

**IMPACT OF RURAL TOURISM : A CASE STUDY OF BHUJUNG  
VILLAGE : OF KWHLOSOTAR RURAL MUNICIPALITY,  
LAMJUNG**

**A Thesis Submitted to  
The Central Department of Rural Development,  
Tribhuvan University,  
In Partial Fulfilment of the Requirements for the  
Degree in Master of Arts (M.A.)  
In  
Rural Development**

**By  
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## RECOMMENDATION LETTER

The thesis entitled **Impact of Rural Tourism : A Case Study of Bhujung Village of Kwhlosothar Rural Municipality, Lamjung** has been prepared by **Sujan Pandit** under my guidance and supervision. I hereby forward this thesis to the evaluation committee for final evaluation and approval.

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Rajan Binayek Pasa

Thesis Supervisor

Date : 20714/12/19

02/04/2018

## **APPROVAL LETTER**

The thesis entitled **Impact of Rural Tourism : A Case Study of Bhujung Village of Kwhlosothar Rural Municipality, Lamjung** submitted by **Sujan Pandit** in partial fulfilment of the requirements for the Master Degree (M.A.) in Rural Development has been approved by the evaluation committee.

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## **DECLARATION**

I hereby declare that the thesis entitled **Impact of Rural Tourism : A Case Study of Bhujung Village of Kwhlosothar Rural Municipality, Lamjung** submitted to the Department of Rural Development Tribhuvan University, is entirely my original work prepared under the guidance and supervision of my supervisor Mr. Rajan Binayek Pasa. I have made due acknowledgements to all ideas and information borrowed from different sources in the course of preparing this thesis. The results of this thesis have not been presented or submitted anywhere else for the award of any degree or for any other purposes. I assure that no part of the content of this thesis has been published in any form before.

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## **ABSTRACT**

*A thesis entitled "Impact of Impact of rural tourism: a case study of bhujung Village of Kwhlosothar Rural Municipality, Lamjung ".The objectives of the study to find out socio cultural impact of rural tourism in Bhujung and to assess the economic impacts of rural tourism in Bhujung.*

*The arrivals of tourists in 2016 (63) and 2017 (156) are fluctuating in Bhujung Bhujung area is one of the popular Home stay destinations in Lamjung . The majority of tourists arriving Bhujung by purpose of visit are the following: cultural study 35%, ACAP's area and tea garden visit 23%, pleasure 27% and 15% for others in 2016. The majority of foreigners visiting Bhujung are age group 16-30 years of age 44%, followed 32% percent on 31-45 and 46-60 years group are 24 percent. The 60 percent of total tourists were found to stay for 1 day, 20 percent were found to spend 2 days, and during survey period.12 percent 3 days and 4 and 5 days were 4 percent respectively. The majority of tourists (48%) spend Nepalese rupees 500-1000, 38 % spend rupees 1000-1500, 12 % spend rupees 1600-2000 and 8% spend 2100-2500 Nepalese rupees.. There are 16 Home Stay with 26 rooms and 52 beds. The Local Besisahar is the nearest market and therefore it seems to benefit from home stay. The Home stay area of Bhujung village is awareness of the cleanness inside and outside of houses. Home stay owner are unknown about benefit of advertising.*

*Tourism planning should also maintain the spatial perspective lacking of spatial perspective is the indication of failure of tourism planning. To promote the tourism and sustain it for the long future there should be maintained harmonies tourist oriented activities like environment sanitation security etc. Government should try to increase the tourism infrastructures and other facilities road, communication and health facilities should be improved. The number of the bed rooms and number of homes in 'Bhujung Home stay' should be increased.*

# CHAPTER- ONE

## INTRODUCTION

### 1.1 Background

Nepal is a land locked country in the lap of Himalayas and home place of natural beauty with traces of artefacts' where the majority of its people are engaged in agricultural activities. It has the total area of 1, 47,181sq. Km. It is located in between the latitude  $26^{\circ} 22'$  N to  $30^{\circ} 27'$  north and longitude  $80^{\circ} 4'$  east to  $88^{\circ} 12'$  east and elevation ranges from 70m to 8848 meters. the average length being 885 km east to west and average breadth of about 193 km north to south. It is surrounded by two big countries of the world, India in the east, south, west and China in the north, the northern range is covered with snow over the year where the highest peak of the world the Mount Everest stands.

In the geographic diversity and varied climatic conditions people of more than 60 caste/ethnic groups are accommodated in the country. The country is also famous as a tourism center. People from different continent visit this Himalayan kingdom to enjoy its natural beauty as well as rich culture heritage. Over the history Nepal has been an independent sovereign state. The literacy rate of the country is less than 50% implying that the major of the people are ignorant of the causes of diseases and their preventive measure.

It is developing country. Topographically, it is divided in to three regions namely: high mountains in the north, hills in the middle and plain (Terai) in the south. The mountain comprise about 68% and the Terai region is the southernmost belt having a width ranging from 30 km and its attitude varies from 60 to 310 m above the mean sea level

Tour in Nepal is very exciting to explore diverse culture, arts, architectures, traditions and religions in and outside the Kathmandu Valley, the culturally very rich valley in Nepal. It is one of the spiritual valleys as many Hindu and Buddhist gods and goddesses, Sages and Gurus (teachers) visited this place in the ancient time. There is a belief that Kathmandu was a meditation centre for many Hindu and Buddhist gods and goddesses. The existing Hindu temples, Buddhist sputas and monasteries in the Kathmandu Valley represent this belief. There are many Vihars (the Buddhist

schools) in the valley. The establishment of Vihars was intended to teach people about the Buddhist philosophy, religion and daily rituals.

Tourism had been defined in different ways by various authors and concerned organizations and yet there is no universally accepted definition of tourism. The origin of tourism can be traced to the earliest period of human habitation on the globe. Of course, there exists difference between modern travelling and travelling during the early period. Nevertheless it is the habit of travelling which has initiated the growth of the survival and existence of early men. With the advent of civilization and change in the human outlook, the meaning of tourism has been shifted from the necessity to the desire of taking marvellous adventures. Tourism is a difficult phenomenon to describe because there is no single definition that is universally accepted.

The Oxford dictionary defined tourist as a person travelling of visiting place interest. This definition is not enough as a tourist he must be non residential, not earning and she/he must generate economic activities in destination place.

In Nepal, GON/Ministry of Tourism and civil aviation has adopted the definition recommended by the United Nations, Guidelines for Tourism Statistics. According to these recommendations, the non-general term visitor is divided into two special categories: excursionists and tourists. In fact, the tourism is said to be highly intensive and three categories of employment being generated by tourism direct, indirect and investment related employment. Many countries that have seen their natural resources depleted and their cities polluted with heavy industry see tourism as a clean way to economic prosperity.

Nepal is made up of rural settlements and our great culture and natural beauty all rest in these rural areas. The community based village tourism and ecotourism can give Nepal a strategic advantage against its competitors. Diversification of our tourism products and activities has to take a paradigm shift from its conventional destination to the new and changing definitions of tourism. The prospects of rich biodiversity in Nepal need more promotion for special interest tourists who have selected to call themselves “responsible tourists” and “eco-tourist”.

The focus on tourism has significantly contributed not only to support the livelihood of the rural settlement of Nepal but also is playing a vital role in generating awareness



amongst the people of these regions in sustainable use of the natural and cultural resources. The awareness towards the importance of conservation and preservation of natural, cultural, historical and other importance heritage is more amongst the people. Where there is presence of tourism. The growing value of tourism has started to contribute positively in many socio economic issues of Nepal. Tourism has been providing employment opportunities in the local areas and contributing greater market accessibility to the local products. It has also increased the market for agricultural products live stock and milk products, which has helped directly to the poor of Nepal.

The history of village tourism in Nepal is not long. Nepal has introduced a program of village tourism aiming at promoting country's tourism industry in 2052 B.S. for the first time. Though, the promotion of tourism sense started more or less from the beginning of 1960. But concrete steps to promote and intensity and ordinate way were made when a high level "Nepal tourism development committee" was formed in 1970 on the financial and technical assistance of the culminated in the publication of the Nepal. Tourism master plan in 1972, when has been the basis of all future activities will in the field of tourism development in Nepal.

Village tourism is a grass root level of tourism designated as its own Nepal village life style and environment, involved by groups of rural tourists, assigned by Nepali adults authorities positively within its balance of social and environmental function and strengthened the rural and rural economy, Village tourism is planned industry, Its dimension is very broad. Benefits are shared by all in an equitable distributive pattern those who live in tourism regions are considered as participants in tourism activities (Pradhananga, 2002).

Village tourism is a relatively new concepts as well as integral part of the whole tourism scenario and also to be looked upon as supplementing the whole effort. The objectives of village tourism despite often ambiguous are to attract tourist to natural and cultural areas and to collect revenues for local tradition vulture conservation and economic development activities.

In the context of Nepal, the concept of village tourism is a new rather than mountain and other activities of tourism products. It is the main point that emerges to develop rural base tourism industry in Nepal. Some weakness of tourism products has brought the poor quality and management of its supply components. Second the urban areas

are extremely polluted and are lacking peaceful and pleasant environment. Third, the rural areas are attracted to richness of cultural and natural resources. There for village tourism is alternative income resources which make beneficial sources of people. In the context of village tourism in Nepal agencies have done several works such as discussion and seminar program. Many scholars have participated in the seminar and program. Some scholars were proposed as village tourism and done important work in village areas of Lamjung with helping by ACAP. Sirubari, Ghandruk, Ghlegaun etc. of the country. Some books have been published and reports were submitted about village tourism. This research has explored the status of home stay programme in Bhujung . It has analyzed the socio-cultural practice, economic activities, environmental activities, management of resources and the roles of stakeholders. The graph below shows how this research has incorporated the social dimension to describe home stay and its impact on tourism industry and society.

## **1.2 Statement of Problem**

Tourism plays a vital role in the process of national development. It is not only important sources of foreign currency but also a major employment generating industry, however for a country like Nepal tourism industry has major role in economic. Tourism is the major source of earning valuable foreign currency; it has generated about 170 million annually and attracting just fewer than half a million foreign visitors in 2000 in Nepal. Tourism has become an attractive means of earning currency which strengthens the Nepalese economy. Tourism is one of the most important sources of earning foreign currency. Most of the underdeveloped countries are suffering from adverse balance of payment situation. So far developing country like Nepal is concerned tourism industry provides the employment opportunities to the citizens directly or indirectly.

The Home stay programme has successfully contributed in providing alternative accommodation options to tourists that seek a different type of holiday compared to those offered in tourism packages. This gives them hoice of accommodation and flexibility as to when they travel (Chan et.al, 2004).

In practice, most of the Home stay operators offer their extra room as lodgings for guest or tourist to stay at their house for a minimum charge or package. Any Home stay operator running the operation must meet the criteria set by the Nepalese. Home stay Association in order to get the assistance and support from the Government and

relevant agencies. Moreover, the programme that is categorised as a rural tourism product has seen good demand from local and international tourists. Hence, it has significantly boosted the economy of the communities involved within the particular Home stay locations and has assisted in the development of rural communities as well. The richness of natural beauty is also another aspect that promotes village tourism as means of attractions. Following statements make clear as a research problem.

- ) Present tourism situation of Bhujung
- ) Explore the potentialities of Bhujung
- ) Analyze the existing problems for the promotion village tourism in this area.

The blend of cultural heritage and natural beauty are significant tools to promote village tourism, which is a growing phenomenon in Nepal. Such issues have been explored out, discussed and highlighted.

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

The general objectives of the study are to find out the various socio-economic impacts of Home Stay program and its contribution in the improvement in livelihood of rural society. The specific objectives are:

- (a) To examine major attractions of rural tourism in Bhujung.
- (b) To assess the socio economic impacts of rural tourism in Bhujung.
- (c) To find out possible constraints for sustainability of tourism in the study area.

### **1.4 Significance of the Study**

The study was focused on Bhujung home stay program launched by local woman. It was points out the positive and negative aspects of the home-stay program at Bhujung settlement area. Furthermore, this study is a new study as there was no other study made regarding the home stay program at Bhujung

- (a) Through comprising vast potentialities of village tourism and natural beauties is yet un-highlighted and has been hidden paradise.
- (b) Domestic tourism like other tourism attempt to provide a fair distribution of benefits and costs.
- (c) It stimulates profitable domestic industries hotels, other lodging and food relates facilities such as restaurant and Home Stay.

- (d) These studies make people know what Bhujung really is and how can it be a major destination for tourist.

The studies help in the promotion of rural tourism. The study is important to contribute in various aspects by providing a clear-cut picture of the status of rural tourism, its problem and possible solutions.

The findings and recommendations of the study are useful to formulate plan and policy of tourism. This study will be useful to provide a clear-cut research framework to analyze the tourism related issues for future researcher.

### **1.6 Limitation of the Study**

Every study has its own limitation due to the time and resources availability so this study is limited as follows:

- (a) The study covers only the selected area of Bhujung .
- (b) Estimation of number of tourist arrivals in Bhujung is based on the information of Bhujung home stay development committee.
- (c) The interview is conducted with the home-stay owners, Visitors and local people.

### **1.7 Organization of the Study**

This study is divided in to five different chapters which are as follows:

#### **Chapter - Chapter: Introduction**

This chapter includes background, statement of the problem, study area, objectives of the study, significance of the study, and limitation of the study and organization of the study.

#### **Chapter- Chapter : Review of literature**

This second chapter consists of the conceptual frame work about tourism industry and also review of its related available previous literature.

#### **Chapter- Chapter : Research Methodology**

This chapter shows the methods of collecting data and description of research site and process of data analysis.

### **Chapter- Chapter : Presentation and Analysis of the data**

The chapter presents the overall findings of the study and presented in different figures, tables and graphs.

### **Chapter- Chapter : Findings conclusion and Recommendations**

This chapter presents the conclusion of the study, recommendations and major findings.

## **CHAPTER: TWO**

### **LITERATURE REVIEW**

There are different kinds of literature available on tourism. In this chapter an attempt will be made to provide the theoretical foundation of tourism. Here an attempt has been made to briefly with some theoretical foundation studies , books, reports and findings. Previous studied cannot be ignored because they provide the foundation to the present study. Mainly studies have been made directly or indirectly regarding tourism in Nepal. Almost all studied have stressed the need of it in the sense that it has greater potentialities and prospects to develop in Nepal. In order to make the study more reliable and comprehensive few available articles, bulletins, reports, survey and book on the relevant studies have been reviewed. Because of the growing importance of tourism many writers and scholars have contributed a lot in the field of tourism. Here an attempt has been made briefly with some studies and findings.

#### **2.1 Theoretical Review**

Tourism is a product of three main elements; destination, hosts and the tourists. Tourism is a process which obviously affects various aspects of society and culture. Primarily its impact is of economic nature. The contribution of tourism in gross foreign exchange is 15 to 50 percent and the influence of tourism is also cantered in some specific areas only not throughout the whole nation but it does not mean to underestimate the tourism because we know a very little about the multiplier effect of the tourism; we must take account of the foods, vegetable and fruits that the tourists take as well as the employment plus the crafts that the tourists purchase. (Bhusal,S 2013).

Upadhyaya (2005) has explained that there is a positive impact of tourism on economy of Nepal. It is also observed that it is established as one of the important sector of Nepalese economy.

Agrawal and Upadhyay (2006) have attempted to find out the role of the tourism sector in economy of Nepal. This has been attempted with the view to find out activities of the tourism sector in broaden perspective to speed up the process of

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

Economics of tourism in Nepal (1981) is one of the studies done by development research and communication group. This study shows that tourism is one of the crucial, potential and fastest growing sectors of the Nepalese economy. The continuous increase in the volume of tourist flow had direct and indirect impacts on the process of Nepal's economic development. Despite enormous potentiality tourism has very late beginning in Nepal. It was not until the 1950's that the country had started witnessing the development of tourism in an organized manner. The study has worked out tourism arrival and tourism expenditure. The total tourists nearly 80-87 percent were found visiting Nepal for pleasure purpose, almost 85-96 percent of the tourists visiting Nepal were found travelling by air. Of them 50 percent came via India, 28 percent via Bangkok and 12.5 percent via Dacca both Indian and non-Indian tourist seasonal bias, with a relatively lower preference for visiting Nepal during rainy season.

Sharma (2006) has extracted that the quotes of the tenth plan (PRSP2002) The tourism sector can be an important instrument of poverty reduction by increasing employment opportunities directly and indirectly in urban as well as rural areas, particularly in the hills and mountain areas along trekking trails and tourism sites. He has asserted that it can be aid-led tourism development where problem of sustainability and indigenous efforts will be overshadowed.

Kunwar (1997) has discussed that the tourism, being an important activity, plays not only on instrumental role in alleviating poverty but also improves socio-economic status of a community. It helps to earn foreign currency and provides a sustainable way of conserving environment and culture through integrated local participation. By all means , it's people industry: it is run by the people for the people at the core be

they guests or hosts, and it is their well being and enrichment which should be the primary goal of tourism development.

The decline in tourist arrivals in Nepal was noticed in the past also. As for example, negative annual growth was recorded in 1965, 1981, 1984, 1989 and 1993 also. The reason of the fall in tourist arrivals was due to some internal reasons. The tourist arrivals declined by 1.4 percent in 1965, it was due to India-Pakistan clash while in 1981, it was due the people's movement in Nepal. The tourist arrivals in 1984 was also recorded negative (1.5 percent). The decline in tourist arrivals in 1984 was no other reason than assassination of Prime Minister Indira Gandhi in October 1984, which lead to massive cancellation of tonus India and Nepal. Similarly, decline in tourist arrivals in 1989 was noticed by 9.8 percent as compared to the previous year due to the political unrest for restoration of democracy and Transit dispute with India. Likewise, the main reason for decline in tourist arrivals in 1993 was the negative publicity of pollution in Nepal by international media, and economic recession in major tourist generating market in 1992. The devastating flood of 1993 also pulled down to the arrivals in the same year (Nepal Tourism Board 2012).

Chand (2000) has contributed to the overall growth of the economy therefore any measure that tend to be negatively affect the tourism sector will affect the performance of the entire economy of the country. The sector of influence of tourism has explained tremendously and if better plans; more enduring support from the government and if more investment is ploughed into his sector it can area of influences.

Shrestha (1999) he has made a study on tourism industry in Nepal. The study also highlighted tourism industry having greatly prospects in Nepal. Being labor intensive industry, tourism sector has high potentials for generating employment and it is a multi sector industry. The performance of tourism industry from economic also far from satisfactory. The tourism earning did not rise in terms of US dollars because of low per capita tourist expenditure. Nepal considered as one of the lowest per capita per day spending outlet come to be known as a cheap tourist destination.

**NTB (2006)** explained that Nepal is one of the richest countries in the world in terms of natural beauty due to its geographical position and latitudinal variation with in this



spectacular geography area some of the richest culture of Himalayan heritage and it has also invited tourist to meet the lovely people of rural Nepal share a meal with them, stay at their houses and family guests, taste their local drink and see them carry on with life graciously. As well they are expected to receive the heartwarming hospitality, to witness some of the spectacular views of the mountain landscape or heritage sites along the way.

Tourism links unique natural resources it an exciting living cultural heritage and friendly and hospitable people. It provides significant potential to use nature-based tourism as a low cost, eco-friendly alternative to support socio-economic growth and fight poverty (SNV, 2003).

Man has been travelling throughout the ages. Travelling is a human character but tourism is a new phenomenon. Since the beginning of human civilization man is travelling. Travel has had a fascination for man. Travel in the past was not undertaken for the purpose of pleasure and it was not taken during the leisure time. At that time the motive of their travel was not to seek holiday from the working situation. It was undertaken as a part of profession or job. So travelling is a human nature whereas tourism is a recent phenomenon (Ghimire, 1997). Before the development of transport, travel was limited to certain people and to certain places. Mechanized transport has made it possible significantly for more number of people to travel to the different places. Transport is the necessary pre-condition of tourism. But the pre-condition of travel is movement and movement asks for transport. Tourist and tourism is so much connected with the development of modern transport.

For the purpose of studying development of tourism it can be divided into three phases:

### **The First Phase (Up to 1840)**

Before the industrial revaluation, travel was primarily related to trade, commerce and pilgrimage. The travelers' during that time were, therefore, traders and merchants looking for merchandise. At that time travel was possible only for the aristocratic class of people. They were small in number, the vast majority of the population hardly traveled beyond their village and the nearest market town. For this majority, the idea of leisure and holiday did not exist. Life was not divided into work and leisure. The

traveler requires accommodation at his destination and for his journey. When a journey cannot be completed in a single day it requires overnight accommodation, only wealthy people equipped with all the lodging and fooding equipments. In this stage, most of the people travel for commercial interest, religious purpose and seeking knowledge etc.

## **Second Phase (1840-1945 end of Second World War)**

The industrial development of the second half of the nineteenth century changed the social system and development urbanization led to mental tension. At the same time it increased the income and the living standard of the people. And these people in the industrial countries felt the urge to travel for the purpose of rest and relaxation. At that time people felt the need of some relief from their work. The increased income helped them to fulfill their desire. Similarly, the introduction and development of railways had a profound effect on transport. It helped cheap, swift and easy travel possible for the new middle and working class, which resulted in the growth of travel, e.g the first rail link between Liverpool and Manchester was started in this century.

The birth of the organized rail travel and the concept of tourism came in the year 1850. The man behind this idea was Thomas Cook, who is known as a pioneer and the greatest travel organizer of that time. He booked rail seats, published a tour program and sold the tours at especially reduced fares. He collected as many as 570 passengers. By the process of booking and selling of the railway seats he learned that services is a product ; it can be sold as product and selling of the services can be a business-tourism business. Then after, encouraged by the success of his venture Thomas Cook arranged similar ventures by chartering trains. He arranged many more excursion trips on a fully commercial basis and starts to publish guidebook, periodical and Cooks Excursionist and tourist advertiser. Now, the travelers do not need to carry big amount and worry about them – travel for pleasure. The voucher system supported the basic concept of tourism ‘pay here get there’ and ‘pay now get later.

## **The Third Phase (After the Second World War)**

By the turn of the twentieth century all the main characteristics of modern tourism were evident. Changes in mental attitude towards pleasure seeking, the realization of the importance of travel for education, increases in material wealth, a growing need to find relief from working routine, and improvement in passenger transport system- all these factors produced a fertile ground for the development of tourism on a large scale.

After the second world war the standard of living of the working and middle class, rise in the industrial countries. Tourism began to appear in the countries where it had been practically unknown a few years earlier. The war also changed the of people especially in Europe. It broke down the international barriers and peaceful internationalism developed. This is the most favorable climate in which tourism flourished. Tourism has taken place primarily in the advanced industrialized countries where travel has become a part of the life style. Thus the twentieth century and onward can be called “The century of mass tourism.”

In the past, tourism was limited –to-limited countries and destinations. Now every country is directly or indirectly involved in tourism. All countries compete with each other to attract tourist.

## **History of Tourism in Nepal**

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

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

Following this different support services such as accommodation facilities and resort centers in different important tourist sites were also established.

A famous Austrian political economist Herman Von schoolyard "tourism is the total sum total of operators meaning of an economic nature which directly related to the entry, stay and movement of foreigners inside and outside a certain country, city or region".

Swiss Professors Hunziker & Krapf have suggested that the Tourism is the totality of the relationship and phenomenon arising from their travel and stay of strangers provided the stay does not employ the establishment of a permanent residence and is not consulted with are moderated activity".

Burkart & Medlik (1999) "Tourism denotes the temporary and short term movements of the people to destination outside the place where they normally live and work and their activities at those destination".

McIntosh " The some of the phenomena and relationships arising from interaction of tourist business suppliers, host government and host communities in the process of attracting and hosting tourist and other visitors."

Thus, it is clear that temporary movement of people to destination outside their residence and working places is known as tourism. Their activities during the stay would be different from the activities of the residents and spending money that is earned elsewhere. The main motive of participation in tourism is not to seek permanent residence at destination that distinguishes it from migration. The journey and stay of tourist give rise to various demands such as transport, accommodation, safety, medical services, entertainment and other specific services. The destination should be in a position to supply. Therefore the place visited or destination is considered as the supplying sector of tourism services and the visitors denoted the demand sector is tourism".

Natural beauty, local life of indigenous people and the tradition culture have become the most valuable wealth. An American geographer has noted that for meeting one's basic requirements trading of cultural importance becomes necessary and here is no alternative to tourism. In fact this can surely be a thing of benefit as long as the mountains don't become smaller of tourist will keep on growing, judging from the stand point of tourism, the Himalayan region can ensure more advantage. The experts in planning and people have to improve management as well as preserve the opulence of the Himalayas. In many places especially in the delicate environment of the

Himalayan region the unrestricted entrance of tourists has become a threat. The mountain treks where nearly about five thousands on foot tourist move become hateful with the useless articles, plastic bags, cans and other waste materials. In Khumbu of the mid mountain region of Nepal, due to trekking on foot the adjoining dense forests have been badly damaged (Baral, 1998).

Growth of travel and tourism sector generates larger income and employment for those who are directly involved. It is also expected that same secondary activities like retailing and small trading activities would spring up in the growth process. The tourism industry acts, as a big Brest to the primary producers, craftsmen, factory the tourists consume workers and landscape architects, who's good during their stay, in country. Tourists generally involve with hotels, carriers, restaurant and travel agencies still a substantial of poor people, particularly in the developing countries like serving tourists also benefits porters, hawkers, rickshaws pullers etc. Indirect benefices are also generated for the local poor like waterman, vegetable vendors and unskilled workers. The multiplier effects of tourist spending create secondary sound of economic activities and sizeable amount of income and employment is generated in the region of country. Most of the benefits through trickle down effects in a number of ways r the prosperity created by the spending of visitors are filtered down through the local economy (Kamal 2002).

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

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

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

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

## **Sustainable Rural Tourism**

Sustainable rural tourism in this era refers to protecting the resources and building community capacity. The highest purpose of tourism policy is to integrate the economic, political, cultural, intellectual and environmental benefits of tourism cohesively with people, destination, and countries in order to improve global quality of life and provide a foundation for peace and prosperity. The success of rural tourism must be multi-purpose with the concept of sustainability. It should aim to sustain the culture and character of host communities, landscape and habitats, rural economy, and the tourism industry, which will be viable in the long term (Lane 2005, 13).

Tourism in this age is seen as an agent for rural economic re-generation. However the rural environment is a very fragile one. It is easily either changed or damaged by rapid changes of any sort; since tourism is a powerful agent for change. Many surveys show that 'rurality' is a unique selling point for holidays in the countryside (Lane 2005, 12-18). Visitors are always looking for high quality and 'unspoiled' nature, scenery, and landscape. Tourism in rural areas has grown, partly because of market forces seeking 8 different kinds of holiday, and partly as a result of government initiatives. This growth has been most noticeable in the countries of the developed world.

Village tourism or rural tourism is one of the significant tourism sectors in Nepal. These kinds of tourism services and activities help to explore the tradition, culture, arts, food of different community and ethnic groups throughout the nation. In order to obtain the sustainable development of village tourism in Nepal, firstly political stability in the country is a must. Proper marketing of the place should be maintained. All ethnic groups in the country should be empowered and given equal rights. Green tourism is the major tool for creating new opportunities for tourism and encouraging

the development of existing tourism enterprises with minimum impact on wildlife and the environment. It is believed that sustainable green tourism makes important sense for the long term, and taps into a growing demand for holidays that leave the smallest possible 'footprint' on the environment and local communities. Environment is an important factor for the development of sustainable tourism. Eco-tourism or green tourism activities should be promoted. (Across Himalaya 2015.)

Sustainable ecotourism aims to minimize the environmental and cultural damages, optimize visitor satisfaction, and maximize long-term economic growth for the region (Gupta 2015). It is a way of obtaining a balance between growth of tourism and the need for environmental conservation. Nepal is a landlocked country that lies in between two big nations China and India respectively. The topography of Nepal offers a wide range of variations, which include a high amount of hilly regions and mountains and a low volume of plain regions. This is also one of the major attractions of rural tourism in Nepal where tourists love to see and visit those places that have an important flora and fauna, the majority of which has been listed to be in the zone of extinction. Ecotourism is not a newly born concept in Nepal; however, it is getting a wide popularity among the visitors who aim to visit the country for experiencing natural resources and wildlife. To maintain the sustainability in the ecotourism sector, the government as well as the private sectors are actively making an effort to help everyone understand the concept of ecotourism and maintain the tourism sustainable (UNEP & WTO 2005, 3).

A form of tourism that demonstrates the living of a rural society, its art, culture and heritage it holds, benefiting the local community economically and socially as well as enabling communication between the tourists and the local residents for a more lasting and prolonging experience is termed as rural tourism. Tourism, in the modern era, is explained as a tool that leaves a huge impact on the hosting community and the nation as a whole. It is a matter of fact that any form of tourism, from its root, is supposed to leave a dramatic positive impact. However, the adverse impact of it is unseen and neglected at its initial stage. Hence, it cannot be ignored that tourism would not leave any bad impacts on the community or society as a whole. (Ruoss & Alfare 2013.)

## **Socio-Cultural Impacts**

Socio-cultural impacts of tourism can be widely seen as positive and negative. In every country there is a tradition of examining the socio-cultural impacts of tourism relating to the contact that takes place between the host and visiting populations. In this chapter the author tries to illustrate both positive and negative impacts of tourism in the host country or region. Developments in infrastructure and leisure amenities that result from tourism activities benefit the local community. The positive side of sociocultural impact encompasses the host and guest interaction and exchange of their traditions and beliefs. It means that those visiting the destination not only experience a new culture and traditions but also leaves and shares their own culture. It helps in exchange of cultural behaviors between both parties. In addition, tourism encourages people to preserve and protect the cultural heritages, ancient and historical places, customs, handicrafts, and festivals. In this sense, tourism is directly helping to preserve the resources of high importance that has both local and national values. (Cooper et al. 2008, 188.)

However, there are certain things that cannot be ignored which follow a negative trend in terms of social and cultural impacts. For instance, behavioral and demonstration factors are something that might sometimes create a big misunderstanding among the host and the tourists. It means that in certain destinations, the norms and values, which are already being accepted, or in use could be a matter of surprise for the visitors and vice versa. In such a situation, there is a risk that people do not react in a positive way because of the difference in thoughts, culture and beliefs. This creates a high level of constraint between the host community and the visitors. Hence, it is the most important element that the visitors should always be aware of the place when they are going to visit and the customs and values that they might have to adjust to. (Cooper et al. 2008, 188-189.)

## **2.2 Empirical Review**

Shrestha (1999) has made a study in her Ph.D thesis on the topic “Tourism in Nepal” problems and prospects had identified the basic problems of tourism in Nepal. The study also highlighted tourism industry having great prospects in Nepal. The study has observed that average growth rate of tourist arrival in Nepal from 1975 to 1997 is



7.27 percent per annum. She concluded that the correlation between tourist arrivals and foreign exchange earning in terms of US\$ shows the important of tourists arrivals for the economy. Being, labour –intensive service industry, tourism sector has high potentials for generating employment and it is a multi- sectorel industry. It has also been helping other sector of the economy such as agriculture, handicrafts industry and other allied industries. The performance of tourism industry from economic prospective also far from satisfactory. The tourism earning did not rise in terms of US dollars because of low per capita tourist expenditure. Nepal considered as one of the lowest per capita per day spending outlet came to be known as a cheap tourist destination. However, Mrs. Shrestha has not compared the trend of tourist inflow and foreign exchange earnings as there emerge the insurgency and insecurity.

Bhatai, (2002) has represented an important study in planning models for Tourism development with reference to Nepal, this study has attempted to highlight that traditionally tourism development plans have focused on increasing the number of tourist. It is presented that it results in increasing earning. However, it has not been so, different sites have their own attractions. Due to certain advantages of selected sites, it is a natural tendency to develop these. Thus, Bhatai tires to suggest that it is not necessary that development of tourism in all areas are equally rewarding.

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

Upadhaya (2012) has conducted a study about to access the status of tourism in Ilam Municipality it's linkages the specific objectives of this study are to find out the major tourism related activities in the study area, to find out the present situation of accommodation facilities in the study area, to access The linkage of Ilam Municipality in terms of Tourism and to find out the main tourism problems in Ilam Municipality.

Tourism in some of potential areas can be the leading sector to activate the community level economy. It is a high level production sector in which low investment produces massive gains. Tourism in Nepal found a good soil to grow and it laid its strong root during the last twenty five years. It is the second most important source of foreign exchange for Nepal after agriculture and it will remain central to the economic sustainability and protection of biodiversity. It is found that traveling and tourism is the largest industry in the world in terms of employment.

In National Nepal, the Tenth plan (2002-2007) of GON focused poverty alleviation through tourism which mainly includes the policies and programs for expansion and diversification of tourism of tourism products with integrated and institutional development. The planners and policy makers in Nepal are presently conscious about the relative advantages of developing tourism and emphasize development of rural tourism sector for reducing regional disparities, poverty and unemployment through proper strategy in a dynamic framework.

In case of Ilam Municipality, tourism plays a major role to generate local income creating various opportunities of employment and agricultural diversification. It is found that local as well as national government should revisit the programs, planning's and activities used in this sectors. Local people appeal that must of the benefit of this area has been captured by India. It is because of their higher level of facilities to the visitors.

Joshi (2013) has conducted a study about the present situation of tourism in FWDR, to explore the major problems and prospects of tourism in the FWDR, to identify the major attractions of tourism in the FWDR and to draw specific conclusion and prescribes some of policy recommendation for the development of tourism in FWDR. Far Western Region of Nepal being far from the capital of the country is not getting attention from the very past, have a lot of possibility for the tourism development because of its national park, conservation area, wildlife reserve and ecological, environmental, cultural, religious, social, ethnic diversity which are the rich source for the tourism development. Tourist can be attracted here for sightseeing, trekking, wetlands exploring, village life exploring, home stay, agro tourism, healing tourism, market tourism, adventure tourism etc. Kailali a district with plain terai and chure hills have huge potential of tourism development because of its diversity, lakes,

ponds, rivers, greenery, pastures, and breathtaking views, and cultural attractions, historical and religious sites. Kailali have potential for adventure tourism, market tourism, healing tourism, trekking, sightseeing, home stay, cultural tourism, religious tourism, agro tourism etc. Infrastructures and facilities development should be given high priority for the central and local level. Tourism can be a leading industry to bring up the living standard of the people and can contribute for the economic enhancement.

Chettri (2015) has conducted a study to find out the various socio-economic impacts of Home Stay program and its contribution in the improvement in livelihood of rural society. The study covers only the selected area of Bhujung Ghalel. The present study is carried out on the basis of exploratory that attempts to investigate the potentiality of selected tourism destination to attract tourists, the impact of it on the local environment and the living standard of local people. The number of tourists has been gradually increasing. However there is fluctuation in the annual incensement. In visit Nepal year 1998 (503684) and 2011 (735932) tourists arrived in Nepal. The arrivals of tourists in 2010 (63) and 2011 (156) are fluctuating in Bhujung Ghalel. Bhujung Ghalel area is one of the popular Home stay destinations in Lamjung .

The majority of tourists arriving Bhujung Ghalel by purpose of visit are the following: cultural study 35%, ACAP's area and tea garden visit 23%, pleasure 27% and 15% for others in 2010. The majority of foreigners visiting Bhujung Ghalel are age group 16-30 years of age 44%, followed 32% percent on 31-45 and 50-60 years group are 24 percent. The 60 percent of total tourists will be found to stay for 1 day, 20 percent will be found to spend 2 days, and during survey period. 12 percent 3 days and 4 and 5 days will be 4 percent respectively. The majority of tourists (48%) spend Nepalese rupees 500-1000, 38 % spend rupees 1000-1500, 12 % spend rupees 1600-2000 and 8% spend 2100-2500 Nepalese rupees. There are 12 Home Stay with 26 rooms and 52 beds. Also other publications, reports and studies performed by various organizations and scholars which are very supportive for the study will be reviewed in details.

Pokharel (2015) conducted a thesis on Potentiality and Challenges of Rural Tourism. The general objective of the study is to explore tourism potentiality and challenges in Lakeside area of Lamjung district. This study was carried out mostly on the basis of exploratory research design. The universe of the study was the people of Sarankot VDC of Lamjung district, Among 133 households in Sarankot VDC , core area have

total 92 households, which includes 83 households of Gurung family, 27 Dalits, other indigenous households 21 and non-indigenous family 2. Of the total households, 14 households having home-stay service, 50 household without having home-stay service, 10 people engaged in different community based organization has been chosen as a sample for the study. Quota sampling will be used for sampling procedure of household having home stay service and household not having home stay service also random sampling will be also applied for doing household survey. it can be concluded that Lakeside area have huge potentiality of rural tourism. This area is easily accessible as because its just one and half hour away from headquarter Lamjung . Tourist can get the glimpse of Lamjung himal from the village. Green community forest can be another reason for visiting this place where tourist can find small religious spot known as 'Kanyathan' with interesting myth behind that place, where organization of old people with their own fund and effort have been making water tap so that passerby can enjoy the cool drinking water. One hour of hiking can take the tourist to top most part of the village from where tourist can enjoy the scenic beauty, like watching different mountain ranges from Lamjung himal to Annapurna I, II, and III, beautiful Lamjung valley can be seen, and other beautiful landscape can be enjoyed. Barahpokhari lek another destination can be reached by a day uphill walk from this area.

Kafle (2016) has study on Problems and Prospects of Tourism Industry in Kaski District : A Case Study of Pokhara Sub-Metropolitan City. The study found that Major problem faced by the tourist in the Lakeside is lack of security 16% of the sample tourist say that there is high risk of robbery, that during transportatin, in lodges and in sevral public areas. Similarly lack of good guides is another problem 16 % of the sample tourist faced the guide problem. Similarly, 62 % and 8 % of the tourists faced highly expensive and others problem. 28 percent tourist are used plane, 32 percent are used tourist bus, 24 percent are used public bus, 8 percent are used private car and 8 percent are used taxi. The table conducted that due to lack of international airport in Lakeside many tourist does not use plane for their transportation. 50 respondents, 62 % respondents were attracted by Paraglading/Ziping/Wildlife Reserving , 8(16%) considered the great importance of all components to

attract the tourists. 52 percent tourist influences by advertisement, 24 percent by travelagent, 8 percent by Guide Books and 20 percent by friends.

Karki (20). Problems and Prospects of Tourism in Dolakha District: A Case Study of Bhimsensthan VDC. The objective of the study is to identify the problems and prospects of tourism in Bhimsensthan VDC of Dolakha district. This study is limited in Bhimsensthan VDC in Dolakha district. This study is mainly concerned with the existing and important tourist spots, tourism trend, prospects and problems of tourism in study area. This study has applied explanatory and descriptive research design. The data is qualitative as well as quantitative in nature. Out of 75 respondents including national and international tourists from different countries was taken 45 respondents by using random sampling. Bhimsensthan area have huge potentiality of rural tourism. This area is easily accessible as because its just one and half hour away from headquarter Bhimsensthan. Tourist can get the Green community forest can be another reason for visiting this place where tourist can find small religious spot with interesting myth behind that place, where organization of old people with their own fund and effort have been making water tap so that passerby can enjoy the cool drinking water. One hour of hiking can take the tourist to top most part of the village from where tourist can enjoy the scenic beauty, like watching different mountain ranges from Bhimsensthan to beautiful Bhimsensthan valley can be seen, and other beautiful landscape can be enjoyed.

# **CHAPTER: THREE**

## **RESEARCH METHODOLOGY**

### **3.1 Research Design**

The present study is carried out on the basis of exploratory that attempts to investigate the potentiality of selected tourism destination to attract tourists, the impact of it on the local environment and the living standard of local people. On the other hand it tries to describe the existing status of recent development problems and prospects of Bhujung. The information which is collected through different sources is analysed with suitable statistical tools. To get the reliable primary information required for the study three types of questionnaires for home stay owners, tourist and local people were prepared for field survey.

### **3.2 Rational for Site Selection**

Home stay are selected for the study area, which is located at Kwohlosothar Municipality- 4 Lamjung district. On the other hand, the researcher is also familiar to this tourism area.. There is not any kind of research carried out on this home stay, so the study of this impact of rural tourism is selected mostly. Its contribution on the overall development of the people residing to this rural area, the effective and sustainable changes in rural economy are significantly praiseworthy for recent study. Though, there are various home stay established in Lamjung district, among them Bhujung area were recognized for its distinct services which has touched the whole aspects of rural development. This tourism industry has covered all the aspects of development required for a nation. It has its separate identity among the various home stay found in Lamjung district, whose primary function is to uplift the rural people by promoting their basic and fundamental needs to make them as equal as to the rural people.

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

Various types of sources of database is used accomplishing the research work. For academic analysis of the case, the primary information has got the priority, while

some secondary information was also sought. In this regards, the major sources remained as of:

Primary data is acquired, generated, presented or analysed first hand by the researcher for his use. Being basically focused on the need and essence of such data, the primary data is collected through questionnaire, interview and direct observation by field visit in the study area. Secondary data and information are collected from department of Tourism, DDC office Lamjung and Nepal Tourism Board (NTB) and other concerned authorities and web site. The dissertations, reports and magazines, newspapers and journal articles, booklets, brochures and much of others were reviewed thoroughly for the valuable secondary information.

### **3.4 Universe/Population of the Study**

The universe of the study was the whole population of the Home stay of the study area Kwohlosothar-04 of Lamjung District. From this population, All 162 beneficiaries' households head and hotel owner was the total population of this study. Out of them 100 households was selected. The selected respondents were directly involved in tourism activities.

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

The study was based on the quantitative & qualitative data collection & analysis. Primary & secondary source of data will be utilized in the research. Primary data has mainly through the use of questionnaire, interview and observation. The secondary data was collected through various published materials, books, reports & article published by government, INGOs & different experts & consultants of the related field. The primary data were collected from the following methods; The questionnaire was designed to collect the necessary data which was suitable for the study concerned. Here, the structured questionnaire was used. Specially, for the quantitative information, the interview method was used. The interviews were conducted with hotel owner, tourist, and local people.

#### **3.5.1 Questionnaires**

To get the primary data, the structured questionnaire covered all objectives of the study was developed, and then the questionnaire was filled up by the researcher by visiting all selected sampled households.

### **3.5.2 Key Informant Interview**

A checklist was developed for the interview of the household head; the purpose of interview was to cross-check the information obtained from filled up questionnaires. Some well-reputed, active and literate respondents of study area. During field study, informal interactions with a number of people were made. This technique was also useful to provide essential information about the tourism activities, cultural program, economic activities, has take as key informants for this study. These key informants was interviewed to get more information as per necessary.

### **3.5.3 Observation**

The researcher has visited the study area and observed the tourism activities. At the time of observation, data was recorded about the area and activities while observing the tourism trend.

### **3.5.4 Focus Group Discussions (FGDs)**

The focus group discussion was held at selected study area. To complete the group discussion the checklist has prepared to collect the information and to get appropriate information on inclusive basis. Research was discuss on various tourism activities of study area.

## **3.6 Data Processing Methods**

The study has based on Primary & secondary data, which were collect through the field survey from the respondents, key informants & case study of the selected area. The collected data from the field survey has tabulated & processed forward by using Database and Microsoft office program. Frequency tables & cross tables have used to analyze and describe the basic characteristics of the respondents. Simple & statistical such as frequency counts, mean value, ratio analyze have used as a necessary tools to explain & interpret the data & overall findings.



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

Data and information gathered and adopted from various sources is tabulated, presented and manipulated accordingly, both the manual and the computerized tools are applies. For the computerized tools of data analysis statistical packages is used. Figures, graphs and tables are included as per the requirement.

## **CHAPTER: FOUR**

### **DATA PRESENTATION AND ANALYSIS**

#### **4.1 Profile of Lamjung District**

Lamjung District , a part of Province No. 4, is one of the 75 districts of Nepal. The district, with Besisahar as its district headquarters, covers an area of 1,692 square kilometres (653 sq mi) and as of 2011 had a population of 167,724.<sup>[1]</sup> Lamjung lies in the mid-hills of Nepal spanning tropical to trans-Himalyan geo-ecological belts, including the geographical midpoint of the country (i.e., Duipipal). It has mixed habitation of casts and ethnicities. It is host to probably the highest density of the Gurung ethnic population in the country.

Bhujung is a really interesting village. All wards of one Village Development Committee are situated in the same village. It is not the same in other places in Nepal where nine wards make one Village Development Committee that consists of several villages. The main attraction of Bhujung is the same "Bhujung" tribe in the entire village. Houses are crowded in both sides of a small footpath. The green valley with rice fields is wonderful just down of Bhujung which is very popular for honey hunting. There are a number of honey hunting sites with lots of hives. All wild honey bees prefer to nestle close by a beautiful and big water spring. Visiting those challenging hunting sites was really interesting. As there is no pollution, honey from Bhujung village is very healthy. It was a perfect trip to study the wild honey hunting in Nepal and experience Nepal's rural life and Bhujung indigenous community. We truly recommend you to visit Bhujung with no doubt. There are home stays to welcome you.

Treks & Expedition went to Bhujung, the biggest Gurung village in Lamjung district of Nepal. Our off-road journey all the way down to Bhujung was nice that took about two hours. Though, due to monsoon, in some places we were attacked by leeches. The weather was cloudy that allowed us to see only few snow- capped mountains like Lamjung Himal and some part of Mount Annapurna.

#### **4.1.1. Home Stay Owners Name List**

Home stay is a popular form of hospitality and lodging whereby visitors sleep at the residence of a local of the city to which they are traveling. The length of stay can vary from one night to over a year and can be free, in exchange for monetary compensation, in exchange for a stay at the guest's property either simultaneously or at another time (home exchange), or in exchange for housekeeping or work on the host's property. Home stays are examples of collaborative consumption and sharing. In cases where money is not exchanged in return for lodging, they are examples of a barter economy or gift economy. Farm stays are a type of a home stay, in which the visitor stays on a working farm. The terms of the home stay are generally worked out by the host and guest in advance and can include items such as the type of lodging, length of stay, housekeeping or work required to be performed, curfews, use of utilities and household facilities, food to be provided, and rules related to smoking, drinking, and drugs.

If the home stay is part of travel organized by an organization, the organization typically arranges the home stay. For example, academic institutions typically arrange home stays for their students that study abroad or participate in student exchange programs, which typically last for at least one academic term, and scouting organizations arrange home stays for their members that are traveling. The name list of home stay owner were presented in the following table:

**Table No: 4.1 : Home Stay Owners Name List**

<b>S.N.</b>	<b>Name of Home stay</b>	<b>Address</b>
1.	Santa Kumari Gurung	Kwhlosothar -04 Rural Municipality, Lamjung
2.	Purna Kumarai Gurung	"
3.	Indra Maya Gurung	"
4.	Asha Kumarai Gurung	"
5.	Sete Gurung	"
6.	Dhan Kashi Gurung	"
7.	Anita Gurung	"
8.	Super Gurung	"
9.	Chandra Kumarai Gurung	"
10	Kaili Gurung	"
11	Tika Maya Gurung	"
12	Suku Maya Gurung	"
13	Bhim Kumarai Gurung	"
14	Jamuna Gurung	"
15	Ass Maya Gurung	"
16	Ram Kumarai Gurung	"

**Field Survey 2017.**

#### **4.1.2 Home Stay Management Committee of Bhujung**

Tul Bahadur Gurung	Chairman
Super Gurung	Vice Chairman
Ass Maya Gurung	Secretary
Tika Maya Gurung	Member
Jamuna Gurung	Member
Ashari Gurung	Member
Sete Gurung	Member
Indra Maya Gurung	Member
Jamuna Gurung	Member
Super Gurung	Member

According to 'home stay working procedure 2067' Nepal's government has defined that; home stay management committee should be organizing to run this programme. So, there is also one HMC committee in Bhujung . Chairman of this ten members committee is from Bhujung village and Vice-chair man is from Ghalel village. Likewise among this ten member committee there are eight members from women and two young men from both villages for back support of women and encourage to young people in tourism. This committee prepare policy or plan and take suggestion from villagers, youth group, tourists and concern offices; then implement all subject of this village tourism. Beside this, Social Mobilize Rajendra Gurung age of 49 and this HDC is making plan to village tourism as:

#### **4.1.3 Accommodation Facilities**

The history of tourism in Bhujung is short. The first tourist Home stay in two houses with four bed rooms was in the 2010 (2066/2067 B.S). In the Bhujung

The existence of home stay in Bhujung is recent phenomenon. Now, there are altogether **sixteen** Home stay. Among these Home stays one of cemented and others are typically and made by stone. The available facilities and services are not different from one home stay to another.

The facilities and rate of lodging and food in home stay are same. Home stay owners take six hundred rupees for domestic visitors in these six hundred rupees visitors can get dinner, lunch and two times breakfast. Case of international tourist they take six hundred and fifty rupees per person and get same as domestic tourist facilities. Some of the home stays are registered and some are in process. These home stay pay royalty to the government. This is the main source of income generation of the national.

From the beginning 2010 (2067/10/6 B.S.) the number of home stay are increasing up to 2012. The rate of increase of home stay in found highly. The accommodation capacity of home stay is also responsible factor for earning foreign currencies.

#### 4.1.4 Flow of Tourist in Bhujung (2016-2017)

**Table No: 4.2 : Flow of Tourist in Bhujung**

Year	Domestic Tourist	% Growth Rate	International Tourist	% Growth Rate	Grand Total	% Growth Rate In Total
2016	51		12		63	
2017	131	256.86	25	208.3	156	247.62

Source: Field Survey 2018 (Note:-Before 2010 there were not any home stay and number of tourist's has been counted which were stayed in Home stay only).

The above table 4.5 clearly shows that the visitor's arrivals in the years 2010 are sixty three and the years 2011 are one hundred fifty six. Where international tourist in 2010 are twelve and domestic tourist are fifty one and in year 2011 international tourist are twenty five and domestic tourist are one hundred thirty one.

#### 4.1.5 Arrival of Tourists by Purpose of Visit

**Table No: 4.3 : (Arrival of Tourists by Purpose of Visit)**

(Purpose) Year	Cultural Study	Study of ACAP Area and tea garden	Pleasure	Others	Total
2016	10	12	30	11	<b>63</b>
2017	20	60	50	26	<b>156</b>

**Field Survey 2017.**

The purpose of visit may differ for each tourist because the desire of tourist may or may not be the same. As recorded in the table no.4.6 thirty tourist visit for cultural studies, seventy two to study ACAP area and Tea Garden, eighty for pleasure and thirty seven tourist for others.

#### 4.2 Main Attraction of Tourism

Bhujung is a village development committee in Lamjung District in the Gandaki Zone of northern-central Nepal. At the time of the 1991 Nepal census it had a population of 1621 people living in 339 individual households.

Our off-road journey all the way down to Bhujung was nice that took about two hours. Though, due to monsoon, in some places we were attacked by leeches. The weather was cloudy that allowed us to see only few snow-capped mountains like Lamjung Himal and some part of Mount Annapurna.

Bhujung is a really interesting village. All wards of one Village Development Committee are situated in the same village. It is not the same in other places in Nepal where nine wards make one Village Development Committee that consists of several villages. The main attraction of Bhujung is the same "Bhujung" tribe in the entire village. Houses are crowded in both sides of a small footpath. The green valley with rice fields is wonderful just down of Bhujung which is very popular for honey hunting. There are a number of honey hunting sites with lots of hives. All wild honey bees prefer to nestle close by a beautiful and big water spring. Visiting those challenging hunting sites was really interesting. As there is no pollution, honey from Bhujung village is very healthy.

It was a perfect trip to study the wild honey hunting in Nepal and experience Nepal's rural life and Bhujung indigenous community. We truly recommend you to visit Bhujung with no doubt. There are home stays to welcome you.

#### **4.2.1 Gurung Home Stay**

We can find the well management of home stay in Bhujung which is run by native Gurung community. Home stay in Bhujung was started from two houses with two rooms and six beds in 2010 (2067 B.S.) Now there are twenty five rooms and forty six beds in the houses. They are planning to extend the number up to twenty houses and one hundred twenty beds. They are collecting money to build a Gurung museum in Bhujung village and planning to start next year. In the home stay, tourist can get knowledge about Gurung culture, traditional, language, dress, ornaments and their food items. Tourist can enjoy the different delicious foods like: Khauni, Kurauni, dhido, Sinki, Gundruk, lapsi's pickle Local Cock and homemade wine.

When huge number of tourist goes to Bhujung halel first HDC's members get to gather in the Chairman's house and welcome with panchey baja to visitors and after having tea and short time break, Chairman share to the visitor to other houses where home stay program is run on the basic of turn by turn policy. Home stay owners pick up visitor to their home and welcome the then in the evening they organize singing

and dancing programme in center place house, tourist or visitors can take extra entertainment by dancing and singing songs.

Comparatively home stay of Bhujung is one of the cheaper than other home stays in the country launched in different districts. Cause of the surrounding scenic beauty of Bhujung and the hospitality of home stay, many tourists visits for home stay. In the beginning six months, about thirty tourists stay in home stay from different places of the country and world.

#### **4.2.2 Organic Tea Garden**

There is a beautiful Organic Tea Garden in Bhujung VDC ward no two and three. It was started in 2053 BS. by 'Annapurna Tea Product Co-operate' by the help of ACAP's. In the starting time thirty two members had invested Rs150000/-. Now it is expended in one thousand and three hundreds ropani land area. They produce early four thousand kg pure organic tea and sold in Germany NRs. fifteen hundred to two thousands per kg. They have one tea purifying factory also. So, tea is a one income source of Bhujung village people. Tea garden is around half an hour high of the village. Its gives a symbol of Ilam and many films and video shooting group, international and domestic tourist, student and social group goes to visit this area.

#### **4.2.3 Waterfall of Bhujung**

The waterfall of Kaiyu Khola is one of the most beautiful sight seen of the Bhujung . It's also the main source of drinking water in Lamjung valley. Many people goes to observe this waterfall and their drinking water source to the Lamjung city. Local people of Bhujung are planning to built cannoning place to this waterfall for tourist attraction and develop economy of local people.

#### **4.2.4 Culture and Custom**

This is such area where many kind of the people stay as a permanent habitat in concern of the cast Gurung, Brahmin, Chhetri, Tamang, Kami, Damai, Sarki people also stay there, the village is very rich in nature and the culture also not less then this to get enjoy of hot hospitality and to see traditional type of the dispersed & agglomerated stone paved or roofed architect found in this VDC. They celebrate Ghale Loshar festival, Chaite Dashin festival Bhujung , Maggeshkranti Mardibang



festival, Dashin, Tihar, Mageshkranti, Chaite Dashain, Janai Purnima, and many other.

They have their own specific culture, ritual, norms & value. Gurung people have Thote parba, loshar festival & many other that is very amazing then Damai play the panche baja (five musical instrument which are traditional but really unique in the world) they play such music fin on special occasions. Every caste celebrates each other festival as a common festival its preventative how all caste are stay and saving socio culture and festivals. The exhibition organized by local youth club and the mother group annually to promote tourism and save their culture.

#### **4.2.5 Flora & Fauna**

Annapurna region is very rich in natures & its bio-diversity is also unique in the world. This area is also best place to see great number of flora & fauna. Tourist can do the trek from tropical zone to alpine zone of this village. On the way of Lamjung Himal, Annapurna himal ,Machhapuchhre himal tourist can see much type of the livestock, flora & fauna as climate wise. Firstly ethnic village then they will enter in the forest area seeing many orchids, birds, wild animals and butterfly. In the dense forest there are more than two hundred species of trees more than hundreds species of the wildflower bloomed in the monsoon especially, seven types of the rhododendron bloomed in the spring season. If tourist goes along the dense of rhododendron forest its gives varieties of colors to welcome them.

**FAUNA:** In the context of fauna upper side of this village is very rich in the wild animals. Tourist can see many types of monkeys, yellow throated marten, jungle cat, leopard, many types of the deer, common ghoral, mainland serow, thar, hanuman langur (Big types of monkey) & many other animals. To see such types of animal tourist must go to the jungle side and wild animals goes very far when they get the smell of the human. So, that isolated & solicited area is better to see them. In the fauna, birds are also major attraction. Six kinds of pheasant, much type of eagle, vulgar, snow pigeon & many other types of birds can be seen. Danfe, national birds of the Nepal welcomes to the visitors with dance of his nine color's body.

## 4.3 Socio Economic Impact of Rural Tourism in Bhujung

### 4.3.1 Length of Stay of Tourist in Bhujung

The length of stay is a crucial factor in tourist development. In order to develop tourism industry, it is necessary not only to increase the number of tourist inflow but also to increase their length of stay. The length of stay varies from tourist to tourist. It depends upon time, money and desire of tourist. The study direct interview with tourists and related body shows that if the valid data of ACAP Bhujung post entrance record is to be increase from two days to three or four days and the length of stay of tourist in Bhujung will be increase. The duration of stay by tourists visiting of Bhujung can see from given table.

**Table No: 4.4 : Length of stay of Tourists at Bhujung**

S.N.	Time Period	No. of Respondents	Percentage	Remarks
1.	1 Day	60	60	Two days means three nights and two days.
2.	2 Days	20	20	
3.	3 Days	12	12	
4.	4 Days	4	4	
5.	5 Days	4	4	
6.	6 Days	-	-	
<b>Total</b>		<b>100</b>	<b>100</b>	

**Field Survey 2017.**

Above table 4.4 shows that sixty percent of tourist visited Bhujung for one days, twenty percent visited for two days, fourteen percent visited for three days, four percent visited for four days and four percent visited for five day.

### 4.3.2 Probability of Visiting Bhujung Again

**Table No: 4.5: (Showing the Probability of Visiting Bhujung again)**

Probability	Number of Respondents	Percentage
Want to visit again.	12	48
Don't want to visit again	9	36
May be or May not be	4	16
<b>Total</b>	<b>25</b>	<b>100</b>

**Field Survey 2017.**

The above mentioned table no 4.5 reveals that forty eight percent to the respondents answered that they will visit Bhujung again because of its natural beauty and thirty six percent of the tourists don't want to visit again. But sixteen percent of the tourists answered that they were not sure about their future plan of visiting Bhujung Ghalel again.

Thus the tourist willingness to visit Bhujung again is different like age old Gurung culture, unique natural beauty, hospitality, geed and peace environment and researchable atmosphere. If the tourists will arrive, the economy of the Bhujung will increase gradually and people's living standard will rise.

### 4.3.3 Distribution of Tourist by Major Continents in Bhujung

Tourist come Nepal from different continents like Europe, Asia, South America, for this section twenty five tourist from different continents were interviewed. The number and percentage of tourists visited at Bhujung from different continents while the study time. Which are given below:

**Table No: 4.6 (Distribution of Tourist by Major Continents in Bhujung )**

<b>Probability</b>	<b>No of Respondents</b>	<b>Percent</b>
America	4	4
China	4	4
German	8	8
Holland	4	4
India	4	4
Nepal	72	72
Slovenia	4	4
<b>Total</b>	<b>25</b>	<b>100</b>

**Field Survey 2017.**

According to interviewed of the total numbers of twenty five respondents in Bhujung . The large number of tourist visited Bhujung was from Nepal which is seventy two percent, followed by German tourist visited eight percent and four percent tourists visited from America, China, Holland, India and Slovenia.

#### 4.3.4 Tourist Arrivals by Age Group and Sex Composition at Bhujung

It clear that the tourist arrived at Bhujung was not of equal sex and age groups. In this part, tourist visits Bhujung are classified into five different age's group, the study of age and sex composition is given in the table.

**Table No: 4.7 : (Age and Sex Composition of Tourists in Bhujung )**

Age Group	No. of respondents	Percentage	Male	Female
16 – 30	44	44	40	4
31 – 45	32	32	25	7
46 – 60	24	24	6	18
61 +	-	-	-	-
<b>Total</b>	<b>100</b>	<b>100</b>	<b>71</b>	<b>29</b>

**Field Survey 2017**

This table no. 4.7 reveals that forty four percent of those visited at Bhujung were sixteen years to thirty years of age groups. Among the total number of respondents eighteen were male and seven were female.

#### 4.3.5 Expenditure Patterns of Tourists of Bhujung

The expenditure pattern of tourist varies from one to another and depends upon available facilities and disposable income. The expenditure pattern depends upon the tourist and his/her visiting purpose. The expenditure pattern of tourist is directly related to the length of stay of tourist in Bhujung. Total expenditure pattern are classified into seven groups, which are presented in table.

**Table No: 4.8 : (Tourist Expenditure Pattern during Their Visit)**

S.N.	Amount of Expenditure by a Tourist ( Per day in Rs.)	Respondents Number	Percentage
1.	500-1000	48	48
2.	1100-1500	32	32
3.	1600-2000	12	12
4.	2100-2500	8	8
<b>Total</b>		<b>100</b>	<b>100</b>

**Field Survey 2017.**

The above table no.4.8 shows that forty eight percent of tourists spend less than Nepalese rupees one thousand per day. Twenty two percent spend between Nepalese rupees eleven hundreds to fifteen hundreds. Twelve percent spend between sixteen hundreds to two thousands Nepalese rupees and eight percent spend between twenty one hundred to twenty five hundreds Nepalese rupees.

#### **4.3.6 Sources of Market of Home Stay**

The tourism of Bhujung will play a vital role after fully advertise and being popular in the nation and worldwide although it has played role in the expansion of market of Kwohlosothar, Besishar and Khudi are the local market, which supply goods & commodities to the home stay program runner.

**Table No: 4.9 : Sources of Market for Home Stay**

<b>Market</b>	<b>Good Purchased in Percent</b>
Besishar	25
Khudi	30
Pokhara	45
<b>Total</b>	<b>100</b>

**Field Survey 2017.**

The above table no. 4.9 reveals 45 percent foods are purchased for home Stay from Pokhara, 25 percent from Besishar and 30 percent from Khudi.

#### **4.3.7 Income of Home Stay in Bhujung**

Tourism in Bhujung has slowly changing the economic status as well as the living standard of local people. Before starting home stay program in Bhujung the home stay owners were limited in household works & farming and their house's extra rooms also were useless. After start the home stay program their house's useless rooms are proper used, village is developing as tourism village, theirs locales found is increasing by tourist's donation and they are able to increasing per year income by tourism.

The income pattern of home stay in Bhujung is not so makeable because it's running in first phase although it is presented in table respectively. The total income of the Home stay owners is presented below in the table.

**Table No: 4.10 : Income of Home Stay of Bhujung**

<b>Annual Income of Home Stay Owner (In Thousands)</b>	<b>Total Number Home stay</b>	<b>Percent</b>
Below 20	10	10
20-30	40	40
30-40	30	30
40-50	10	10
50 +	10	10
<b>Total</b>	<b>100</b>	<b>100</b>

**Field Survey 2017.**

The above table no.4.10 shows annual income of 10 % home stay owners is below twenty thousand Nepalese rupees, 40% percent home stay owners achieve between twenty to thirty thousand Nepalese rupees. Whereas, 30% earn between thirty thousands to forty thousand Nepalese rupees, 10% percent home stay owners earn forty thousands to fifty thousand Nepalese rupees and 10% Home stay owner earn more than fifty thousand Nepalese rupees annually.

#### **4.3.8 Creation of Employment by the Tourism in Bhujung**

Tourism has provided directly or indirectly employment opportunities to the local people on home stay although there is not any hire employee in home stay, since it is in starting phase. All of home stays owner are managing themselves till the time of field visit.

#### **4.4 Challenges for Sustainability of Tourism**

The development of Home stay programme has been seen to be attractive and moving forward to the right direction for the benefits of the local community. Some research studies that have investigated on the challenges encompassing the Home stay operators and local community managed to highlight several possible challenges

In the case of Home stay, the product is not merely a rural tourism programme but it is also a strategy for rural community development. With the active involvement of villagers fostering understanding and cooperation in implementing activities in the village together with the better infrastructure funded by the Government, the growth of the Home stay programme has great potential as an alternative tourism product to attract international and domestic tourists. Home stay has generated much revenue to the main provider of lodging through the arrival of guest staying in the

There is also spill over effects to the community in terms of employment and business opportunities. It has also created employment as some of the Home stay operators could hire someone within the community to assist in operating the Home stay for example. The evolution of Home stay has shown to successfully becoming a catalyst for socio-cultural and economic development to the rural community development

Regarding the market feasibility of the home stay programme in Nepal, there is not any problems to develop the tourism. It just need a determined mind, skills, knowledge, and hardworking hands. As we know that Nepal is located between the two giant Asian countries India and China and this geographic situation might be the biggest advantage to development of the tourism in Nepal along with domestic tourist. There is no doubt about natural beauty and the cultural richness of Nepal; it just needs creative skills, experiences and the knowledge to transfer those assets into the tourism products but still there are many challenges to operate home stays in Nepalese villages.

Likewise, sound tourism development plan needs specific schemes of management, appropriate plan, accurate policy and strategic approach. Also, more sensitivity should be paid to organize and promote village area is very effective idea which enhance the economic condition of the nation. For the reduction of rural poverty, village tourism is an effective tool in developing countries likes Nepal. The concept of village tourism must be a multipurpose one to success.

The Kwohlosothar village in Lamjung is facing some common problems to promote village tourism. In formations for this study are taken through several sources such as observation, questionnaire and interview with statuses of people such as local people,

home stay owners, members of Bhujung Home stay Development Committee. Major problems associated with the tourism in the study area are given below:

There are many challenges affecting the effectiveness of the Home stay programme and each one could be different from one community to another. Due to this factor therefore, this research needs to address the challenges found from previous studies and explore other challenges that may influence the success or failures of Home stay operations. As the Home stay programme involves community participation as one of the identified criteria set by the Ministry of Culture, Art, and Tourism therefore, its success has to cover many aspects from the operators themselves, leadership of the community and holistic involvement of the community, infrastructures, etc

#### **4.4.1 Generation Gap**

A Generation gap does not refer to years, it refers to different attitudes between one generation and another. Perhaps the biggest generation gap was when the term was first coined, that between the generation that fought in world war 2 and their baby boomer children who grew up in the era of Rock and Roll and drive in movies. The economic boom of the post war years gave many young people the opportunity to enjoy a consumer lifestyle unknown to their parents during the great depression and war years. In the 60's the generation gap was more social with younger people adopting what seemed like extreme liberal attitudes compared to their parents, experimenting with recreational drugs and engaging in open sexual relationships outside of marriage.

Most of the home stays are operated by the women's' groups and the old generation whereas young generation are migrating to the city area as well as foreign countries for better education and for higher wage. So it has created a vacuum of the young generation to take up responsibility of the tourism management in their villages.

The generation gap has created a parallel gap in language that can be difficult to communicate across. This issue is one visible throughout society, creating complications within day to day communication at home, in the work place, and within schools. As new generations seek to define themselves as something apart from the old, they adopt new lingo and slang, allowing a generation to create a sense of division from the previous one. This is a visible gap between generations we see



every day. "Man's most important symbol is his language and through this language he defines his reality

#### **4.4.2 Infrastructural Problems**

Infrastructural facilities are the most important aspects of tourism development. Without infrastructural facilities, development of tourism couldn't be expected. The main problem related to infrastructural facilities in the area is transportation, communication and others. These are basic infrastructural components in the tourism industry. The study shows that such facilities are couldn't be developed in appropriate manner. That is infrastructural components couldn't developed in adequately to meet the interest of visitors.

Rural tourism is given special priority in National Sustainable Development Strategy in Lamjung from 1998. Since it is observed as a high potential sector with vertical institutional structure supporting its development. About 1000 rural households have been registered, offering hospitality services in Bhujung countryside. It is evident that the number of households constantly increases. Nevertheless, rural tourism development in Bhujung would be enhanced by the statistical analysis of this tourism form and its offer Major infrastructural problems associated for the promotion of village tourism in the study area are given below:

#### **4.4.3 Transportation**

Transportation is the backbone of the tourism industry. It enables people to visit destination. It is well known that transportation facilities are not well condition in the study area. The condition of road from Besishar to Kwohlosothar is not so good. Half length of road is good condition and more then is gravel only. Some of road is must use the way of Khudi river. Other hand foot road which is used by people before motor road that is long distance road and out of order due to lack maintenance and covered by bush. So that is one problem of road transportation in promotion of home stay tourism in Bhujung.

Difficult transport conditions perpetuate rural poverty. Home to millions of villagers, Nepal's valleys have few roads. Residents use trails which are inefficient at best, and hazardous when wet. Villagers along the Annapurna's Marsyangdi River believe a

Wire Road will help them more efficiently reach schools, health care, markets and move their goods. They believe the Wire Road will benefit the thousands who live in this river corridor in a way that also protects the valley's environment.

Nepal is one of the major destinations for tourist all around the globe. At the same time, searching for best hotels to stay, vehicle to travel and many other lists during travel has to be planned. Finding all of these is a long process and to get the information is major challenge here in Nepal. However, to provide every travel information and solutions in one platform.

#### **4.4.4 Education**

Education is also one of the major part of human development and tourism industry. Village tourism is developing in the village area generally in far from centre there isn't job opportunities and private school for their children. So, most of educated people have been migrated in Lamjung for a job and their children's good education. Some of home stay owners are not able to write and speak English, they need support of others like: their children, tourist guide or mediator they can cheat them. So, the education and migration of educated people is one of the problems in Bhujung home stay program.

These cruises combine all of the fun of a cruise with lectures on specific subjects. Educational cruises have the advantage that people who take them tend to have a common interest and therefore have a greater possibility of making new friends while acquiring new knowledge.

Educational tourism offers another major advantage. It does not need to be weather dependent, a community does not need special geography and usually most of the needed infrastructure is already in place In order to take advantage of these educational tourism products consider.

#### **Develop Tourism Educational Inventory**

Work with local schools and universities to know what is of educational interest to visitors. While historical sites are an important part of educational tourism, do not neglect other aspects. For example, can you incorporate a local science lab into your list of educational offerings? Is there a way to work with a local school in order to teach an athletic skill? Find local people who would be willing to teach others a skill or impart some form of knowledge. These people become local attractions and the tourism industry can help them to earn extra money at the same time. Make sure that

conference planners know that you can offer local educational experiences as a way to enhance their conference. Offer local experiences to conferences and seminars that add both professional knowledge and personal growth. Indicate that you are willing to include family members who may also be attending the conference. Often tour guides and other educational tourism staff members forget that educational tourism is based around people on vacation. These people do not want to be treated as children. Never forget that they are paying guests.

## **Awareness**

Tourism is a boundless industry of its products and components. Cultural heritage are backbone to promote the tourism industry. If cultural and natural heritage go to the vulnerable stage, tourists flow decreases gradually. Therefore to develop village tourism concerned agencies should make all people aware form such weakness.

It seems that Bhujung 's special focus has been on Gurung culture for the promotion of indigenous Gurung people. Now a days, causes of modernization and westernization, many of Gurung people changes their life style from their own typical Gurung culture to modern western culture. They are changing their own fashion Kachhad and Vangro. Today, food and drink, dress, ornaments and unique life style of Gurung people are going to lost day by day the name of modernization and fashionable. So, to the promote village tourism there is a need to preserve socio culture, language and dress through awareness. The traditional cultures of indigenous Gurung people shall be enhance to promote village tourism in Bhujung VDC.

## **Vocational Training**

Vocational training, to be effective, should serve as a bridge between tourist needs and those of work seekers and this can only be achieved through effective partnerships between the VT and industry stakeholders. It is through this partnership approach that vocational training can add real value to development efforts within the tourism industry. The delivery of hotel and tourism training has a number of unique features and the training environment for hotel and tourism programs must attempt to match as closely as possible the 'real work environment' that students will face when entering the industry

Vocational training is important for every local people and tourists. Like : hospitality management, hotel management training, culinary arts, tourist guide training, adventure training, entrepreneurship development etc.

### **Workshop Travels**

It usually seminars and Educational Tourism providing liquidity and travel with the participants , who are not familiar with the subject knowledge as the main purpose . Such a seminar participants are people of any age , the desire to acquire knowledge from experts in specific topics. Travel restrictions within the territory of the country is not necessarily the country , where international transfer may involve seminars. Theme of these workshops may vary , starting from the identification and analysis of marketing policy history book ends. Organization of seminars by the company or the travel supplier , where professionals and students in a common place to gather conduct .

### **New Opportunities**

Liquidity trends in education has brought new opportunities for the tourism industry stakeholders of new niche markets and players , such as education tour operators , which in addition to traditional tourism planning educational content will be added to the form that appears Tourism . According to the report of the World Youth Student and Educational Travel Confederation , young travellers on behalf of 20% of international tourism . Educational tourism demand is vast and growing every year . Educational tourism can become a major mode of education recently , both in improving the level of education , and because of the results in the form of tourism and create new economic opportunities for the knowledge acquired to create social value. In addition , educational tourism will provide education for all people without age difference platform for lifelong learning. light seeing tours and content of education , therefore , must be results-oriented , so that people fully understand the package , they can later use , and have achieved certain results. Change the concept of education in the form of educational tourism will gradually provide alternative educational methods .

## **Youth Travelling**

It involves school excursions, youth exchanges, and the design and creation for children and adolescents, such as visits to historical , cultural and educational sites, the purpose of the camp of the learning environment , the other tourism projects may also involve access to certain destinations abroad.

## **Establish Regional Tourism Study Groups**

One of the best ways to promote educational tourism is to be involved in it yourself. Pick a topic for the year and help hotels and other tourism establishments know that visitors are welcome to come for one or more sessions. Educational tourism then comes in a great variety of formats; places seeking to enhance their educational tourism product however have to first consider who their market is and what they have to teach others that is special or unique. Educational tourism is a way to use better our facilities,

### **4.4.5 Communication**

Communication is also one of the major aspects in tourism industry. Village tourism is developed in the village area generally in far from centre. So the many tourism centre of Nepal consists in village area and facing the problem of communication, Bhujung is one place of facing the problems of communication. In Bhujung only GSM service of telecom are provided through government and private sector. So the local people and tourists are not able to connect email and internet service easily. The email internet service of GSM is not reliable yet.

### **4.4.6 Health Service Centre**

Although there are government and private hospitals in Lamjung but in the village area there is only Primary health service. In Bhujung there is one primary health post and is not well equipped in the time of emergency and even of the general health services. It is causing a great deal of inconveniences to local people as well as tourist visiting area. Therefore insufficient facilities of health service should be considered as a problem for the promotion of village tourism.

#### **4.4.7 Security**

Another factor need for the promotion of rural tourism in security. Security is an essential factor for tourists. It plays a vital role in tourist flow. Nobody wants to go and stay such type of place where security is in critical condition. Unsecured environment is creation of robber; pickpocket, threat fully money collection, kidnapping, rape and also wild animals.

There was not found any security personnel and rescue post while field visit. There is one police station Beshisahar which is more than around 10 km. far from the study area. So it is not possible to reach in time and rescue in case of emergency.

#### **4.4.8 ACAP's Rules**

When foreigner tourists enter in the ACAP's area they have to pay one thousand rupees per person to ACAP's Bhujung post. After paid tax most of tourists do not want to stay in this area they goes to Ghale gaun and the side of lamjungb Himal, Annapurna himal and Machhapuchhre himal. So this rule of ACAP's become a problem to developed Bhujung home stay programme. Although ACAP helping to this VDC and HMC many different ways likewise: Landslide control, drinking water, awareness for youth, education, health, road and cleanness extra.

## **CHAPTER: FIVE**

### **SUMMARY, FINDINGS AND SUGGESTIONS**

#### **5.1 Summary**

Nepal is a country filled with villages. Nepal and villages are synonymous. There are more than 3500 villages in Nepal where more than 85% of the people reside. Among them Bhujung is one of the Nepal's ones destinations. Nepal is known as important tourist destination in the world with its natural wealth and cultural religions and archaeological heritages. Since long tourism has provided to be an important and major source of foreign exchange earnings to Nepal. It has been creation significant employment opportunities and many other direct or indirectly benefits have been generated for the country. Thus, tourism has played a significant role in Nepalese economy. Despite enormous tourism potentials these have not been exploited property due to limited air access. Lack of infrastructure, market strategy and strong policy the number of visitors are not sufficient which is expiating.

Bhujung village presents the excellence of all the attraction of village tourism. Natural beauty, geographical and environmental viability, rich cultural heritage has been major source of attracting an increasing number of tourists from all over the world.

The study area has several aspects of tourism products. The study has regarded potential for the promotion of village tourism because the area is rich in natural and cultural heritage. This is a land of people. The Gurung people with their unique culture play significant role in tourism cultural products of the Gurung community are better understanding of tourist attractions.

According to the LHMC personnel more than 0.03 % of the tourists visited Bhujung village among the tourists who come to Besisahar. The average length of stay of tourists was only 1 day before 2 years but now it has been increasing. According to home stay owners now days the average stay of tourists in Bhujung village is 1.5 days.

Thus tourism development has very important contribution in the economic development of Bhujung As mentioned above tourism has contributed to the foreign exchange earnings employment generation and regional and rural development.

Major findings of the survey are mentioned as follows:-

- ) The number of tourists has been gradually increasing. However there is fluctuation in the annual incensement.
- ) In visit Nepal year 1998 (463684) and 2011 (735932) tourists arrived in Nepal.
- ) The arrivals of tourists in 2016 (63) and 2017 (156) are fluctuating in Bhujung
- ) Bhujung area is one of the popular Home stay destinations in Lamjung .
- ) The majority of tourists arriving Bhujung by purpose of visit are the following: cultural study 35%, ACAP's area and tea garden visit 23%, pleasure 27% and 15% for others in 2016.
- ) The majority of foreigners visiting Bhujung are age group 16-30 years of age 44%, followed 32% percent on 31-45 and 46-60 years group are 24 percent.
- ) The 60 percent of total tourists were found to stay for 1 day, 20 percent were found to spend 2 days, and during survey period.12 percent 3 days and 4 and 5 days were 4 percent respectively.
- ) The majority of tourists (48%) spend Nepalese rupees 500-1000, 38 % spend rupees 1000-1500, 12 % spend rupees 1600-2000 and 8% spend 2100-2500 Nepalese rupees..
- ) There are 16 Home Stay with 26 rooms and 52 beds.
- ) The Local Besisahar is the nearest market and therefore it seems to benefit from home stay.
- ) The Home stay area of Bhujung village is awareness of the cleanness inside and outside of houses.
- ) Home stay owner are unknown about benefit of advertising.

## **5.2 Conclusion**

In context of Nepal, where the entire nation's economic growth and stability is dependent upon tourism and the income from it, it is crucial that the government should focus on development of tourism industry so as to raise the people and nation over the economy line. Government need not to plan to call in tourists on the first place but it should develop the infrastructures which would automatically attract tourists. Government of Nepal should focus on development of transportation first of all because it is the crucial factor for the tourism industry to flourish. Then, other



infrastructural sectors such as electricity, communication, education, health, etc. should be developed simultaneously. This was people would have an opportunity to earn themselves rather than being dependent upon the government. For all these progressive works to be done by the government, first the government itself should be stable. The political instabilities should be removed. The fight amongst the political parties should stop.

Development of tourism industry would help to recover the prosperity back amongst the people who are in bad shapes due to earthquake. It is important that the tourism industry is back on the track again. And among all tourism activities, rural tourism should be given a top priority. Most people in Nepal live in rural areas and are completely dependent upon rural activities for their livelihood. Nepal is so rich in natural resources and landscapes which are still untouched by humans and also it is very rich in cultural and traditional resources with wide variety of cultural activities such as feasts and festivals, it has a high potentiality to attract or lure millions of tourists each year. The only thing that the government needs to do is properly manage these resources and protect & preserve it

Home stay programme that is community-based will only be successful when the villagers perceive that it benefits the general community members. However, if personal interest among certain groups of villagers driven by commercialisation and links with private sectors has replaced community interest, conflicts in the community would arise and soon become disjointed. This negative attitude and breakdown of unity may threaten the sustainability of the Home stay programme as a tourism development strategy and the vulnerability of integrity of the community as a whole.

### **5.3 Suggestions**

On the basic of conclusion suitable recommendations have been made in order to provide solution to the various problems of tourism. Types of products service for development and location of such development.

Bhujung is the potential tourism area of Lamjung district. So it is the best option to develop as model tourism village. Its natural setting had added much beauty on it. It has diverse product to sell to the tourists. However, that has not yet been explored.

Major recommendations for the promotion of village tourism within Bhujung are mentioned as follows:

- i. Bhujung should be developed externally and advertisement should be made to attract the tourists.
- ii. Tourism planning should also maintain the spatial perspective lacking of spatial perspective is the indication of failure of tourism planning.
- iii. To promote the tourism and sustain it for the long future there should be maintained harmonies tourist oriented activities like environment sanitation security etc.
- iv. Government should try to increase the tourism infrastructures and other facilities road, communication and health facilities should be improved.
- v. The number of the bed rooms and number of homes in 'Bhujung Home stay' should be increased.
- vi. Trained manpower and other facilities like foreign currency exchange extension of visa etc. are very poor in Nepal. So, these facilities should be improved.
- vii. The home stay regulate training should be provide by government in changing situation.
- viii. Natural beauty is the major attraction of Bhujung VDC. But now the village is facing many problems like road, health facilities lack of youth and littering etc. Thus, the government and private sector should concentrate toward this area. And the most essential thing we have to think is to protect and preserve social cultural traditional and natural beauty of Bhujung VDC.
- ix. To promote village tourism in Bhujung VDC each and every developmental, conservation and preservation programmes should have equal involvement of rich and poor people higher and schedule caste (social marginalized) to make it sustainable.
- x. To make tourism development, sustainable Bhujung village should be designed as the heritage zone should remain inviolate and if possible sacrosanct. The Gurung cultural heritage like their custom.

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## **APPENDICES**

### **Appendix A : Survey Questionnaire**

#### **Personal Information**

Name: -

Address:-

Age/Sex: -

Nationality:-

Hotel's Name:-

**A. Questionnaire**

1. When was your hotel established?

Ans:-.....

2. How many local people are employed in your hotel?

Ans :- Total: .....Local: .....

3. What is the name of country that the tourist visits most?

- 1) Nepal 2) Indian 3)South Asia 4)Europe 5)Others

4. How long do they stay in your hotel?

- i) 1 day ii) 2 days iii)3-5 days iv) More than 5 days

5. What are the peak seasons of the tourist?

- i) Summer ii) Winter iii)Autumn iv) Others

6. In which of the following are the tourist in has great impact?

- i) Social/Culture ii) Economic iii)Environmental iv)All of these

7. What types of tourist are benefit able for you?

- i) Nepali ii) South Asian iii)Western Countries iv) Others

8. Do you see the possibilities of domestic tourism in this area?

- i) Yes ii) No iii) Don't Know

9. If you have seen, what sorts of attempt you have done to promote and enhance domes tourism?

Ans:-.....

10. Will you please tell me about the impacts of tourism in this area?

Ans:-.....

11. How much income do you have from hotel?

- a) Daily:-.....b) Monthly.....c) Yearly:-.....

12. In average how much amount spent in your hotels by a tourist?

Ans:-.....

Thanks for your answers and help.

## Appendix B : Questionnaire For Tourist

### A. Personal Information

Name: -

Address:-

Age/Sex: -

Nationality:-

Hotel's Name:-

### B. Questionnaire

1. What is your purpose to visit.....?
  - i) Sightseeing
  - ii) Re-creation
  - iii) Cultural & Village tourism
  - iv) Others
2. Is it your first visit to Bhujung or How many times have visit here?  
Ans:-.....
3. If you have visited earlier what differences did you find?  
Ans:-.....
4. What do you find the perception of the local people towards you?
  - i) Positive
  - ii) Negative
  - iii) Not any
  - iv) Others
5. How much money do you spend here?  
Ans:- NRs.....
6. How many days do you stay here?  
Ans:-.....
7. What make you more satisfied in this place?  
Ans:-.....
8. In your opinion what are the attraction in Bhujung that they are not available in other part of Nepal?  
Ans:-.....
9. Do you think that local people are benefiting from tourist?  
Ans:-.....
10. What is the possibility of tourism in Bhujung in future?  
Ans.....
11. In your opinion, what should be done to attract more tourist here?
  - (i) Very good
  - (ii) Good
  - (iii) Satisfactory
  - (iv) Need to improve
12. Do you think tourist support in the local economy?
  - i) Enough
  - ii) Satisfactory
  - iii) Slightly
13. Would like to give some suggestions and comments the development of tourism in this area?  
Ans:-.....
14. Are you Satisfied with this tour
  - (a) Satisfied with place
  - (b) Less Expenses
  - (c) With Shopping
  - (d) With Entertainment
15. Will you visit this place again?  
Ans:-.....

**.‘Thanks for your answers and help’.**

## Appendix C : Questionnaire For Local People

Date:-

### Personal Introduction:

Name: .....

Age: .....

Sex.....

Family members.....

2. What is your educational status?

- a) Educated      b) Literate      c) Illiterate

3. Since when did you start home-stay service?

.....

4. What is your major income source?

- a) Home stay and agriculture  
b) Home stay and animal husbandry  
c) Home stay and business  
d) Home stay and Remittance

5. What is your income per month?

- a) Less than Rs. 5,000  
b) Rs. 5,000-10,000  
c) Rs. 10,000-15,000  
d) Above Rs. 15,000

6. On the average how many tourist visits your house in a month?

- a) Below 5  
b) 6 to 10  
c) Above 11

7. How long do tourists stay here?

- a) A few hours

- b) 1-3 days
- c) 3-5 days
- d) More than 5 days

8. Why does u think so?

.....

9. In your opinion what kind of tourists visits this place more?

- a) Domestic
- b) International

10. What are the major factors that can attract tourists in this area?

.....

11. How do you think this place can be developed as one of the best tourist destinations?

- a) Making good plans
- b) Improving infrastructure
- c) Advertising tourist products
- d) others.....

12. Is here any extra attraction than other destination in order to increase visitors in this area?

- a) Yes
- b) No

13. If yes, which is that?

.....

14. Is it possible to develop this place in to, like Ghalegaun, Sirubari etc?

- a) Yes
- b) NO
- c) don't know

15. What is essential to increase the days of stay tourist in this area?

.....

.....





## **Appendix D : Checklist Used For Observation**

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

## *Appendix E : Photo Gallery*



*A View of Bhujung Settlement*



*Lamjung Himal*



***Kaaiyu Water Fall***



***Rock Climbing***



***Organic Tea Garden of Bhujun***



***Honey Haunting***



*Wool Processing*



*Traditional Water Mills*