

CHAPTER- I

INTRODUCTION

1.1 General Background

Tourism is the largest industry in the world; the largest source of foreign exchange and revenue. Nepal is a developing country having rich socio cultural and natural resources. Nepal is the hotspot destination for mountaineers, white water surfers, rock climbers and people seeking adventures. It has immensely diverse and undulating topography, varied climate and mix of people that combine to produce a magical attraction for the outsiders. Having uniqueness and diversity in regard to ethnicity customs, social structures as well as natural phenomenon e.g , flora and fauna, Shangri-la for its scenic beauty and uneven/unrequited ecological and natural environmental variation ranging from the Terai plains to mountains and high Himalayas representing richness in biological and cultural diversity can contribute to prosperity and progress of the nation. Although it is rich in panoramic scenic beauty and paramount resources, the country has not been able to absorb its property for them which is multidimensional development of the nation.

In the words of Jose Ignacio De Arrillaga, "tourism in its first period was considered as a sport or rather as a synthesis of automobiles cycling camping, excursions, touring and yachting." In the early nineteenth century, the term "tourist" amused a meaning of "one who makes a tour or tours, especially one who does this for recreation or who travels for pleasure, object of interest, scenery or the like" (Bhatia, 1982).

"A person having no residence or occupation in India whose stay in India does not ordinarily extend beyond three months and who has no other objectives in visiting India than recreation and sightseeing." (Kaul, 1994)

Tourism, therefore, means the inflow of tourist from foreign countries as within and stays in any part of the country for certain limited periods for pleasure and enjoyment. In fact, tourism is an industry based on human motives. So it is said a tourist can be defined as a person who leaves his country for certain period and make tours to different foreign countries for the purpose of sight- seeing and recreation.

GDP per capita gross national income of Nepal was recorded US \$1,155.14 in 2020 (MoF, 2020). As the large portion of total population is residing in rural area, there is a great challenge to the nation to eliminate the massive poverty of the country through gradual development of the area and to provide basic need to the people. To overcome these challenges, the nation has been conducting some efforts however they were not gainful. In this situation the development and promotion of tourism sector can play a vital role in Nepal's overall development. Development and promotion of tourism sector contributes to generate employment and income opportunities. Tourism helps to create foreign exchange earnings. This sector provides employment for about 20 percent of economically active population and contributes about 3.0 percent on gross domestic product (GDP). Tourism also increases government revenue through various types of taxation and reduce nation trade deficits. Tourism has also socio-cultural significance. It helps to develop international peace friendship and understanding.

Tourism is an instrument of Nepalese economy in rural developments of Nepal. This study will help to understand Nepalese society and to develop the backward region to the main stream of development. Tourism industry is the main instrument of Nepalese economy for developing back warded regions. The tourism industry can increase agricultural and industrial sector for the economic development. Nepal is a country which is divided into three regions Hills, Mountain and Terai. Nepal is country which is full of natural beauty. Mountain range with top of the world (Mount Everest) for the lover of the nature and pleasure seeker. Nepal can attract tourist on trekking, boating, hunting, mountain flight, paragliding, rafting, home stay and the friendly and ethnic people are major attractions of the country. Nepal has become the attractive destination for tourist from all over the world. Many snow covered mountains, waterfalls, lakes small hills, national park, wild life reservations, paragliding are the major attractions of our countries. Nepal is multilingual, multicultural, and multiethnic country.

Nepal should bring effective programmed for development of tourism industries which will increase employment, per capita income, GDP, flow of capital from outside, internal flow of capital within the country (Puri, 2007).

Tourism industry helps to develop other industries. It can also help to develop hand craft, painting and aid to industrial development. So government should bring effective vision for the development of tourism industries which is main resource of Nepalese people. Tourism industries are not being developed properly because the lack of effective management of tourism. Government should develop infrastructure for the development of tourism industries. Government has celebrated Tourism Year 2011 for promoting tourist in Nepal, similarly Government has declared Visit Nepal 2020 for promoting tourist in Nepal but it was not successful due to covid-19 pandemic as international travels have been badly affected due to novel coronavirus (COVID-19) pandemic.

Dang is one of the district of Nepal. It is located in mid-western part of Nepal in Lumbini province. This district consists of different geographical features extended from 213m to 2058m from the sea level. The district covers 2955 sq. km and has a population of 548151(2011 census). Ghorahi is the district headquarters of Dang. It measures about 90 km east-west length and average width of 72 km North-south. The district consists of 2 Sub-Metropolitan cities, 1 Municipality & 7 Rural-municipalities. The bordering districts to the north are Pyuthan, Rolpa, Salyan, to the south is Utterpradesh of India, to the east are Argakhachi, Kapilvastu and to the west are Surkhet, Banke. Most of the Dang is covered by fertile Terai plains, covered with agricultural land and forest.

1.2 Statement of the Problems

Tourism sector has been considered as an important sector for the economic development in Nepal. It is one of the main sources of foreign exchange earnings. It gives direct and indirect employment opportunity for Nepalese people but the tourism sector in Nepal has not been as developing as it should be considered. Despite great potentials and promising prospects there are number of problems to enhance the growth of tourism in Nepal. Lack of capital, proper management, political instability, insecurity, environmental degradation and key facilities like as transportation, communication, accommodation, recreation and other facilities are not properly developed, which are the major problems in tourism sector in context of Nepal.

The present study aims to analyze the prospects, problems and impact of tourism

development in Dang. The salient significance of the study is that being rich in tourism resources the people do not know about uniqueness and beauties of Dang. Tourism also do impact to a number of indigenous industries and services, or creating direct, indirect and induced employment opportunities and also changes the way of living of people. This study visualizes and address Dang as one of the prospective and unique place of glories, land of culture, valley of lakes and temples, which can offer and welcome the increasing numbers of tourists and provides satisfactory pleasures to the visitors. As well as consequences of changes in the way of living in life of local people.

There are many places to visit in Dang district. Due to lack of proper management and development of infrastructure from government sector along with private sector, tourism industry in Dang has not grown as per the expectation. Tourism business and its development is said to be inevitable in Dang, because it is economically disadvantaged and development history of Dang's tourism sector has had many challenges and faced a host of problems. Due to the lack of management, Dang has been facing such problems to develop essential infrastructure for tourism development.

There are few researches done in the field of tourism in Dang district, both by government and private sector. Besides, Dang lacks in resource base industries and skill technology. Another hindrance is environmental pollution due to the serious exploitation of resources may impact on the various aspects of tourism. For the tourism development resources is not usually enough still the country is facing problem of setting quality tourism and development problems.

Research questions are as follows:

1. What are the socio-economic status of tourist visiting Dang for tourism related activities?
2. What are the problems and prospects of tourism in Dang district?

1.3 Objectives of the Study

The general objective of this study is to analyze the various problems and prospects of tourism around Dang district.

So, the study has the following specific objectives:

-) To examine the socio-economic status of local resident and tourist visiting Dang.
-) To analyze the problems and prospects of tourism in Dang district.

1.4 Importance of the Study

Tourism is one of the phenomenal factors concerning development of Nepal. Tourism industry can contribute in economic aspects such as job opportunities, perennial and seasonal job, per capita income, growth of gross domestic production, flow of capital from outside, etc. Nepal is rich in natural heritage and cultural heritage and specially the people of Nepal are friendly which helps to grow in stature, especially worldwide.

The present study aims to analyze the prospects, problems and impact of tourism development in Dang district. The salient significance of the study is that being rich in tourism resources the people do not know about uniqueness and beauties of Dang district. Tourism also do impact to a number of indigenous industries and services, or creating direct, indirect and induced employment opportunities and also changes the way of living of people. This study visualizes and address Dang district as one of the prospective and unique place of glories, land of culture, district of lakes, waterfalls and temples, which can offer and welcome the increasing numbers of tourists and provides satisfactory pleasures to the visitors. As well as consequences of changes in the way of living in life of local people.

1.5 Limitations of the Study

All the research work has own limitation and purpose; no study can be made beyond the limitation. The present study is limited to Dang district and it does not cover other districts. All the information is based on data collected from field survey and secondary

sources.

The study is confined to Dang's district tourism. This study is mainly concerned with the tourist destinations, tourism activity, tourism prospects, problems and impact in Dang district. This research has been based on primary and secondary data information.

The period of data collection was 20 days. During this period various kinds of tourist site were visited.

1.6 Organization of the Study

The overall study conducted has been divided into six chapters. The chapter first includes general background of the study, statement of the problem, objective of the study, significance of the study, limitation of the study and organization of the study. The chapter two is devoted for theoretical and empirical review etc., are included in this chapter. The chapter three represents method used in conducting the study. It consists of nature and source of data, sample procedure, methods of data analysis. The chapter four presents data analysis. The chapter five includes problems and prospects of tourism in the study area. Finally, the chapter six shows main findings of the study, conclusion and recommendation from the study. Questionnaire used for study has been presented at books, reports, journals and literatures along with appendices containing elaborated from calculation and presentation of details had been presented at the end of thesis.

CHAPTER- II

REVIEW OF THE LITERATURE

2.1 Theoretical Review

The word tourism is derived from French word "Tourism" consist of all these aspects of travel through which people learn about each other's way of life. Tourism also known as word "tour" which literally means trip or travel to new places the purpose of pleasure. Tourism means a journey a travel, a voyage, as pilgrimage and excursions etc.

United Nation's Conference on "Tourism and International Travel" which was held in Rome in 1963 has defined that, Tourism was to be conceived of as a fundamental and desirable human activity, dissolving the praise and support of all peoples and governments.

Kayastha (1989) analyzed different aspects of tourism in his study like tourist flow, expenditure, duration of tourist staying and impact of tourism. He has determined the natural as well as manmade beauty and wildlife are the major attraction for majority of tourist visiting Nepal. In his view tourism is an important sector for income and employment generation. Number of south Asian tourist visiting Nepal has been increasing. More of them come to Nepal for pleasure followed by official work and business point of view.

Tiwari (1994) stated that the tourism has developed as a subject of academic course. Scholarly interest focused on its economic aspect as possibilities of tourism as a catalyst of economic development especially of regions lacking conventional resource endowments come to be recognized. The structure and organization of the new service industry and it is calls on financial resources were analyzed in the course of national and international efforts to promote tourism in the world's poor countries.

Christ opher Holloway (1998), in his study entitled, "the Business of Tourism" third edition tries to provide a sound foundation in the principles of business operations in travel and tourism. The Business of Tourism) This book offers a framework for problem

solving and analysis in business, while encouraging these who seek to make their career in tourism to be mindful of their social responsibility towards its development. This book appeal particularly to these students following the new Business and Technical Educational council (BTEC), National Diploma in Travel and Tourism, and to these following BTEC business and finance courses with options in travel and tourism at both National and Higher National level. The study is helpful for others already employed in tourism wishing to broaden their knowledge of the industry as a world and appreciate the relationship between their sector or the industry and others.

Beun and Lamichhane (1999) described village tourism, by which local people get immediate benefits from tourism, it does however not apply to hotels but entails with home stays. The marketing of the concept will have to be done by international agents, convincing them and their clients of the added experience of such a product. Initially this may prove difficult and it will take at least two to three years, but foreign tourist tends to be very willing to help the local people as is shown by their donations of different groups and institution.

Nepal (2001) viewed that Nepal being the country of Everest village can develop rural tourism in its own style and originality. Agriculture is a part of every one's life, food we eat, cloths we wear, medicines we use, and homes we live all are gain from agriculture. But many more people becoming further escaped their attention from agriculture. In this situation agriculture is effective tools for recreation and education to public to show how agriculture affect our economy and society.

Tourism is a major and still growing industry in Nepal. Especially trekking tourism attracts many tourists to this Himalayan state. It is often assumed that tourism generates large revenues and that it provides job opportunities. However, as well as shown in this research, poor rural hill and mountain areas receive tourist, but they generate only few revenues. It is one the fastest growing industries as well as major source of foreign exchange earnings and employment for many developing countries. Now a day, it is increasingly focusing on natural environment. Tourist activity is an area offers the rural development and increase in other related social and environment activities.

Satyal (2002) stated that tourism helps much in the redistribution of national income. Tourism assists in creating new opportunities to utilize and thus prevent the national income being accumulated by a privileged few saving were converted into gold, silver, jewels and precious metal in the middle ages. Saving in later ages in Europe was invested in the purchase of land and forests. But tourism on the other hands, allow to veritable exports of goods and services at the present time in term of sales of national goods and services to tourists who visit the country and pay with foreign currency, help the entry of foreign capital. The expenditure includes, amongst other things; import of goods and services and therefore tourist expenditure of national abroad, the export of national capital which is invested on a short or long term basic abroad.

Adhikari and Burger (2003), studied the "Economic impact of tourism in Nepal". In his study, they mentioned that tourism in Nepal is of rather recent origin. Before 1950, no foreigners were allowed to visit Nepal without permission of Rana Rulers. After opening the door of tourism, the tourist inflow in Nepal rapidly increased. He indicated that more than 100000 tourists visited the country in 1976. Since 1962 the number of tourist arrival has grown at an average rate 20 percent per annum. Among than 80 percent of total tourists arrived in the country by air Services and about 20 percent arrived over land. He expressed that the majority of tourists come for pleasure and sightseeing of the study was that only one out six tourists who visited India also visited Nepal. Europe was the major tourist generating market for Nepal in 1975 but the USA was the leading single country in terms of number of visitors.

Upadhyay (2006) opined impact of tourism growth on various aspects of the Nepalese economy. This book explores the role of tourism on globalization of this landlocked economy of Nepal situated in the lap of Great Himalaya. This book incorporates important studies undertaken in context of tourism in Nepal and the fresh opinions of leading experts on tourism promotion and economic development. Besides, this book highlights constitutional and legal framework for tourism sector and analyze the pattern of tourism development in Nepal. Therefore, this book is well document in terms of source of tourism information, intuitions and chronological highlights etc.

Tuladhar (2008) explained that tourism is the important tool for rural poverty reduction, uplifting living standards and socio-economic tool for conservation and national development, of course, if it understands in its depth and wide. Modern world is specializing in every aspect, but tourism is the sector where every entrepreneur becomes tourism experts without having its depth and wide knowledge. It is like a medical shop holder, pharmaceuticals or a dispenser who is treating a heart patient. Since a dispenser is not qualified to treat any diseased patient, how could a tourism entrepreneur become a national tourism development seeker, it's a time to think. A master-mechanist of Toyota Motor Car, having 35 years of experience in repairing, will be confused to repair Mercedes, Skoda or Lada vehicles and will never be able to develop new model in the vehicles, whereas an automobile engineer, as a technician, always understands the mechanism of vehicles and would be able to gear up its development. Similarly, tourism is a technical subject. Until and unless the concerns recognize its technicality, tourism in Nepal will never be successful in real terms, but has to struggle for half a million and that is for unrecoverable natural and socio-cultural calamities.

Richardson (2010) suggested about the tourism development as an important tool in promoting the economic growth, alleviating poverty and advancing food security in Mali. His study aims to review the relationship between tourism and poverty reduction, and to explore how investment in tourism development contributes to fulfill the national development goals. The study has examined an empirical link between tourism and the poverty reduction. It investigates the relationship among tourism development, economic expansion and poverty reduction. They found a causal relation between tourism development and economic expansion and between tourism and poverty reduction.

The Annapurna Conservation Area Project in Nepal (1997) has shown that there are ways through which the dual objectives of resources conservation and maximization of economic benefits of tourism to local communities can be simultaneously achieved. This study suggests that the tourism sector helps local people to conserve natural and cultural resources of the area, promote sustainable, social and economic development and develop tourism with minimum negative environmental impact. It creates economic activities and a sizable amount of income and employment for the local people.

Paudyal (1997) in his study "Tourism Development in Nepal, in the context of Regional Perspective" has studies on the topic Nepal's tourism in the context of SAARC region. He has pointed out that there are many factors negatively affecting the tourism development in Nepal e.g. pollution problem, transport bottlenecks, and low quality tourism products. This study suggests that government should implement suitable program for cleaning Kathmandu and start a new airline as a joint venture between the private and public sector. This study has also suggested establishing some top standard international quality hotels to increase the numbers of tourists in Nepal.

Prasad and Kumari (2013) focused the importance of sustainable tourism development and the concept of nature tourism. The study finds out that tourism has been an engine of growth in many economics in the old which helps for the generation of income, wealth and support in the sustainable development of remote area. As it is the one of the main segment of economy, it contributes major part of foreign exchange and generates employment and help infrastructure development.

Shah and Vllah (2014) suggested that the data used in primary, secondary data and information intend to highlight the overview of different tourist spot and to provide some recommendation for the development of tourism sector.

Thus the conclusion can be made that tourism development is as the engine for economic growth with positive impacts in term of generating foreign exchange earnings, creating employment and income, and stimulating domestic consumptions.

2.2 Empirical Review

Gurung (1990) conducted in his study that the pattern of tourism activities, environmental impact of tourism, carrying capacity of trekking route etc. He identified that deforestation in mountain region is the result of over grazing and fuel wood extraction rather than tourism. He also mentioned that poor people are responsible for the negative effects and non-degradable materials are used by the trekkers also have made negative impacts on the environment. He suggested employing the local people for clearing environment. He has analyzed the problem of deforestation and environmental pollution of different

trekking and mountaineering route. He suggested in his study three environmental protection measures (a) to open new trekking route (b) to increase the flow of trekking in less crowded route like Pokhara-Jomsom-Manang etc. He stresses to use in gas or oil in trekking route for pressure the forest. Gurung's study provides us a good base of issues for research on mountain tourism in Nepalese context.

Shrestha (1999) identified the basic problems of tourism in Nepal. The study has also highlighted 'tourism industry' having great prospects in Nepal. The study has observed that the average growth rate of tourist arrivals in Nepal from 1975 to 1997 is 2.27 percent per annum. As regards that arrival from SAARC countries is around one percent or even less than that. It reveals that Nepal has not been able to promote regional tourism and has relied having on only a few countries. Nepal's shares in international arrivals rise from 0.04 percent in 1975 to 0.07 in 1997. On the other hand, the share of Nepal in south Asia had increased from 5.91 percent to 9.27 percent during the same period.

Aryal (2005) stated that tourism is a leading sector for making the national economy prosperous. Because tourism sector generates foreign exchange earnings, creates employment opportunities and also diverting people from agriculture to industry. Therefore, it is essential to develop tourism facilities within and outside the country.

He suggested that from his study for the development of tourism, publicity through booklets, photographs, posters, sliders, Maps, Magazines, newspapers, TV films, post cards, should be made available in different languages in international level. (Aryal, 2003).

Bhusal (2010) expressed that to promote sustainable tourism development, to enhance income level and to make better lifestyle of local people the local governments, central government and stakeholders of tourism need to conserve the sites of historical and cultural importance, develop the rural tourism destination and built Nepalese type of accommodation for community based rural tourism.

Joshi (2010) dealt about the problem and prospects of tourism in and around the study areas. She adopted the methodology based on interview, observation, questionnaire and

checklist. The study had under taken the structured, semi-structured and unstructured interview to explore the information on problems and prospects of tourism and its impacts on both local and national economy.

She concluded that tourism in Kanchanpur is not recognized as a major source of employment. Because of the lack of advertising and publicity it can't be fully developed. With the expansion and development of tourist destination the average length of tourist stay will increase. It will definitely help to lead the economic growth of nation or the state.

Upadhyay (2011) showed the objectives and strategies of Nepal tourism 2011, were well structured and define. However, the campaign faced some challenges in the implementation process. A major challenge was the frequent change of ministers, secretaries and CEO of Nepal tourism board (NTB) government of Nepal.

Thapa (2012) discussed that after the peace agreement between major political parties of Nepal in 2006, there has been significant growth of tourism in Nepal the first five years, from 2001 to 2005 was the dark year for Nepalese tourism because of Nepal's civil war. In the recent four years, the numbers of visitors have doubled with 10% contributing to the nation's economy. Today around 40% employment opportunities within a nation are created by tourism industry (Employment in third world countries is excluded).

He indicates that the development of tourism is limited mainly to Kathmandu, Chitwan, Pokhara and Lumbini because of the limited road connection and air availability. Nevertheless, the concept of home stay is being developed nowadays but still need vast improvement to gain a regional balance in terms of tourism. Further standardization of present tourism infrastructures and construction of new infrastructures offers employment for youth, and helps to keep the manpower within the nation.

Durga and G (2012) identified and discussed the barriers to community participation towards tourism development in the Sudhmahadev tourist destination of Jammu and Kashmir. The study has found that the barriers of tourism exist in Sudhmadhadev and

few of them like relatively high cost of community participation, limited capacity of poor people and attitudes of professionals exists there.

We can interpret by these results that barriers exist there due to the noninvolvement of locals in tourism development process by Tourism and Government. It is found that local residents also believe that tourism related activities need large amount of investments and time. As Amarnath pilgrimages a huge attraction for tourists and pilgrims in Jammu and Kashmir and this destination can be promoted by linking it with that pilgrimage. People also believe that tourism authorities are not showing their interests in the promotion of this destination and they are mostly focusing on the already developed destinations.

Clearly the mentioned barriers are not only specific to the community participation; some of them may also be seen as common problems of development in many other local communities and future research can also measure the level of participation of local community in the development process of tourism in their destination.

Khadka (2013) examined the number of tourist arrival in Ghara VDC of Myagdi District and income expenditure pattern. He used primary and secondary data adopts the methodology as interview through structure question. He had concluded the political instability, lack of proper communication, lack of infrastructure, begging activities of local people are problem of the tourist though which development of tourism is hindered. People who are involved in tourism business are much more aware in health, education and nutrition food and they have become economically independent. He recommends that there should be establishment of different tourism related information center in village area and should be maintain political stability in the country throughout village to village.

Dhungel (2014) carried out research on the basis of both demand as well as supply framework. The study found that politico-economic crisis in the country as well as in the region has been found affecting the number of tourists visiting Nepal. Country-wise concentration of international tourists has been found decreasing. Seasonality factor has been found most prominent in Nepalese tourism. Relatively higher negative correlation has been detected between length of stay and the average per capita expenditure of tourist.

Giri (2015) showed that Bandipur has basic infrastructure facilities which shall be upgraded. It also shows that it has tourism potential to attract tourists in future. At present the income generated from tourism is no satisfactory. Neither the distribution of income nor the employment generated from tourism is encouraging. If majority of local resident work in this sector being aware of tourism industry and its advantages, then they can certainly increase tourist revenue and its equal distribution.

At last it concludes that for many developing countries, in particular the LDCs tourism is a considered to be the one of the fundamental pillars of their economic development. Although LDCs has limited resources, the huge employment and development of private sector will contribute for the development of tourism business, where tourism can only contribute for the development of economy.

According to Master Plan for Tourism (1972) provided guidelines for tourism development in Nepal. The plan shows the potentiality of sightseeing tourism, trekking-tourism, recreational tourism as well as internal pilgrims in the country. It clearly indicates that tourism can be helpful to achieve the aims like increasing foreign exchange earnings, building up a profitable sector of private economy and it helps to develop the regional and national economy as whole. To make the favorable balance of foreign exchange, this master plan has formulated some policies in which reduction of imports, development of saving habits, strict control of foreign exchange and developments of international air service as well as development of traveling agencies are included.

2.3 Research Gap

This study is concentrated only one district of the country out of 77, thus cannot generalized country as a whole. Though helps to reflect the situation in general. Concentrating only on the problems and prospects of tourism in Dang. This study is mainly concerned with the tourist destinations, tourism activity, tourism prospects, problems and impact in Dang district, this study leave the room for further study concentrating on other aspects related to the development of this industry.

CHAPTER- III

RESEARCH METHODOLOGY

3.1 Research Design

The research design is based on descriptive and exploratory approach.

It is descriptive as it presents detail account on the status of overall scenario of tourism in Dang. It is exploratory in the sense that analysis is focused on exploration of the fact about the prospect, problems and impact of tourism in research area. The researcher developed some of the instrument like the structured and unstructured questionnaire and interview schedule to explore the information on tourism in Dang districts.

3.2 Selection of the Study Area

Dang is a plain Terai area, it's far from capital city Kathmandu. Dang is capital city of Lumbini province & good destination for tourist to enjoy different type of culture and ethnic groups along with different places to watch. People of different caste and ethnicity lives here and practices different cultural, religious and historical rituals in Dang district. Thus to find out the further more necessities for the prospect, problems and impact of tourism over the local people, this area is rationality of the selection as the study area.

3.3. Nature and sources of data

The study has been conducted on the basis of both primary as well as secondary data. The source of primary data has been obtained from fieldwork and through observation, schedule questionnaire and interview of some key informants applying some additional questions where needed. Similarly, information has also been obtained through secondary sources. The sources of secondary data were Nepal Tourism Board, Ministry of Tourism, National Planning Commission, Annual Statistical Report of Tourism Department, different bulletins related to tourism, Central Bureau of Statistics and District Development Committee, Dang.

3.4 Sampling Procedures

Various type of tools and technique were applied to select samples. In this study purposive sampling method was adopted to select samples units. Researcher took the sample size 80, among them 40 of them were tourists and remaining respondents of different sectors (i.e local leaders, hotel owners, shopkeeper, tourists, intellectuals, members of different religious organization, community forest etc) of Dang district are selected purposively to meet the objectives.

3.5 Methods of Data Collection

Data collection is a term used to describe a process of preparing and collecting data. The purpose of data collection is to obtain information to keep on record, to make decision about important issues, to pass information on to others. Primarily, data is collected to provide information regarding a specific topic.

Various techniques for data collection have been employed during the research study the data have been gathered from schedule, observation, interview schedules and Key informant were interviewed.

3.5.1 Primary Sources of Data

Primary data was collected through interview by structured questionnaire and observation of different groups of households and tourist who have visited Dang.

3.5.2 Secondary Sources of Data

Secondary data was obtained from various published and unpublished information sources i.e. relevant literature, library study, newspapers and journal of tourism, research report and annual report of DDC Profile, CBS, NPC, NRB and MOTCA.

3.5.3 Data Collection Tools and Techniques

To collect reliable and authentic data, the researches employed various research tools and techniques, which were dependent on the nature of the study the following tools and techniques were adopted to obtain primary data and information.

1. Questionnaires Survey

The study had undertaken the structure and unstructured questionnaire to explore the information on the problems and prospects of tourism. The researcher took 60 sample size among them the structured questionnaires for 30 tourists visited in Dang district and 30 were local teachers, leaders, hotel owners, shopkeeper, tourists, intellectuals, different religious organization, etc of Dang district. The data has been collected such as Income, expenditure, Personal identification, no. of the tourist, behavior of the tourists, tour of the destination, duration of stay etc. through the questionnaire.

2. Key Informant Interview

Structured questionnaires for local experts, development workers, hotel managers, teachers and entrepreneurs as well as business man were ask to collect the essential information related to existing scenario of tourism, problem and prospects of tourism and hindrances of the tourism profession. In order to get more information tourists were also interviewed, regarding the services, access, availability, behavior and views.

3. Field Visit and Observation

It was done in imbedded from during accomplishing the other activities in destination area. It is recognized as major tool to sketch the condition of infrastructure, glance over the scenic beauty, sanitary situation of the area, as well as prevailed culture and tradition tourist arrivals, satisfying and interesting behavior of tourist were recorded indirectly.

4. Focus Group Discussion

Focus group discussion is the major tools to acquire essential information from participatory approach and best verification procedure immediately, during the collection

of information FDG was held in field. The researcher analyzes the problem and prospects of tourism.

3.6 Methods of Data Analysis

Analysis of data is a process of inspecting, cleaning, transforming and modeling data with the goal of highlighting useful information, suggesting conclusions and supporting decisions making. Data is a practice in which raw data is ordered and organized so that useful information can be extracted from it. The process of organizing and thinking about data is keys to understanding what the data does and does not contain.

After the collection of the data, it has been rechecked verified at the field manually to reduce the error. The data and information gathered and adopted from various sources has been categorized according to requirements the perception, vision behavior, attitude and emotion are qualitative data and they are analyzed descriptively. Then result is calculated. The final data and information are tabulated and interpreted in table, pie chart, and different statistical means.

CHAPTER- IV

DATA PRESENTATION AND ANALYSIS

4.1 Introduction to the Study Area

Nepal, one of the most unique, exotic and remote destination in the tourism map of the world, is unquestionably a country teemed with countless natural wonders and exhilarating old historical monuments and heritage sites. It is rich in tourism attractions whether natural or cultural with its attractive, marketable landscapes and its unique biodiversity; all the tourism attractions of Nepal are world class. Tourists are attracted to Nepal by lush Terai jungles, the beautiful peaks of Himalayas, terraced farmlands, glistening rivers, wildlife activities and rich cultures and heritages. Such places offer big potentiality for development of tourism that, is considered as an easy source of income, requires relatively less investment and provides many jobs, and develops relation among people from distance. Dang is one of the compelling destination for many visitors.



Dang, having various attractive destinations for tourists lies between $27^{\circ}38'$ to $28^{\circ} 29'$ east longitudes and $82^{\circ}2'$ to $82^{\circ}5'$ north latitude in Lumbini Province as one of the enchanting five districts of Rapti Zone. Ranging from 213 metres at Sisahaniya VDC Vanpur to the top of Dang Hansipur VDC Arkhale at 2058 meters above mean sea level across a distance of 90 kilometer east to west and 72 km north to south, having 7 Rular Municipalities, 1 Municipality & 2 Sub-Metropolitan City, spread over an areas of 2955

km² or 2,95,500hectors having 1,92,955 hectares or more than 65 percent of total area as for forest area and 69,950 hectares as for agriculture land. Dang with three valleys: one Asia's largest valley, "Dang valley," a small valley, "Tui-Dang valley" and other "Deukhuri valley" have a huge tourism potential which has its unique nature besides cultural heritages and religious\traditional practices. The two main rivers are Rapti and Babai of this valleys. Dang is really a wonderful area for different tourisms: religious tourism, rural tourism, ecotourism, entertainment tourism, business tourism and educational tourism.

The main inhabitants of Dang are Tharu, Chhetri, Brahmins, Yogi, Magar, Gurung, Abudhi, different lower caste represent as different beautiful flowers in a garden. The famed, Tharu people, whose lives are interwoven with the wonderful culture, and Magar people with different culture add the colorful distinct touch to the Dang experience. Mainly south part of the district is colored with Farasahiya Nach of Yadav, Barka Nach, Laththa Nach, Shakhya-paiya Nach and different dances of Tharu and Bhume Nach, Seringne Nach of Magar paints the north part of the district.

Sawarikot, which bears political history of Dang is related with Tharu Rajya, Chhilli Rajya and neighbor states like Bajhang and Udayapur Rajyas Goraksha Ratan Nath Pith which lies in Ghorahi the headquarter of Dang, is important from historical point of view and in addition it is famous for Nath culture. Moreover Gadhichheda which is related with the integration process of king Prithvi Narayan Shah, Chhillikot which is famous with historical and religious spectacles, Bigule Dhunga, Dhaulu bagiya, Banshgadhi, Mathorya, Bar Bardiunhak Laththa, siddha Bhaga bantanath's Samadhi, Bulbulya, are some of the important historical places. Sukaura is not less important for researchers or historians. Goraksh Ratan Nathtemple, Ambikeswory temple, Rihar, Dharapani, Sitalpur, Barhakune, Shiva Mandir, Ghanibagia are some of the renoun destinations for religious tourists. Chamera Gufa, Purandhara Jharana, Jakhera Tal, Charinge Daha, Gauri Gaun Tal, Kicheni daha, Jyamire daha, Kamal Pokhari Ghanibagiya, Pipal danda Pokhari, Bargaddi, Bhotedaha, Tarinatal, Sun Chhahara, Harikise Pahara, Dhimdhome are some of the beautiful ecological magnets for tourists. Sociologically and Anthropologically Dang

is rich for research because Mashotkhola, Arjun Khola and Tui-dang area thought to be the area where pre- historic men used to wander.

4.1.1 Demographic Situation in Dang District

According to the census of 2001, the population of Dang district was 462,380 but according to the census of 2011 the population of Dang district was 552,583. In which male population was 261,059 and female population was 291,524. The population per family population is 4.75% and sex ratio is 89.54% in Dang district. Of these, 66.7% spoke Nepali, 28.1% Tharu, 1.9% Awadhi, 1.0% Magar, 0.9% Kham, 0.5% Hindi and 0.4% Urdu as their first language.

4.1.2 Caste/ Ethnicity in Dang District

According to the national census of 2011, in Nepal there were likely 125 caste/ethnicity were found but in Dang district there were mainly 10 major caste/ethnicity. Tharu caste are the majority in Dang having 28.85%, Chhetri are 25.34%, Gurung are 13.86% and Brahmin /Pahadi share 10.30 % of the total population.

4.1.3 Status of Religion in Dang District

According to the National census of 2011, in Dang District there are 7 major religions which is followed by the people of Dang district by which 96.46% people follow Hindu religion which is largest in number, 1.38 Christen, 1.16% follow Buddhist, 0.80% follow Muslim and lowest number of religion which is followed by people is 'bahai' 0.01% follow this religion.

4.1.4 Condition of Basic Infrastructure and Health Services in Dang District

According to the National census of 2011, in Dang District there are 6 Government Hospital, 7 Private Hospital are in function along with that there are 20 health posts, 16 sub health posts and many other organizations are in function for providing health services over the Dang District.

4.1.5 Educational System in Dang District

According to the census of 2011, the education system of Dang in which there are altogether 602 educational institutes are in operation for educational services. There are 424 Samudiyak Schools & 178 private institutions that are providing education services over Dang District. 31 Campus level institution are there & 1 university in Dang. Out of Dang total population 70.32% of people are literate in Dang district.

4.1.6 Utilization of Services and Opportunity in Dang District

In total population of Dang district 89.76% of family use one or more services but 9.10% families do not utilize the opportunity and services according to the national census 2011. The major services & opportunities are Radio, Television, Cable TV, Computer, Internet, Mobile Phone, Vehicle & other many more services.

4.1.7 Drinking Water Facilities in Dang District

In Dang district the total family number is 116,347 from total family number the People utilize the needs of drinking water from the different sources, 40.89% use tap/piped water, 20.98% use Uncovered well/kuwa water, 14.39% use Tubewell and handpump water, 12.74% use Covered well/kuwa water, 4.59% use Spout water, 4.18% use River and stream water for their daily life,

4.1.8 HDI Report of Dang District

The HDI report of Dang District which was conducted in 2014, shows that the Life expectancy (both male & female) is 67.33 years, similarly youth literacy rate is 62.41 % while mean year of schooling is 3.83 year. Per Capita Income of the people is NPR 1127. HDI (Arithmetic Mean) is 0.537 & HDI (Geometric mean) is 0.485 which is 33th position within the country. Whereas the HPI (Human poverty index) is 25.05%.

4.2 Present Scenario & Prospects

For the study, the present situation and the future prospects of tourism in Dang is important and was also analyzed the direct and indirect impacts of tourism in local people. Since tourism has important role in the transformation of life style in local residents of that place.

4.2.1 Land Utilization Condition in Dang District

The total area of Dang district is 2955 Sq. Meter, out of the total land area of Dang district about 2019 Sq. Meter is covered by forest area which is 68.32% of total land. Similarly, 699.5 Sq. Meter is covered with agricultural land which is 23.68% of total land, 129.5 Sq. Meter is covered with grazing area which is 4.38% of total land and remaining 107 Sq. Meter is covered with other land which is 3.62% of total land.

4.2.2 Literate Population of Dang District

According to the national census 2011, in Dang district, 5 years or above age total male population is 73.54% and female is 57.95 % are literate. According to the census of 2001, Dang district total literacy rate was 70.32% in which male literacy was 78.88% and female literacy rate was 62.78%.

4.2.3 The Places of Dang District Favorable for Tourism

There are many places in Dang district which are eco-friendly and favorable for tourism. The valley is rich in its forest wealth. It has tremendous biodiversity and will have been identified as one of the hot spot for biodiversity. The plants and animals are major attraction of Dang valley. Some of the major favorable places for Tourism area are:

- i. Pandabeshwar Mahadev Temple (Dharapani temple)
- ii. Jakhera Lake- Lamahi Dang.
- iii. Purandhara Waterfall.
- iv. BarhakuneDaha (BarahaChhetra)
- v. Tharu Cultural Museum.
- vi. Ambikeshwari temple.
- vii. Ganeshpur Park- Tulsipur Dang
- viii. Chamere Cave
- ix. Sishaniya Bridge (Nepals 2nd Longest Bridge)

4.2.4 Dang Main Rivers and Ponds

There is mainly Rapti and Babai River in Dang valley. Barhakune Jakhere , Parseni, Gauri ,Bhote, Jyamire, kichine, laptakunda are the major Taals in Dang valley. The major fountain of Dang is purandhara fountain which is situated in Babai Rular Municipality. Chamere cave, Chandrakot cave, Gupteshwar cave are attractive caves of Dang Valley.

4.2.5 Local Level Bodies in Dang District

According to the constitution of 2015 A.D, Nepal has adopted the federalism system in Nepal. In which there are 753 local bodies in Nepal. In Dang district there are 10 local level bodies. There are 7 rural municipalities, 1 municipality & 2 Sub-metropolitan City.

Local Level bodies in Dang District are:

- i. Ghorahi Sub-Metropolitan City
- ii. Tulsipur Sub-Metropolitan City
- iii. Lamahi Municipality
- iv. Rapti Rural Municipality
- v. Gadhawa Rural Municipality
- vi. Rajpur Rural Municipality
- vii. Shantinagar Rural Municipality
- viii. Banglachuli Rural Municipality
- ix. Dangisharan Rural Municipality
- x. Babai Rural Municipality

4.3 Facilities & Infrastructures

For the study, the present facilities and infrastructure in Dang is very important and have to analyze its direct and indirect impacts on tourism.

4.3.1 Number of Hotels and Lodges in Dang District

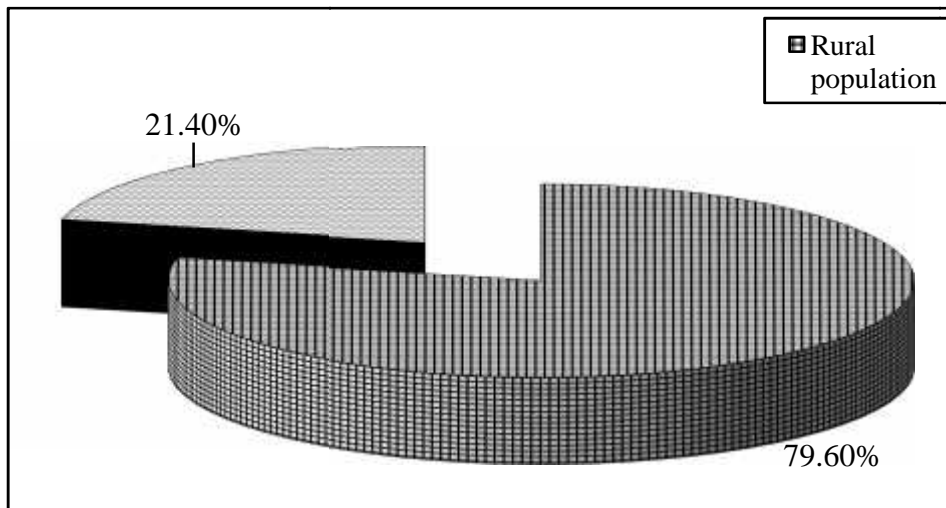
Hotels and lodge provide very good facilities to the domestic and foreign tourist in country. Hotels and lodge charge money to their customer according to the facilities provided by them. The number of hotels and lodge in Dang district are:

- i. Ghorahi Sub-Metropolitan City – 149 Hotels & Lodge
- ii. Tulsipur Sub-Metropolitan City – 72 Hotels & Lodge
- iii. Lamahi Municipality – 48 Hotels & Lodge
- iv. Gadhawa Rural Municipality – 7 Hotels & Lodge
- v. Shantinagar Rural Municipality – 3 Hotels & Lodge
- vi. Rajpur Rural Municipality – 7 Hotels & Lodge
- vii. Rapti Rural Municipality – 48 Hotels & Lodge
- viii. Banglachuli Rural Municipality – 12 Hotels & Lodge
- ix. Dangisharan Rural Municipality– 05 Hotels & Lodge
- x. Babai Rural Municipality – 9 Hotels & Lodge

4.3.2 People Living in City and Rural Area in Dang District:

According to the census of 2011, the data shows that in Dang district more people live in rural areas than urban area. In urban area 21.40% people live whereas in rural area 79.60% people live in Dang District, below figure shows the following:

Figure 4.1: People Living in City and Rural Area in Dang District



Source : National Census ,2011

4.3.3 Transportation System in Dang District

Mahendra Highway the main east-west highway across Nepal follows Deukhuri Valley, passing Kalakate and Bhalubang bazar at the upper end and Lamahi downstream. From

Bhalubang, branch roads lead up the Rapti River into Pyuthan and Rolpa Districts. From Lamahi there are roads north across the Dang Range to Ghorahi, and south over the Gadhawa to Koilabas, which used to be an international trade center earlier. The East West highway which passes through the Lamahi joins the Banke district leading Kohalpur. Roads from Ghorahi lead to Rolpa district and the Swargadwari pilgrimage site. From Tulsipur a motorable road goes north into Salyan District. Nepal's second-longest bridge over Rapti river in Dang district connects Sisahaniya of Rapti Rural Municipality with Mahadeva of Gadawa Rural Municipality in the district. At Tulsipur (Tarigaun), Dang Airport (IATA: **DNP**, ICAO: **VNDG**) has daily scheduled connection to Kathmandu in Nepal. Every kind of private and public vehicle are found in Dang district.

4.4 Present Information about Tourists and Tourism

This chapter presents the results of the survey of tourists. The result is mainly based on questionnaires collected from 20 tourists who visited Dang valley during field visit.

4.4.1 Findings from the Survey Data

During the survey, most of the tourists whoever visited Dang were ask to fill up the questionnaire through field survey. Data collected about problem and prospects of tourism in Dang districts through household survey and Tourist, the data is presented in the table.

Table 4.1: Findings from the Survey Data

Respondents	Number	Percentage
Tourist	40	50
Household survey	40	50
Total	80	100

Source: Field Survey, 2021

4.4.2 Length of Tourists Staying in Dang

Tourist visits their destination for different purpose and the basis of that their stay depends on his/her purpose.

Table 4.2: Length of Tourists Staying in Dang

Duration	No. of respondents	Percentage
1 days	8	20
2days 1 night	16	40
3days 2 night	10	25
Above 3 days	6	15
Total	40	100

Source: Field Survey, 2021

Table 4.2 shows that, mostly about half of the tourists stay 2 days 1 night in Dang. The table shows 45% of tourist stay in Dang for 2 days 1 night, 25% of tourist stay in Dang for 3 days 2 night, 20% of tourist stay in Dang for 1 days and 15% of tourist stay above than 3 days. It shows that the highest number of tourist stay 2 days as one night that is the 40% of total.

4.4.3 Tourists Visiting by Purpose in Dang

Tourists visit Dang for different purposes which may be classified into pleasure and relax in natural beauty, wildlife, Tharu dance, cultural attraction/home stay, study and research and other purpose etc. The set of question were asked to 40 visitors who are going to visit Dang to identify the purpose of visit.

Table 4.3: Tourists visiting by Purpose in Dang

Purpose of visit	Number	Percentage
To enjoy nature & relax	12	30
Adventure	6	15
Study and Research	8	20
Study of culture	10	25
Other	4	10
Total	40	100

Source: Field Survey, 2021

From the 4.3 table, it shows that most of the tourist visit this Dang district for the enjoy nature & relax. After than second position the tourist visits for study of culture then study and research, after that adventure and other purpose.

4.4.4 Tourists Arrival by Age and Sex composition in Dang:

Different age and sex group of tourists visited Dang which is shown in the table below.

Table 4.4: Tourists Arrival by Age and Sex Composition

Age class	No. of respondents	Percentage	Male	Female
20-35	18	45	12	6
35-45	6	15	4	2
45-55	14	35	8	6
55 Above	2	5	1	1
Total	40	100	25	15

Source: Field Survey, 2021

The Table 4.4 shows that majority of tourist belongs to 20-35 years has preferred to visit Dang, which consists 45% of total tourist and other hand the table shows that among visitor the number of male is greater than female.

4.4.5 Means of Transportation used by Tourists to Reach Dang

The various means of transportation like, local bus, taxi, car, airplanes and private vehicles etc, are available for tourist to travel from different part of Nepal to Dang, transportation used by tourists who have visited Dang presented in table below.

Table 4.5: Means of transportation used by Tourists to reach Dang

Means of transportation	Number	Percentage
Local bus/taxi	28	70
Airplane	2	5
Own vehicles	10	25
Total	40	100

Source: Field Survey, 2021

Table 4.5 represent that the majority of tourists 70% visited Dang by public vehicles, 25% visited by own vehicles, 5 % visited by airplane. It's implies that most of the tourist used local vehicles.

4.4.6 Distribution of Tourists by Nationality

The table shows that Dang attracts tourism from different countries. The available data shows that the highest number of tourist are internal tourist and from India 15% and 5% each from America & China.

Table 4.6: Distribution of Tourists by Nationality

S. N	Countries	Number	Percentage
1	Nepali	30	75
2	Indian	6	15
3	America	2	5
4	China	2	5
	Total	40	100

Source: Field Survey, 2021

4.4.7 Expenditure Patterns of Tourists

The expenditure of tourist differs from one visitors to another according to their interest, demand and income level. Some visitors may spend on gifts or for other things, some for accommodation, and some for handicraft goods. The table 4.7 shows expenditure pattern of tourists visiting Dang.

Table 4.7: Expenditure Patterns of Tourists

Expenditures Rs.	No. of tourist respondents			
	Food	Accommodation	Transport	Marketing
Below 1000	16	26	28	26
1000-1500	8	6	6	4
1500-2000	6	4	2	4
2000-2500	4	2	2	2
2500-3000	2	2	2	2
Above 3000	4	-	-	2
Total	40	40	40	40

Source: Field Survey, 2021

Table 4.7 shows that 16 respondents spent Rs below 1000 on food. Similarly, 26 respondents spent to Accommodation Rs below 1000, 28 respondents spent on Transport Rs below 1000 and 26 respondents spent to marketing Rs below 1000. Similarly spend above than 3000 is 4 people, it's shows that most of the people spend belowRs 1000 in per units and just 4 tourist spend Rs above than 3000.

4.4.8 Educational Status of the Respondents

Following table shows the educational level of sample population taken. From interview taken to 80 samples, the response is shown in table below. Table 4.8 shows that majority of the populations are literate.

Table 4.8: Education Level of Sample Population

S.N	Educational level	Numbers	Percentage
1	Illiterate	4	5
2	Literate	76	95
Total		80	100

Source: Field Survey, 2021

4.4.9 Occupational Status of Tourists

Table 4.9 that majority of the people (35%) of the study area are engaged in business and 25% are of students, very less number of people are of job holder (10%) whereas 30% are of others.

Table 4.9: Occupational Status of Tourists

S.N	Occupations	Numbers	Percentage
1	Student	10	25
2	Business	14	35
3	Job	4	10
4	Other	12	30
5	Total	40	100

Source: Field Survey, 2021

4.4.10 Annual Income Level of Local People

Table 4.10 shows that majority of the people have been earning 50000-100000 which occupy the 16 out of the total population (40%). This figure indicates that majority of people are of middle class family. The people those who falls on the middle class family have also shows the disguised unemployment situation of the study area. So tourism can be effective means of additional employment and increasing income level of people. Following tables shows the annual income level of the study area.

Table 4.10: Annual Income Level of Local People

S.N	Income level	Numbers	Percentage
1	Less than 25000	8	20
2	25000-50000	12	30
3	50000-100000	16	40
4	Above 100000	4	10
Total		40	100

Source: Field Survey, 2021

4.4.11 Annual Expenditure of Local People

Table 4.11 shows that 45 percent of the people spend more than Rs.25000-50000. And 25 percent spend less than Rs 25000, similarly 20 percent spend 50000-100000, 10 percent spend above than 100000.

Table 4.11: Annual Expenditure of the Local People

S.N	Expenditure Level	Number	Percentage
1	Less than 25000	10	25
2	25000-50000	18	45
3	50000-100000	8	20
4	Above 100000	4	10
Total		40	100

Source: Field Survey, 2021

4.4.12 Knowledge of People About Village Tourism

Table 4.12 shows that out of 40, 85% percent people know about village tourism and rest of the 15% respondents do not have any idea about village tourism.

Table 4.12: Knowledge of People About Village Tourism

S.N	Views	Respondents	Percentage
1	Known	34	85
2	Unknown	6	15
	Total	40	100

Source: Field Survey, 2021

4.4.13 Willingness of People in Tourism Industry

The Table 4.13 shows that the interest of people in tourism industry. The table indicates that out of hundred, 50 percent respondents reported that they are interested in tourism industry, 40 percent respondents reported that they are not interested in tourism industry. And rests of them are unknown in tourism industry.

Table 4.13: Willingness of Respondents in Tourism Industry

S.N	Views	Numbers	Percentage
1	Interested	20	50
2	Not interested	16	40
3	Unknown	4	10
	Total	40	100

Source: Field Survey, 2021

From the analysis of data in aggregation few of the respondents have passed SLC and higher level education. Majority of the respondent have been adopting agriculture and remaining other respondents adopt non-agricultural activities like business service and student. 50% respondents are not interested in tourism industry and 10% respondents are totally unknown with tourism. Awareness programs should be organized for the tourism development in the study area. Tourism industry can be effective means of raising employment and level of income of local people.

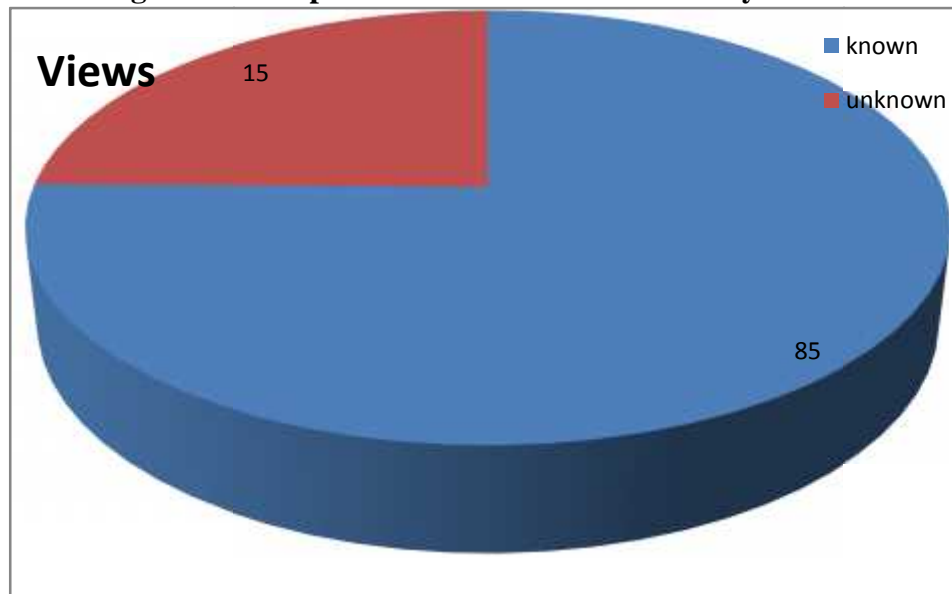
4.5 Respondents Views about Promoting Local Tourism

During the field visit, the respondents were asked about promoting local tourism & its impact they noticed with the increase in the number of tourists visiting Dang.

4.5.1 Respondents Views about Homestay Tourism

Figure 4.2 shows the respondents view about home stay tourism out of 40 sample respondent 34 person i.e. 85% sample population know about home stay tourism and rest 6 sample population i.e. 15% do not have any idea about home stay tourism.

Figure 4.2: Respondent's views about Homestay tourism

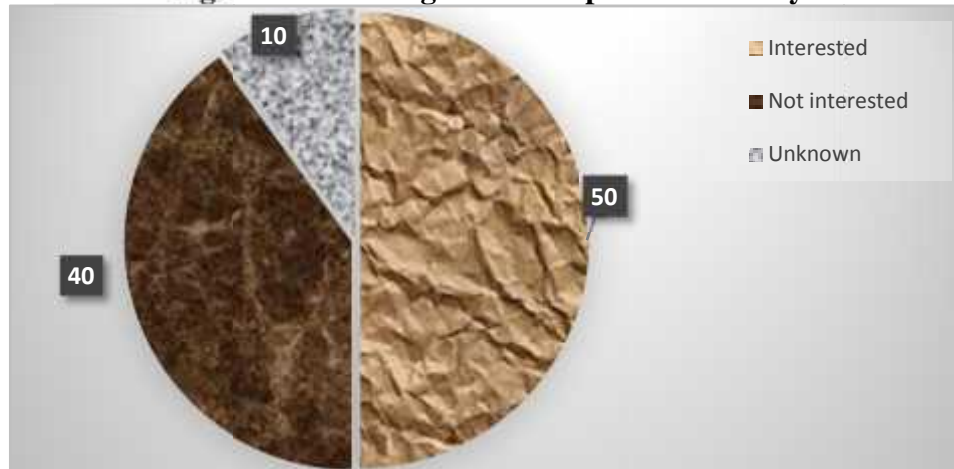


Source: Field Survey 2021

4.5.2 Willingness of People in Homestay

This chapter reveals that the either people of the study area are interested to conduct home stay for rural tourism or not. The following figure shows the willingness of people in homestay.

Figure 4.3: Willingness of People in Homestay



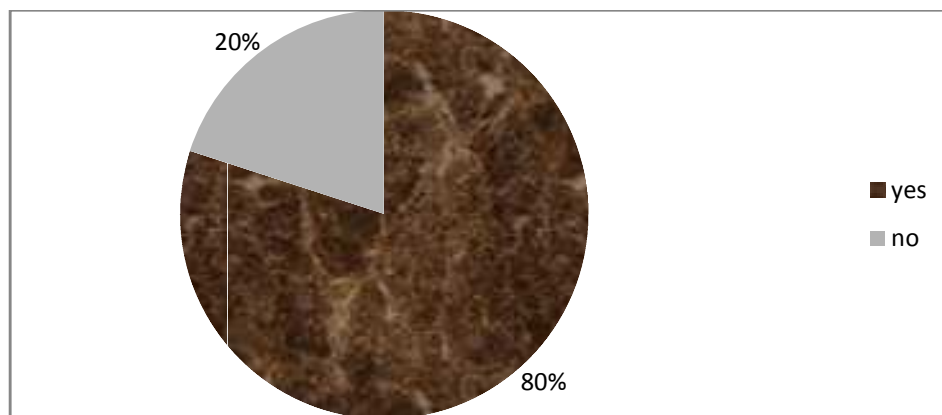
Source: Field Survey 2021

The figure 4.3 shows that 50% of sample respondents were interested to conduct home stay for rural tourism while 40% sample respondent are not interested to conduct home stay and 10% were unknown about home stay for rural tourism.

4.5.3 Perception Towards Community to Develop Local Tourism

Local community plays significant role to develop the rural tourism. The following figure shows the perceptions toward community to develop rural tourism according to local people.

Figure 4.4: Perception Towards Community to Develop Rural Tourism



Source: Field Survey 2021

Figure 4.4 shows that 80% sample respondents reported that there is necessary to form a community to develop the rural tourism in Dang district. Similarly 20% sample

respondents reported that there is no need to form community to develop the rural tourism. This shows that for the development of tourism community groups to be formed.

4.6 Socio-economic Condition of the Study Area

The expenditure made by tourists makes direct and indirect effect. The initial income produced by spending of tourist is known as direct effect. For example, direct effect occurs when a tourist pays his hotel bill. Rounds of spending of the initial income bring about indirect effect. For example, the initial money received by hotel management in the first instance will be used to pay various debts incurred or make outlays on behalf of the tourist such as in visitor's telephone and other goods and services. The recipients in turn use the money received to pay their bills. The initial tourist's money in this way may be spent second time, spreading into different sectors of the economy each time giving rise to fresh income with greater beneficial effect. In order to the money (Particular foreign exchange) earned is retained in the country or in the area of visit of the tourists, leakage such as in the form of payment for imports, foreign investments should be minimized as far as possible.

Economic condition of Dang district is agro-based about 75% of the people depend on the agriculture. The major agriculture products are paddy, maize, wheat, barley and the cash crops are lentils and vegetables. Access of the paved roads the prospect of tourism development become possible. In order to develop the tourism industry sustainable, development projects should be local community owned and operated as far as possible. Developing smaller units of tourist facilities combined with the adoption of design drawn from the local culture and with the use of indigenously available construction materials will become cost-effective and serve better to the taste of the visitors and lend themselves more readily to ownership and operation residents. Considering the competitive power and cost efficiency, tourism development at Dang can be dependable source of economic activity.

Furthermore, it could play a crucial role in generating income (including foreign exchange) through providing employment opportunity, ultimately, it could fulfill the social needs of the people.

4.7. Potential Area of Tourism

Prospect of tourism development in any area are influenced by different geographical, cultural, religious elements. Dang district possesses many Chure hills on the northern part of the district. The Chure hills is also called Siwalik mountain or Mahabharat range which is covered by green plants. Dang valley has its own scope for tourism development and heading to be another tourist's destination in the state. When a tourist decides to make his/her destinations to the Dang, he/she is likely to spend a minimum of 4 nights/5 days. The other fundamental attractions of tourism are natural beauties pleasant weather, wild animals, colorful different communities and their life styles with different language.

Table 4.13: Prospect of Tourism in the Study Area

S.N	Views	Respondents	Percentage
1	Highly sound	8	20
2	Moderately	22	55
3	Not so good	4	10
4	Unknown	6	15
	Total	40	100

Source: Field Survey, 2021

Table 4.13 shows that the prospect of tourism in the study area. Out of 40, 55% respondents reported that prospect of tourism in Dang is moderately. 20% respondents mentioned that there is high sound prospect while 15% respondents do not have any idea about prospects of tourism in Dang.

4.7.1 Religious Places

Bagar Baba temple in Rihar, Chaughera Nath and Bageshwori Bhagawati temple in Siuja, Manthoria temple in Narayanpur are important in religious Yatra in the district. Khairabang Bhagawati temple, chhaya chhetra of Salyan are also important for religious visitors.

i. Baraha Temple

Baraha is the main form of Vishnu God. And the habitant of Vishnu is Barhakune Taal. Barhakune Taal is one of the historical, religious, cultural and places of Mid-western region which lies in Dang valley. There are twelve corners in this Taal. So it is known as Barhakune Taal. This place is also known as Baraha Chhetra Religious spot because of the habitant of Baraha God. Baraha is the clan deities of Magar ethnic groups. Gharti family is the traditional priest of Baraha temple.

In 1991/92, Taal was about in five hector. But because of the rain and soil erosion, now days, Taal is going to disappear. In the last of the poush and first of the Magh, there used to be huge fare in Barhakune Taal in every year. About 2500 sheep are sacrificed in this temple annually. Now days, it is developing as picnic spot and visionary site. Baraha Chhetra is also rich in flora and fauna. If we can develop it furthermore, we could attract a lot of domestic and external tourists. Now, about 4000 Indian tourists come here annually. (Source Baraha chhetra Development Committee Sesar)

ii. Pandabeshwari Shiva Temple

Pandabeshwari temple is 9 kms south from Ghorahi, which is situated in the lap of sunkot hill, near the Babai river, Dharna VDC, Dharapani. In this place, five pandava conducted MahaYangaya during their wild stay period. The water dropped from the Bishnu Paduka would never dry. In past, a beggar came to temple and tried to break the Shiva Linga thinking that there would be gold. However, his hands were cut off and he became mad. Huge fare in Shiva Ratri is held annually in this temple. (Source Temple Priest)

iii. Manthoria Temple

Manthoria Goddess is the Goddess of Tharu Society and it is named in Tharu language. The word Manthoria is derived from Tharu language which means changing the desires into reality. The temple was constructed by Pandava in Duwapar age. Manthoria temple lies on Narayanpur VDC ward no 7. North Amarai.

iv. Shree Manakamana Devi Temple

Shree Manakamana Devi Temple lies in western Dang Pawannagar ward no 2, Bayardanda. This temple was erected in 2024 B.S. This temple is situated on North-west 10 kms far from Tulsipur Bazar. The temple is important in the perspective of religious and tourism. It is not only important site but also important for flora and fauna. We can see different types of birds in this area. (Source DDC Dang)

v. Chhillikot and Kalika-Malika

After defeating the king of Challavansha to Dangisharan, the king of Challa Vansha lived in Dang which is known as Chhillikot. And the king has established Kalika temple. East side of Kalika, we can see the Malika temple. And Kalika-Malika temple was established in 2033/034. (Source DDC Dang)

vi. Ambikeshwori Bhagawati Temple

Ambikeshwori Bhagawati lies in Ghorahi Municipality-5, Dang district. It is one of the most important religious sites of Dang. It is not set up by any individual. The place where the goddess originated looks like ear-shaped and Deep Ocean. The temple was built by the king of Salyan. The evident found here are 201 year back. Many devotees visit the temple from the distant places as people believe that the worship of Ambikeshwori Bhagawati fulfills the desire of the people. (Source Ambikeshwori Development committee)

vii. Rihar (Bagarbaba)

Bagarbaba (Barahababa) temple lies on Satabariya VDC-8, Rihar which is 28 Kms far from Ghorahi and 4 m kms far from Lamahi Bazaar. It is situated North-west of Mahendra Highway-Arabati river flows on south side of this place. At the commencement of Kali era, Bagar Baba (a cattle owner) with his nine hundred thousand cattle turned to stone seeing the sin in the world. There is dozens of stone of different shapes which are assumed to be of that period. Bagar Baba is observed as the god of

livestock property among Tharu people. When cow and buffalo fail to give birth, they invoked the Bagar Baba.

4.7.2 Lakes in Dang valley

i. Jyamire Daha

Dang district is the attraction center for bio-diversity. Water resource is very important to preserve to promote and to give continuity of bio-diversity. Lake, pond, river and even small sources of water have crucial role to preserve the bio-diversity. Jyamire Daha is not only naturally important but also the importance of bird habitat. Jyamire Daha is situated in Ghorahi Municipality-7 of Jyamire community forest area in Dang. After half-hour trekking from Barhakune Daha, we can reach Jyamire Daha. Jyamire Daha, surrounded by dense forest and hills, seems like English number eight (8). The water of Jyamire Daha flows under the land and meets near stream which is used for irrigation. Different types of birds can be seen around Jyamire Daha. Queen bird, Titara, kaliz, eagle, Baudai, Kakakul, , vulture kalo Chibe, green chibe, hutityau, Aalibird, hile Vulture etc. can be seen around the Jyamire Daha. Snake, tortoise, rabbit, etc can be also seen around the Jyamire Daha.

ii. Jakhera Taal

For the purpose of irrigation in winter season, rainy season's water was stored which is now transformed in lake i.e. Jakhera Taal. Jakhera Taal is situated in Lamahi Municipality-1. Jakhera Taal is situated 5 kilometer east-north from Lamahi Bazaar and situated at hilly Lap. Jakhera Taal covers 2 Bigaha of area. Now days, Jakhera Taal is very important for domestic tourists and it was developed as a picnic spot.

iii. Charinge Daha

Eight kms away from Dang, Ghorahi, Charinge Daha lies on Rampur village development committee.7, Buka which covers an area of 3 bigaha. This Daha is important for irrigation. On this area, we can develop agriculture, fish business and

boating. If we can preserve this Daha, and we can develop it as picnic spot, it is sure that we can attract more domestic tourists than before.

iv. Bhote Daha

Bhote Daha is situated in Rampur V.D.C-7, Dang. Few years ago this Daha is so huge but now it is going to disappear. It is a very important place for a visionary site and it also carries historical importance. Near the Bhote Daha, there is a wonderful temple which is also in poor condition. If this area can be preserved, this area will be developed as domestic tourism.

4.7.3 Other Destination in Dang Valley

i. Chamere Cave

Chamere cave is situated in Tulsipur-1 mulkot hill which is on top of Guhar Khola and Kala Khola. Cave is situated on the top of a hilly area, under the hilly area and it is divided into 4/5 flats. Every flat's height is 20 to 25 meters. Because of the lack of ladder, electricity, it is so difficult to observe this cave. If the electricity, transportation and habitant area is managed, this cave will be an attractive center for tourism. (Source DDC Dang)

ii. Purandhara Fountain

This fountain lies on Babai Rural Municipality, which is known as a natural fountain. 15 minutes trekking away from motor way. We can reach on this fountain which is situated near Babai River. About fifty-meter-long fountain is the major natural beauty of Dang. If we develop transportation, electricity, hotels on this area, we can attract domestic as well as external tourists on this area.

iii. Sawarikot

It lies in Sawarikot which is 10 kms far from Dang Ghorahi. Jaspurkot and Pauwakot are situated around the Sawarikot. It is a very beautiful place. It is of importance for

visionary site. It is amused that if we can construct tower on this area, we can see directly the south part of the India. So, if we can develop it, it will be important destination place for domestic tourist even to external tourist.

iv. Bird Watching

Out of 9702 species of birds found in the world, Nepal boasts to have 844 species (8.7% of world's species). Dang district harbors a spectrum of bird habitats including Sal Forest in the low land of Dang and Deukhuri valley and mid-hills in northern part of the district. Wetland of Rapti flood plain, the Sal Forest of Baraha Chhetra and Jamire lake, Sal Forest around Charinge lake, mixed forest around Jakhera lake are the heart lands for large number of avifauna including *Alcedoatthis*, *Bubo nipalensis*, *Demdrocygnajavanica*, *Egnetta alba* and *Pavocristatus*. Spiny babor (KandeVakur) has been reported by the users in Ganeshpur community forest at Tulsipur. So, Bird watching is another prospective.

v. Honey Hunting

There is no special attraction of honey hunting in the district. However, the spices Dorsata (big and aggressive variety of Apies) are found in the old and big trees in the country side. Tharu and magar possess special art of harvesting honey from the colony of such aggressive insect. There is tradition of harvesting honey in communal basis and sharing among the entire cluster household in Tharu Communities.

vi. Nature Watching/Sight Seeing/Rafting

The district is endowed with peaks in northern part of the district viewed as natural hill tower for sightseeing. Gadikolekh, Sawarikot, sulichaur, Holeri, Kagpani Lekh, Swargadwori route and Chhilikot are the potential spots for sightseeing. They offer fully natural environment and human settlement for nature lovers for eco-trekking. Chamere cave, purandhara waterfalls and various types of lake and wet land provide a big spectrum of recreation opportunities in the district.

Rafting is a later extract of adventure spot in Dang. Only the Rapti River offers long stretches, which is ideal for safe rafting on the river Rapti from Madi River. (Source DDC Dang)

vii. Cultural Attraction

Culture is a great motivation factor of attraction to tourists. Dang is a rich district for cultural attraction. Dang mahotsav is an attempt in this direction. This cultural festival show cases the rich cultural heritage and social ethos of the people of Dang. Mahotsav is even more special when food is served in traditional style one gets a more intimate feel of the food when served in the traditional ambience.

viii. Vulture Restaurant

Vulture restaurants are now new tourist attraction in Dang valley. The number of vultures, including some critically endangered ones, is on the rise with the establishment of vulture restaurants in Lalmatiya and Bijauri VDCs in Dang district.

The local forest users' group set up a vulture restaurant in about one hectare of land inside Kalika Community Forest area at Lalmatiya-4 some three years ago and established and in Bijauri-3 Ecology Sustainable Development and Research Centre set up the restaurant there six months ago in a bid to conserve vultures. The restaurant provides diclofenac-free carcasses to the vulture. They have been keeping old animals in the premises of the restaurant so that they can provide carcasses to the vulture after their natural deaths.

ix. Banghusri Homestay

Banghusri is located 3/4 Km west from Lamahi Bazar whose community members have shown remarkable commitment and stewardship in biodiversity conservation in the region. The home stay village program has been developed by the local community members as a new touristic attraction in the region, whereby revenues so generated help to provide alternative sources of income for the community. At the homestay, village

tourists will gain firsthand experience of the culture and tradition of its people, primarily Tharus, and also gain a better understanding of the rich biodiversity of the region.

4.8. Problems of Tourism Development in the Study Area

Table 4.15 shows that all of 40, respondents have other problem of tourism & accommodation 15 percent each and rest of the respondents, 70 percent of respondent reported all of problems language, tourist guide and transportation are serious problem of tourism development in Dang.

Table 4.15: Problems of Tourism in the Study Area

S.N	Views	Respondents	Percentage
1	Language	8	20
2	Transportation	12	30
3	Accommodation	6	15
4	Tourist Guide	8	20
5	Other	6	15
	Total	40	100

Source: Field Survey, 2021

Dang is a very beautiful tourism destination. But there are many problems which affect the tourism development. Unless the problems are solved the rural tourism cannot be promoted as we expect. The major problems associated with tourism in the Dang district are as follows.

i. Infrastructural Problem

Inadequate Physical infrastructure hampers the growth of tourism. Without infrastructural facilities, development of tourism could not be expected. The main problems related to infrastructural facilities in the area; accommodation, accessibility, hospitality and amenities. The study shows that such facilities have not been be developed in appropriate manner.

ii. Transportation

Transportation is the back bone of the tourism industries. It enables people to visit destination. Modern means of transportation is not available to all tourism destination of Dang. East-west Highway is providing transportation facilities from middle of the district. The Rapti Raajmarg along with Lamahi-Ghorahi-Tulsipur Road which are of two lanes, those roads were also isn't good enough to drive smoothly. Most of the road is graveled, and there is pit in the middle of the road. So the transportation system is not good enough.

iii. Accommodation

Accommodation is another most effective factor in tourism industry. Accommodation facilities are insufficient and not available in all tourism destinations of Dang district. Some luxurious lodge and hotel are only available in two sub-metropolitan cities. Hotel situated in Dang are mentioned above. Other parts of this district lack these facilities.

iv. Communication

Communication is also one of the major facilities in rural tourism industry. Rural tourism is developed in the rural areas generally in remote village. The land line telephone services is not available in most of the of this district. There is proper telephone service in urban areas where the number of population is high. Although mobile phone is accessible in all the parts of the district, there is poor network and internet facilities in remote village.

v. Health Service Center

Although in the urban area of Dang there is a hospital but in other rural municipalities there are only primary health services. They are not well-equipped in terms of emergency and even for the general health services. It is causing a great deal of inconveniences to the locals as well as tourist visiting the district. Therefore, insufficient facilities of health services should be considered as a problem for the promotion of rural tourism.

vi. Electricity

Electricity is also major component of tourism development. There is not sufficient facility of electricity in whole Dang district. Electricity facility is not available in all the rural municipality of district till now. This problem has been constraint in the way of other facilities like telephone, internet etc.

vii. Skilled Human Resources

The regions apparent advantage of having abundant cheap labor is illusory since it generally lacks social support environment for labor and skill for tourism development. The shortage of skilled personal imposes serious constraint at least in the short to medium term. According to Nepal tourism Statistics 2008, in Nepal number of tourist guide is 2458 and number of trekking guide is 5356. Information about tourist guide in Dang District could not be found in this research.

viii. Promotion and Marketing

Lack of proper marketing of tourism destination and promotional efforts constitute the major drawback of tourism development in Dang.

ix. Lack of proper Co-ordination

In Dang district, coordinates with agencies, safari agencies, rafting agencies, resorts of Dang, tourist visiting neighboring districts can be attracted in Dang. But Dang could not be activated in this manner. Likewise, the inefficient administrative procedure of government in implementing tourism policy is also the serious problem.

x. Trained Guides

Trained guides are required to make the tourists interested to visit new explored tourism destination. The utilization of resources and benefit from them depends on the way they influence the tourists through proper guiding and explanation about unique tourist products. But there is lack of trained guide in Dang district. Another difficulty for guide is of language.

xi. Recreational Facilities

There should be sufficient bus parks, swimming pool, cultural programs and other additional facilities which are not available in Dang district, like as information Centre and the Advertisement. Information center should be established in tourist areas. But there is no any information center in Dang. Tourist map and information of tourist product of Dang is not available for tourist.

xii. Political Disturbance

Political disturbance created by political turmoil, due to Nepal Bandha, chakkajam, etc. have also adversity affected the tourism sector. These condition create state of uncertainty in the country leading to reluctance on the part of foreign tourist to visit Nepal. In this situation Dang has also faced challenge in attracting tourists.

xiii. Market Limitation

To attract sizable number of foreigner and Indian tourists, it requires substantial improvement, investment in infrastructure facilities and services. Considering the limited tourist arrivals in the study area, it may not be feasible for private entrepreneurs to invest in infrastructure development.

xiv. Lack of Awareness among the People

The major population of the district is uneducated and lacks the awareness of contribution of tourism for the development of their own village.

CHAPTER V

MAJOR FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Major Findings of the Study

The contribution of foreign tourism sector in the National development of Nepal has been quite significant. However Nepalese tourism sector has not been developed as expected. In the scenario of low productive in agriculture sector, the condition of having no abundant resources for industrial development, tourism can be a high productive sector to compensate the unemployment and disguised unemployment prevailing in the country. Nepal as a whole can be a means for development in rural areas already rich in natural and cultural resources. It has comparative advantages than other industries such as, it has low opportunity cost. It takes low gestation period to give returns it can involve the lower strata of the people of all ecological zone, involves women and ethnic groups and bears direct relation to all dimension of life like, culture environment, nature, behavior of people. Tourism also has a very significant contribution to GDP, foreign exchange earnings, government revenue, employment and its indirect and induced effect. In this basis tourism can be a leading sector and socio-economic force in the economy of Nepal.

Although the contribution of tourism for the development of national economy is significantly high, people of Nepal's rural area have yet not been able to create much benefit from it. This study was carried out to assess the impacts of rural tourism on the development of rural community. The researcher aims at identify and explore problem and prospect of tourism in Dang district. In this research, exploratory and descriptive research design are applied to meet above mentioned objectives. Methodologies such as questionnaire survey using purposive sampling field visit and interview were used in order to generally valid data and information. Both primary and secondary sources of data collected for qualitative and quantitative analysis.

Dang is a popular destination for tourism, natural and cultural heritage resources preferred by the tourists. The natural scenery, the rich flora and fauna, peaceful environment, the ethnic simplicity, the rich and diverse culture are the tourism industry of Dang. Almost all the countries of the world have given priority to the development of

tourism by allocating more money in this sector. All the countries including Nepal have accepted tourism industry as major source of earning foreign currencies along with a generator of new employment opportunities. Dang also opened its door to tourism. The hilly peaks, temples, lakes, picturesque landscape, wide diversity of flora and fauna, pleasant climate on the natural heritage, diverse customs and traditions. Hence, Dang provides a wide spectrum of tourist interest ranging from sightseeing, hilly peak, adventure, researches, cultural trips and pilgrimage and reveal others.

The tourism industry educates visitors to the local culture, wisdom and traditional way of life. The culture includes religion, vibrant customs, weaving, games, musical instruments and involving in farming and so on. Similarly, the wisdom includes the local history, fables and knowledge on traditional herbal medicines and other indigenous resource management system and tharu culture. Tourism is for those who wish to gain a greater understanding of each other's customs, cultural and way of thinking through involving and experiencing the daily lives of local people. It creates an opportunity to aware tourists on socio- economic and cultural issues of destination sites. Thus, the strategy ultimately supports for conservation of the destination culture, which has been considered as one of the major components of the local economy. Major Findings are as Follows:

1. It can be summarized that the tourism industry has served as an additional source of income for the local people. It has brought various positive impacts such as self-employment opportunities, community attachment, and improvement in their livelihood, promotion of local products, increased awareness about tourism and home stay and so on. Also this has helped in preserving and promoting the local culture and traditions. The negative impacts from the home stay scheme on the village have not been experienced so far which may due to its initial phase and low flow of tourist in home stay.
2. Tourism industry is a delicate social and cultural issue for the community. It requires the change of perspective from generously offering accommodation to unexpected guests or relatives to suddenly requesting a fee for service. Social cultural relationships, cultures, of hospitality, can become degraded and economically oriented. For this reason it is necessary to weigh the pros and Local people were quite

- benefited from tourist because it can be focused that local people were utilizing the locally resources.
3. Mainly tourists were attracted to see the cultural diversity because Dang district is the root of the cultural diversity and through the tourism, cultural awareness and development and traditional cultural was also flourished.
 4. Among with the transmission and development of traditional culture, local people have started to face some cultural change due to the foreign and local tourist.
 5. Length of the tourist staying in Dang among the 20 tourist were taken in the survey .4 lives for 1 day in Dang, 8 lives for 2 days and 1night, 5 lives for 3 and days and 2 night and remaining 3 lives for above 3 days.
 6. Tourist visiting by purpose in Dang among 20 tourists, the tourist whose purpose is to enjoy nature & relax are 6, 3 visit to Adventure, 4 visit for study and research, 5 visit for study of culture, and remaining 2 visit for other purpose.
 7. Occupational status of tourists among the 20 tourist taken in field survey, who visited Dang among them 5 were students, 7 were businessman, 2 were job holders and remaining 6 other work in other fields.
 8. Willingness of respondents in tourism industry among 20 households the field survey was done among them 10 are interested, 8 are not interested and 2 are unknown about tourism industry.
 9. Prospect of Tourism in the study area among 20 tourists, 4 respond highly sound, 11 respond moderately, 2 respond not so good and remaining 3 were unknown about the prospect of tourism in Dang, which was taken in field survey.
 10. In the field survey, 20 tourists were asked about the problem of tourism in study area, 4 says about language, 6 about transportation, 3 about accommodation, 4 about tourist guide and remaining 3 says of other problem in Dang district.

5.2 Conclusion

The above study is able to show that Dang valley has basic infrastructure facilities, which shall be upgraded. It also shows that it has potential to attract tourist in future. At present income generated from tourism is not satisfactory neither the distribution nor employment generated is encouraging. So it is necessary to make active participant of all local respondents in this sector. If majority of local works in this sector being aware of tourism and its benefit, then they can increase tourist revenue and its equal distribution. It will help the local people to drive the tourism activity in sustainable way. Thus we can say that Dang valley has bright prospect of tourism, which shall be actualize to increase the level of income of local people.

From the available data information and researcher's observation along with the interpretations and discussions in the proceeding sections, now it is obvious that Dang district has a very high prospect and promising future for tourism development. If all tourist spots of Dang are developed by people and marketing strategically, there will definitely be a huge inflow of domestic as well as foreign tourist. Creation of tourism infrastructure is expected to result in an increased flow of tourist in the district. This is expected to create various types of production opportunities for income and employment generation.

The information of research are drawn from questionnaire survey, interview and literature review to make it more reliable and authentic. Very few percentage of the population has higher education. Therefore, there need to be initiated educational based programs by the government and non-government agencies. There is high potentiality to run agro-based industries and of eco-agro tourism. If the government draws their attention for the establishment such types of industries and tourism, hand in hand the income level of people will be increased. The analysis of income pattern of the sampled population indicates that majority of people are of middle class family and situation of disguised an employment in the study area.

In short, there are numbers of problems, challenges and constraints in front of local tourism development in the Dang district. Low level of infrastructure development, lack

of awareness, entrepreneurship and investment and lack of marketing to the previous tourism products are existing as challenges for tourism development in Dang. Nevertheless, all these problems and challenges can be overcome with concrete efforts of public private partnership. If tourism destinations of Dang district are linked with famous tourism destination, tourism development will be success. There are various types of tourism models which could build up in this district like commodity based tourism, Home Stay Tourism, Farm tourism, Cultural Tourism; Religious Tourism etc., there are great potentialities of safari, Bird watching, Rafting and other Adventure tourism in this district.

On the basis of the above analysis the study has made the following conclusion:

- i. Tourism in Dang is not recognized as a major source of employment. Because of the lack of advertising and publicity it can't be fully developed.
- ii. In addition to economic significance, it has socio-cultural, educational and political significance as well.
- iii. Few increasing flow of tourist to a state Dang shows the great prospects of tourism development.
- iv. In Dang, tourist flow is totally seasonal.
- v. Besides economic benefits by way of earning foreign exchange and employment generation, tourism also makes contribution to the improvement of social and political understanding.
- vi. The majority of the tourist travels on local buses, jeep, van and car which give economic support to the local people.
- vii. With the expansion and development of tourist destination, the average length of tourist stay increases, with increase in the length of tourist stay will definitely lead the economic growth of local people.

5.3 Recommendations

To promote sustainable tourism development which could generate maximum alternatives employment opportunities to underemployed and unemployed people of the district or to reduce poverty, enhance income level and to make better lifestyle of this district, the local people along with the local, federal and central government, need to concentrate on these points:

- i. Conduct mass awareness programs to create conducive environment for tourism development.
- ii. Prepare immediate action plan to preserve and conserve sites with historical and cultural importance.
- iii. Government assistance is required for promotion and infrastructure development.
- iv. Establish linkages with the famous tourism destination Pokhara, Rara and neighbor districts to build tourism packages.
- v. Priority should be given to the development of rural tourism destination in order to alleviate poverty.
- vi. Nepalese type accommodation facilities should be built in the area of tourism destination.
- vii. Organic farming should be encouraged at the satellite area of major tourism spots.
- viii. Developments of minor forest products such as aromatic and medicinal herbs, ferns, orchids that are in high demand.
- ix. Curbing population growth, including provision of basic social services such as health, sanitation, safe drinking water, education and nutrition to improve quality of life.
- x. Provide education and training activities that encourages local skill enhancement and natural resource management capacity of local people.
- xi. An integrated approach among government agencies, NGOs, INGOs working in the tourism field.
- xii. Rapti zone is needed in order to make resource enhancement program effective.
- xiii. Development of basic infrastructure such as improved roads electricity/ irrigation water by involving local people.

- xiv. Protection of bio- diversity should be due attention and priority while running tourism attention
- xv. Form Dang district tourism development and management committee including all sectors.

Adaption and implementation of the above mention measures will lead to increase the number of tourist inflow significantly with comparatively high rate of retention that would ultimately contribute in the raising the standard of living and poverty alleviation of Dang district.

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APPENDIX-I

QUESTIONNAIRE FOR HOUSEHOLD SURVEY

1 Personal Information

Name of Respondents:

Municipality:

Education:

Ward no.:

Age:

Family size:

Occupation:

Family structure:

Sex:

Marital status:

Religion:

Questionnaire

1. Do you know about tourism?

- i. Yes ii. No iii. Do not iv. If yes.....

2. What do you know about tourism?

- i. Main income source of country iii. Employment generator
ii. Just provide fund iv. All of above

3. Do you think tourism has help to promote your occupational success?

- i. Yes ii. No

4. Has tourism played a negative role in sustaining the traditional norms and values of your society?

- i. Yes ii. No iii. Do not know

5. Is there any effort made from the government and local people to establish Dang as a tourism destination place?

- i. Yes ii. No iii. Do not know iv. If
yes.....

6. What are the major challenges of tourism promotion in your locality?

- i. Lack of vision and proper planning
- ii. Lack of awareness of local people
- iii. Poor infrastructure facility
- iv. Lack of investment
- v. Lack of Interest of local government bodies

7. Do you think domestic tourism play a major role in the sustainable of home stay tourism?

- i. Yes ii. No iii. Do not know

8. What kind of product do you supply?

- i. Vegetables ii. Fruits iii. Livestock iv. Handicraft

9. If there are available all infrastructure you want to engage on this business?

- i. Yes I want ii. No I don't want

10. Have you got any temporary/ permanent job for tourism industry?

- i. Yes ii. No

11. Do you agree for tourism is good for local government?

- i. Yes ii. No

12. How much is your annual income?

- | | |
|-------------------|------------------------|
| i. Below 25,000 | iii. 50,000-1,00,000 |
| ii. 25,000-50,000 | iv. More than 1,00,000 |

13. How much is your annual expenditure?

- | | |
|-------------------|------------------------|
| i. Below 25,000 | iii. 50,000-1,00,000 |
| ii. 25,000-50,000 | iv. More than 1,00,000 |

14. How many tourist flow annually in this area?

- | | |
|-------------------|------------------------|
| i. Below 20,000 | iii. 50,000-1,00,000 |
| ii. 20,000-50,000 | iv. More than 1,00,000 |

15. How many domestic tourist flow annually in this area?

- | | |
|-------------------|----------------------|
| i. Below 10,000 | iii. 25,000-50,000 |
| ii. 10,000-25,000 | iv. More than 50,000 |

16. How many foreign tourist flow annually in this area?

- | | |
|-------------------|----------------------|
| i. Below 10,000 | iii. 25,000-50,000 |
| ii. 10,000-25,000 | iv. More than 50,000 |

17. Average daily expenditure made by tourist in your locality?

- | | |
|---------------------|------------------------|
| i. Below Rs. 2000 | iii. Rs.5000- Rs. 8000 |
| ii. Rs.2000-Rs.5000 | iv. More than Rs.8000 |

18. What type of tourist mostly flow in this area?

- | | | | |
|-------------|-----------------|--------------|--------------|
| i. Cultural | ii. Educational | iii. Pilgrim | iv. Research |
|-------------|-----------------|--------------|--------------|

19. Why does tourist arrive here?

- i. Amuse and entertainment
- ii. Food and lodgment
- iii. Rafting and boating
- iv. For other

20. What types of costumers/tourist do you serve?

- i. Domestic tourist
- ii. Both of the above
- iii. International tourist
- iv. Local tourists

21. Have you face any problem while servicing to those tourist?

- i. Communication (languages) problems problem
- ii. Lodgment problem
- iii. Service system and training
- iv. Cultural adjustment problem

22. What do you see your business development in this area in future?

- i. Very good
- ii. Normal
- iii. Poor
- iv. Uncertain and bad

23. Do you have interest in Tourism Industry?

- a. Interested
- b. Not Interested
- c. Unknown

24. Does the community group should be formed for tourism development?

- a. Yes
- b. No

APPENDIX-II

Problems and Prospects of Tourism in Dang District

Dear Visitors,

This questionnaire is prepared for an effort towards developing tourism in Dang. It is conducted for a researcher in the partial fulfillment of thesis to be submitted for master degree in economics at Tribhuvan University, Kathmandu. Your valuable response idea and time will be very much fruit-able and helpful for getting relevant information for my thesis and also it will be very valuable for Dang district itself to be developed as a tourism destination of Nepal.

With Regards
Sapana Ghimire
Central Department of Economics
Kritipur, Kathmandu

Personal Details

Name:

Nationality:

Age/Sex :

Occupation:

1. How long have you been here (Dang)?
 - a) Day excursion b) One night/ 2days
 - c) 2 night /3 days d) above 3 days

2. How do you get information about Dang district?
 - a) From travel agencies b) From media (internet, radio, T.V. etc)
 - c) From local people d) others (please mention).....

3. What is your purpose to visit Dang district?
 - a) Pilgrimage b) Research c) Study of culture d) Sight seeing
 - e) Adventure f) Others (please mention).....

4. Which place of the Dang district do you want to visit?
 - a) Religious Place b) Lakes c) Rafting d) Others (please specify....

5. How much is your daily expenditure?
 - a) Foods Rs b) Transportation Rs
 - c) Accommodation Rs d) Marketing Rs.....
 - e) Others.....

6. What type of transport you used to come here?
 - a) By local bus /taxi b) by Airplane c) By travelers coach d) by own car

7. How many times have you visited Dang?
 - a) Once
 - b) Twice
 - c) more (mention).....

8. Will you visited Dang again?
 - a) Yes
 - b) No
 - c) don't know

9. What makes you more satisfied and why?
 - a) Culture
 - b) People
 - c) Nature
 - d) All

10. What is your level of satisfaction from Dang?
 - a) Full satisfaction
 - b) Satisfied
 - c) Little satisfied
 - d) No

11. Why you arrive here?
 - a) Amuse and entertainment
 - b) Food and lodgment
 - c) Rafting and boating
 - d) For other

12. What are the problem of tourism in Dang?
 - a) Weak physical infrastructure development
 - b) Weak service supply by the suppliers
 - c) Security and social culture and problem
 - d) Environment hazards
 - e) Government incentive and policy weakness
 - f) Others

13. What suggestion do you like to give for the tourism development in Dang's area?

14. Do you think rural tourism is important in this district?

a) Yes

b) No

If Yes why?

15. Do you like buy any local thing as a souvenir?

If yes what is it?

16. Do you have any specific suggestions for tourism development in Dang?

.....

17. Which aspect to reform the sustainable tourism development in Dang district?

.....

..... **Thank You**