiously important ponds in which several tourist visits that ponds every year. Shabhapokhari is itself a historical place where several pilgrimage tourists visit every year. It is difficult to say how many tourists visited that area because there was no any official record. Shabhapokhari pond is main sources of sabha khola. There were some monasteries,

monuments, historical, archaeological of cultural sites, on pilgrimage, locally best known pathivara temple is located at Ratnaule which could attract Hindus. There was a Gufa temple near Gufa pokhari.

#### **4.14.6 Culture**

There were heterogeneous types of population composition in this area so different culture of different ethnic groups were observed in the area. Culture of Rai, Gurung, Sherpa, Bhote, are itself a tourism product. Flock music of the ethnic group is popular in all over the Nepal. Dressing habit, food items of locals can be improved and this can be a unique tourism product.

#### **4.14.7 Tourist Information Centre and Publicity**

There was not even a tourist information Centre in Basantapur, Gufa Pokhari, chhauki and the trekking route. Tourists visiting TMJ and Guphapokhari area were suffering from lack of information and proper guidance. Similarly, there was no record of tourist entry and out, their stay, income generation from tourists etc. since 2005. Therefore, it was urgent to establish tourist information center in Basantapur, Gufapokhari develop and promote the destination. Publicity and advertisement of TMJ and Guphapokhari area is also lacking. National and International level publicity and advertisement of Tinjure, Milke, Jaljale and Guphapokhari are most essential now.

## **CHAPTER V**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Summary**

There are various proposes for visiting Nepal such as holiday making pleasure seeking, trekking/mountaineering, business, pilgrimage, official mission, or conferences attendance. From the very beginning of tourism development, the majority of visitors did come to Nepal for holiday and pleasure. Most of them remained in Kathmandu valley and some other urban areas. Only those falling into categories of trekking and mountaineering visited rural remote areas. It is the latter group of tourist who will be important for economic transformations in the TMJ area. Mountain tourism, which includes scaling and peaks, has been one of the most important attributed throughout the different parts of the country. Therefore, mountain tourism has been playing the dual role. Firstly, it is the cause of attracting foreign visitors from all over the world who travel to different parts of the country. Secondly, it also helps to safeguard against the concentration of tourism income in only some part of the country. Although mountain tourists form a fraction compared to the national influx, they are an important component of the tourism industry.

At Basantapur, one finds in the middle of various attraction. It is the entry point of the TMJ area. Its conservation can be augmented through the promotion of both domestic and international tourism. For instance, within the area, an oriented culture where religion plays vital role in shaping the livelihood and socio-cultural behavior of people exists, at the same time, presence of religious sites of TMJ and Guphapokhari area could be a major attraction for Hindu community.

TMJ and Guphapokhari area is rich in natural biodiversity offering subtropical monsoon to cool temperate monsoon type of climate, a number of flora and fauna inhabitant in its surroundings seems to touch the heaven. To experience heavenly beauty and relaxation, the peace and tranquility of timelessness, a stay in TMJ is the ideal choice.

It is inhabitant by simple and friendly people having their professions as agriculture, livestock raring, tourism and cottage industries, which play the vital role in the

economy of the people. Almost all the people are engaged in agriculture. But in recent year the area is becoming very popular for the ecotourism, most of the tourists visit this area for trekking, sightseeing, natural beauty, cultural monuments, wildlife and vegetation's, bird watching, study or research. These ecotourism activities can have significant impact on employment, education, culture, and agriculture and income level of local people. It can increase living standard of these people as a whole.

The field survey shows that TMJ and Guphapokhari area is economically very poor, agricultural land is not fertile and not irrigated, a little bit prospect of income generation from horticulture is seen but labor force is lacking, young generation migrated to Kathmandu and abroad countries in search of job and education. Rest of the aged people is engaged in agriculture and livestock rising. In spite of this, people are eager to welcome tourists and swear to be hospitable and respect to all the foreigners. Therefore, huge potentialities as well as problems of ecotourism development in TMJ and Guphapokhari area are existing to develop and promote prospects of ecotourism by transforming them into tourist products. The goal of ecotourism can be achieved with poverty alleviation, employment opportunity creations, and income generation in TMJ and Guphapokhari area.

## **5.2 Conclusion**

TMJ and Guphapokhari area contains a number of tourism products such as beautiful landscapes, rhododendron forest, well-conserved hills. Lush green meadows, smooth walking trail, traditional settlements, peace and tranquility, safety, caves, temples, some historical sites. Waterfalls, elephant and human footprints on the stone, Chhathar, Gufapokhari, Lampokhari, Banduk pokhari and several ponds lakes, grazing land etc. TMJ and Guphapokhari area is offering a capture based excellent adventure products. As the trail passes through three districts inhabited by multicultural ethnic groups, their social behavior, customs and culture including the above products could be utilized for the purposes of tourism. Abundant potential of emerging as prime tourist destination of the kingdom.

TMJ and Guphapokhari area requires ecotourism which is one of the few economic opportunities, creating cash, income and employment. So, ecotourism

development in TMJ and Guphapokhari helps to benefit local communities and uplift the rural economy. Nature conservation and cultural preservation require ecotourism because it can generate the income to pay for the conservation and preservation efforts and safeguard, the attractions. Rich nature and culture are major assets for ecotourism development. Through ecotourism it is possible to create link between local communities and tourists. Active local people's participation in planning, implementation and management of their own socio-economic and political development, and benefit sharing is one of the basic issues of eco-tourism eco-tourist equally cares to the sustainable use of natural resources.

TMJ and Guphapokhari has a great prospect of ecotourism. tourists can come to this area for research, sightseeing, ecotrekking, recreation, culture study, observation and investigation, bird watching, rock climbing, wildlife and animals, study of biodiversity several pilgrimage tourist visits Guphapokhari every year.

TMJ and Guphapokhari area is highly potential area for ecotourism. For proper ecotourism development, some level of infrastructure should be established. But the TMJ and Guphapokhari area is lacking good quality hotels, toilets bathroom, drinking water, food items. Transportation and communication facilities. Forest is the main sources of energy for cooking and heating so there is higher pressure on rhododendron forest. Only local foods like; Dal Phat, Local vegetables are available which may not be preferable for all tourist. Major sources of energy are rhododendron forest and major occupation of local community is livestock raring so both of them gives higher pressure on rhododendron forest.

In brief, ecotourism can be only a strategy to cope rural poverty and deprivation. Therefore, problems and challenges of ecotourism should be overcome and development and promotion of ecotourism should be accelerated ahead. For this, there is necessity to integrate tourism and management, nature conservation and management, cultural resource conservation and community development for the benefit of local people and tourists. If ecotourism is adopted, there will be very bright future of TMJ and Guphapokhari area. It can bring drastic changes in the socio-economic condition of TMJ and Guphapokhari area. Ecotourism here will conserve the nature and culture with sustainable use of resources by involving local people if it

is well planned and managed. With combined efforts, it is sure that we can make tourism in TMJ and Guphapokhari area ecologically sound economically viable and culturally acceptable for sustainable utilization of natural resources.

### **5.3 Recommendation**

The problem of poverty and deprivation is rooted deeply in rural economy. Rural Development aims to uplift the rural life of people by alleviating poverty-connected problem. There are many ways and means of developing uplifting rural life. One of them is tourism in general and ecotourism in particular in such rural areas, which are similar to Sankhuwasabha having huge prospects of ecotourism. Therefore, this study shows that ecotourism is only alternative vehicle for the upliftment of overall dimensions of the rural life. Following recommendations for the solution of challenges and problems of ecotourism as well as for the improvement of the ecotourism potentiality/prospects have been given to the local peoples. Sankhuwasabha is highly potential for tourism development. TMJ and Guphapokhari area is highly potential for ecotourism. Due to its unique feature and richness in biodiversity specifically rhododendron species. It can be a best tourist destination in eastern part of Nepal. Although there are higher potentialities of tourism development, very minimal no of tourist visits that area in a year. Ecotourism Is best way of conservation of natural resources so that natural resources should be conserved in optimal way. To develop the Tinjure-milke-Jaljale and Guphapokhari area as a best tourist destination some specific recommendation are given below.

#### **1. Establishment of at least five community hotels in trekking routes**

Very few hotels with lower physical facilities are found in the study area. Standard of lodges constructed on the trekking route neither demonstrated the local architecture nor provides comfort to the visitors. Cleanness, toilet facilities and other minimum necessities are also not adequately maintained. Thus, in order to attract tourist to stay in lodges and have food cooked locally there is a need of improving the standard of existing lodges and tea stall. A facilitated community hotel should be established in Basantapur, GufaPokhari, Chauki, Mangalbare. These community hotels should be established by utilizing locally available wood, mud, stone, straw,

bamboo and other locally available raw materials for its uniqueness. No use of aluminum, Tin are preferable.

## **2. Rhododendron plantation program**

Rhododendron is the major attraction of the TMJ and Guphapokhari region. There are so many barrel land in Chauki, mangalbare and Guphapokhari where beautiful botanical garden can be established. A rhododendron protection committee of local people should be formed. The Rhododendron protection committee can operate nursery and prepare site for plantation, it also can encourage each tourist to plant rhododendron plant at that botanical garden. Name of that rhododendron plant can be given by the name of that tourist who planted it, that tourist may donate to the rhododendron protection fund and can get membership of rhododendron protection committee.

## **3. Products Development**

TMJ and Guphapokhari region is rich in a number of non-consumptive tourism products such as rhododendron forests, temples, caves and waterfall etc. local people also have skills to produce consumable tourist favored products. In order to save the environment and further enhance the conservation of natural products, farming practice also got to be improved. Some specific recommendation for product development is given below.

1. Rehabilitate the caves, temples, ponds and waterfalls
2. Encourage production of souvenir items preferable by tourist such as Khukri, Dhaka materials, products from sheep wool. Cap, Sweater, Carpet etc.
3. Production of cheese and Churpi
4. Adopt ecologically suitable farming practice

## **4. Awareness and Training**

The Public awareness programs should be help local people in realizing the importance of conserving them for both present and future generation.



## **5. Publicity, Promotion and Marketing**

Publicity and promotion are the key elements for introducing and attracting the visitors to the area.

The action should include;

1. Printing colorful attractive brochures, pamphlets, posters by the committee/ NTB/ concerned trekking agencies.
2. Involve national print and audio-visual media for including this area in their presentations.

## **6. Sanitation and Hygiene**

It should be an important component of the ecotourism development efforts. The study area has only minimum sanitation facilities available. Under this following activities got to be implemented.

1. campsite should have toilet and kitchen facilities available
2. waste management should be ensured by keeping waste bins and managing it timely collection thereby adopting safe disposal practice, preferably burning or burying.

## **7. Safety, security, Communication Facilities and Essential Necessities**

Existing trek route is comparatively safe and secured. The newly established police posts have further enhanced the safety situation in the study area. Communication is not available at all major centers and health post facilities are totally lacking. To address these essential needs, some important works should be urgently undertaken. To address these essential needs, some important works should be urgently undertaken.

1. Establish well equipped health posts at major settlements.
2. Make available communication facilities at every overnight stoppage
3. Keep up-to-date entry and exist records of all visitors at the police posts.

## **8. Expansion of Tourism Activities in The Chauki and Guphapokhari and other area in the trekking route**

**Paragliding:** There is higher potentialities of paragliding activities in Guphapokhari area. Paragliding activities can be conducted from Mencham Dada.

**Rock climbing:** There are so many places where the rock climbing activities can be started. These activities can be started near the Deurali Dada, as well as in Mencham Dada. There are so many other rocky slopes in the Tinjure milke and Fedap area in the trekking route.

**Horse Ridding:** Horse ridding is one of the interesting tourism activities. It is popular in mustang of Nepal. Horse ridding activities can be conducted in the Guphapokhari and surrounding area.

**Jungle Safari:** Jungle safari is another potential tourism activity in the TMJ and Chhathar area. Jungle safari from Chauki to Guphapokhari is one of the potential tourism activities that can be implemented in this area. The forest of this area is rich in forest diversity and varieties of rhododendron can be observed in the area.

**Establishment of View Tower in the Mancham Dada :** Mencham Dada is a beautiful hill in the TMJ area. That hill separates the three districts, Sankhuwasabha, Teplejung and Terthatum. This is the god gifted beautiful tower of the area from where several hills of different district and beautiful scene of Himalayan peaks can be seen.

**Establishment of Golf Course :** There are so many open land near by Guphapokhari in which golf course can be operated. There are all the basic features to establish the Golf course. Golf can be a major tourism activity for tourist if it is started now.

The expansion of these tourism activities in the Cahuki and Guphapokari will increase the total number of visitors from different country of the world and also helps for the publicity of the TMJ and Guphapokhari area.

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## **Annex-1**

### **Questionnaires for the Local People and Tourism**

The data collected from this questionnaire would be used for the preparation of Master's Degree thesis in Rural Development, Mahendra Ratna Multiple Campus, Ilam; Tribhuvan University, Nepal. The Researcher strictly follows the ethics of research and maintains the confidentiality of the information from this questionnaire.

I) Name of Respondent.....

II) Age.....

III) Education.....

IV) Sex.....

V) Cast.....

1. What type of Tourism do you think may foster in this Locality? Why?

- a. Historical
- b. Cultural
- c. Pilgrimage
- d. All of above

2. What type of cooperation do you expect from the state and local government bodies for Tourism promotion?

- a. Peace
- b. Security
- c. Fund
- d. All of above

3. Do you think the local people are benefitted from Tourism promotion? How

- a. Somehow
- b. Not at all

4. Are you involve in Tourist business in this locality?

.....

5. Do you think Tourism affects the market price? If yes, how?

- a. I don't think so
- b. Of course

6. What type of problem are you facing for the promotion of Tourism in this locality?

.....

7. What are the major problems encountered by this Rhododendron here?

.....

8. What might be the role of local community in the promotion of Tourism in this locality?

.....

9. What attract most in Tinjure, Milke, Jaljale?

- a. Cultural Value
- b. Beautiful Locality
- c. Peaceful environment
- d. All

10. Why do you select Tinjure, Milke, Jaljale for your visit?

- a. Accommodation
- b. Religious belief
- c. Cultural attachment
- d. All

11. How often do you visit Tinjure, Milke, Jaljale?

.....

12. What you like most in Tinjure, Milke, Jaljale?

- a. Rhododendron
- b. People Hospitality or others

13. What prospect do you see for the Tourism promotion in Tinjure, Milke, Jaljale?

.....

14. What sort of problems you have encountered here in Tinjure, Milke, Jaljale as the honest visitors?

.....

15. Are local people satisfied and happy with Tourism promotion here?

.....

16. Do you see the possible harm in future from Tourism?

.....

17. What type of problems do you face while visiting Tinjure, Milke, Jaljale?

.....

18. What are the major problems do you have to face in this area?

.....

19. Do you find Tourism challenging in this area?

a. Yes

b. No

20. Has Tourism promotion served as the source of income in this locality?

.....

21. What type of facilities is there for Tourists visiting here?

.....

22. Please suggest us the best way for the conservation of the Rhododendron and better promotion of the Tourism here?

.....

Date:

12/July/2018

28/03/2075