

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Rural tourism can be defined as the country experience which encompasses a wide range of attractions and activities that take place in agricultural or non-urban areas. Its essential characteristics include wide-open spaces, low levels of tourism development, and opportunities for visitors to directly experience agricultural and/or natural environments. Consequently, rural tourism in its purest form should be located in rural areas; Functionally rural – built upon the rural world ‘s special features of small-scale enterprise, open space, contact with nature and the natural world, heritage-traditional societies and traditional practices. Rural in scale – both in terms of buildings and settlements – and, therefore, usually small-scale. Traditional in character, growing slowly and organically, and connected with local families. It will often be very largely controlled locally and developed for the long term good of the area. (Irshad, 2010).

'AthitiDeoVhawa' (Guest is god) is the belief of typical Nepali society which have been carrying out the concept of homestay tourism in Nepal. The people of Nepal welcomes their guests as a god and treat them with warm hospitable manner according to their own life style but the identical manner and belief has turned in to the tourism business when the government of Nepal introduced the homestay program as village tourism in 1997 for the first time. It becomes more popular when the government of Nepal, officially introduce the homestay tourism program with the 'Home-stay Regulation 2067' in 17th August 2010 (Devkota, 2008).

Homestay is an alternative name for village tourism, which means staying in someone's home and providing an opportunity for the visitors to experience a place in an authentic, comfortable and homely setting. In general, homestay provides visitors (i) unique (one of a kind) opportunity to experience the rich and hospitable cultures of the village; (ii) an opportunity to see and experience astonishing objects no one else has seen or done before- especially amazing food; (iii) to meet and really connect with the local people from the host country, and not just see them through a bus window;

The concept of home stay program was formally developed in Nepal in 2067 B. S. although the practice of home stay could be found in 2054 B.S. in SirubariSyangja. Sirubari Village is regarded as the first home stay village in Nepal. Home stay program thus can be regarded as rural – cultural-community- based tourism product.

The homestay regulation emphasized to encourage the micro-economic sector in the rural areas; preserve the ecological sustainability; generate self-employment and economic growth in the rural communities. Similarly, it addressed to build up the quality life of indigenous people of the village area and make capable to access the benefit through the tourism industry, to increase the use of natural and human resources of the rural areas for rural development; to expose the rural culture and nature to the outside world; to protect environmental degradation; to decentralize the national income and centralize the local resources in the national economy; and to promote and improve local agricultural and other industries (Devkota, 2008).

Homestay is a newly adopted accommodation practice in Nepalese tourism industry which means that the visitor enjoys the local cultural hospitality and a warm welcome from a host family in particular area. It helps the tourist to explore the local cultural values, traditions on the one hand, languages and landscape settings on the other. Actually, the homestay programme is a new concept in the Nepalese tourism industry for community development. This provides accommodation to visitors by offering local cultural hospitality and receives financial benefit in returns. It is acknowledged as a potential economic activity in tourism industry. Homestay programme has been popular among those tourists who desire to be a part of local traditions by interacting with the community and have experience of local culture, local cuisine and the natural attraction.

There are different categories of impacts of tourism industry. According to Kreag (2000) economic impacts, impacts on environment, impacts on social and cultural patterns, overcrowding impacts, impacts on the rendered services, impacts on the state and local taxes and impacts on the attitudes of the community are major seven impacts of tourism industry. The tourism industry has both positive as well as negative impacts. The tourism industry increases income, increases tax profits, improvement of infrastructure, increases gross national products, etc. (Perdue, Long, & Allen, 1987). Considering the important contribution of tourism in nation building, the study aims to explore the economic contribution of home-stay in community

development. Home-stay is one important part to promote the rural tourism. In Nepalese context, home-stay has significant role to promote the tourism.

In Nepal commonly accepted homestays are ethically and traditionally made where the host families reside in traditionally built houses and involves in homestay tourism. The Nepalese homestay gives a family atmosphere to the visitors and visitors can get an opportunity to observe or participate in the local social culture environment with having delicious Nepalese cuisine which is totally based on local skill and products.

Chitre Rural Tourism Homestay Development Committee is located in Modi Rural Municipal, 8 (Previously Chitre VDC, ward 1,2 and 4) Parbat district. The location can be reached from travelling in local transport i.e. Bus or Jeep directly from the Pokhara at the route of Pokhara - Kande - Bhadaure - Chitre. Similarly, the location can also be reached from the alternative route from Kushma - Dimuwa - Tilahar - Chitre. Other alternative route also available to reach the location i.e. Chitre Homestay. The foot trails are better option to reach the location who loves trekking. Chitre receives 1,200 to 1,500 internal as well as external tourists on a yearly basis. The attraction of homestay is food prepared from locally produced foods like local chicken, millet and maize. The operation of homestay in Chitre started in 2009 with 10 households. 2 homestay owners are not continue due to their personal problem and 8 homestay are running in the present situation at Chitre and additional 19 households are also involved in homestay if large number of tourist arrived in this area together and all 27 households who hosts homestay (permanently and temporarily). Currently, homestay is available in 27 houses of Chitre. Homestay arrangement can be made for 69 persons at a time in Chitre and the service will be expanded in the near future. The ratio of arrival of domestic tourists is greater than foreign tourists in Chitre.

1.2 Statement of the Problem

Tourism Policy 2065 has taken promoting of rural and village tourism as one of the major policy goal. To promote rural and village tourism Home stay program has been launched in Nepal. Home stay is provision for providing facilities to tourists in the community or personal homes. To promote and manage the Home Stay service in Nepal Government of Nepal has introduced Home Stay Operation Procedure 2067. The procedure provides with the guidelines on operation and regularizing home stays.

There are 43 home stay has been registered (MOCTCA, Tourism Industry Division, 2073).

Meanwhile, Gurung (2011), takes the positive impact of village tourism and homestay. He highlighted that there are many positive impact of tourism; it increases interaction among different culture and religion helping each other understanding one culture and religion. More interaction with other culture and religion give ample of opportunity to understand that culture and religion which lead to more respect to each other culture and religion which increases harmony around the globe. Today our world is facing many problems due to lack of understating religion of each other, tourism may help to reduce such differences by bring all cultural and religion people at a place. More flow of tourism increases awareness among local people to preserve their local culture and tradition, which is a main attraction of tourism. This further increases more flow of tourist to such places. Growth of tourism increases in community sanitation and health awareness of local people in least developed countries like Nepal. People built toilet for tourist and they start to use it for their own purpose too, improving hygienic and sanitation practice.

Simm, (2016), analyze that the village tourism can bring negative impacts to the local society and culture. Due to the mass visitation, it can damage the physical environment and degrade environment quality. Mostly, western culture has affected a lot in the Nepalese young generation. Youth generation are encouraged to follow western life styles and fashion. This has brought a drastic change to the local life styles in Nepal creating a conflict and misunderstanding among the old-traditional generation and young generation. For example, drinking alcohol used to be a traditional occasional culture only during some parties, ceremony, festivals and events. But, recently it has been a daily habit of some youths drinking alcohol going out to the bars and local pubs following the western civilization. Traditional cultural activities can often become just a show put on tourists for their attraction. Due to less flow of tourist in the villages of Nepal, it hasn't affected so far comparative to the city areas

Mainly the problem statement covered the following questions:

-) Does homestay tourism Improve the socio-economic status of community in Chitre?
-) Does homestay tourism can exert intergroup communication and create conflict?
-) What is the status of homestay owners in the area of socio-cultural and environmental of rural areas?
-) What are the role of Chitre Rural Tourism Homestay Development Committee for the promotion of rural tourism?
-) Does homestay progress a native lifestyle in community?

1.3 Objectives of the Study

The main objective of the study is to examine the effect of Chitre Community Homestay in rural tourism. However, the specific objectives of the study were presented as below:

-) To assess the role of Chitre Homestay for the promotion of rural tourism.
-) To examine the livelihood of people of homestay tourism in Chitre, Parbat district.

1.4 Significance of the Study

Tourism sector is the most popular sector to collection the foreign currency and improve the national economy. Nepal is rich in cultural as well as natural heritages for homestay tourism industry. However, in the context of Nepal implementation of homestay tourism policy and promotion program arises the various kinds of constraints. Homestay tourism is the most importance instrument for promoting the national heritage in the international communities. This study is focused on various problems faced by tourist and government to implement the different policy and plan and suggest some measures to solve the problem. This study provides a clear idea and knowledge those persons who are interested to know more about the possibility of homestay tourism in Nepal and who are confused about the homestay tourism.

This study aims to focus on the homestay rural tourism and its influence over the society and culture. The village tourism i.e. home stay program is a part of tourism

industry, which also supports a number of other industries and services creating direct, indirect and induced employment opportunities, because of smokeless, currently developed industry. The development of the village tourism is a significantly appropriate for less developed country like Nepal.

Particularly, the significances of the study are as follow:

-) This study is helpful to explore the potentiality of rural tourism at Chitre, Parbat.
-) The finding of the study is helpful to the government agencies, organizations, NGO's, private sector, civil societies, local people and politicians directly concerned or working to promote tourism in Nepal and particular to Chitre, Parbat.
-) The finding of the study is helpful to the policy maker to make appropriate policies, strategies regarding promotion of rural tourism in Nepal in general and Chitre in particular.

1.5 Limitation of the Study

This is the academic research within boundary to certain budget, place and other resources. Homestay consists of the cultural, environmental and economic aspects. The study was fully focused on cultural, environmental and economic impact of homestay only on the specific area i.e. ChitreHomestay. The study deals only some selected aspects and it research impact of homestay in rural tourism in the study area what is not found by another side. The study time bound was short. Both primary and secondary data was used in the study. There were also other variables which may effect on findings and conclusion.

1.6 Organization of the Study

The first chapter introduced the background of the study. It also addresses the problem, objectives of the study, significance of the study, limitation of the study and organization of the study. Chapter second focused on the theoretical review and previous literature relating to the homestay tourism as well as regular tourism. Third chapterdiscussed about the methodology which wasapplied to find out the conclusion of this study. It involves the different tools, techniques, sources of data and other analytical tools. Chapter four provides the Data Analysis and Presentation. Chapter last concluded the summary of findings, conclusion and recommendations. At last bibliography and appendix has been presented.

CHAPTER TWO

REVIEW OF LITERATURE

Review of literature is a decisive part of all studies. It helps to find out already discovered things. Past studies are also the basis for the research so it cannot be ignored. They provide foundation to the present study. Literature Review is needed to develop a new research frame work which is based on past knowledge and experience. The primary purpose of literature review is to identify: What research has been done in the subject? What others have written about the topic? What theories have been advanced? The approach taken by other researchers: Thus the purpose for reviewing literature is to learn, analyze, and find out what research studies have been done in the same subject, and finding what they had left in that subject. For the purpose researcher uses different books, reports, journals and research studies published by various institutions, unpublished dissertations submitted by master level students have been reviewed. This study aims to focus on the Homestay and its influence over the society and culture. The study mainly focusses on impact in rural tourism caused by the homestay and its effect on society. Villagers are found more enthusiastic to welcome tourists to their home because it helps them to get empowered socially and economically. On the other hand, some influences on the traditional culture have been realized in that duration. Thus, the study also attempts to examine the social, cultural, economic and environmental impact of homestay.

For the purpose of the study, this chapter is categorized under four major headings, which is discussed as below:

-) Theoretical Review
-) Empirical Review
-) Policy Review
-) Conceptual Framework

2.1 Theoretical Review

2.1.1 Social Exchange Theory

Many theoretical models have been developed in an attempt to predict the hosts-

tourists' interactions. In tourism and homestay studies, Social Exchange Theory (SET), originating from economic theory has been seen as the suitable model for examining the host – visitor relations (Chen & Raab, 2009). From the host standpoint, benefits as well as costs in economic, sociocultural, and environmental costs are key factors of influences with regards to perceptions of and support for tourism. In addition, people assess and determine their level of appreciation and support for tourism with regards to how beneficial it is both to a family or individual level (Andereck, Valentine, Knopf & Vogt, 2005). An essential principle of SET is mutual respect and commitment accompanied by loyalty and trust between the concerned parties, where the parties to the relationship conform to specific rules and norms of engagement adopted by those participating in an exchange process (Emerson, 1976).

This study used the social exchange theory as a guide to capture and record the host motives for participation in homestay tourism, their problems and challenges encountered during their interactions with visitors (Ap, 1992; Um). Studies have further suggested that principles of mutuality and locality are central to understanding the unique and distinct features of a destination – so as to avoid generalization and make specific experiences and interactions that fit the local context (Twining-Ward & Butler, 2002).

Various theories have been advanced to explain and interpret homestay providers' perceptions of the impact of homestay accommodation, including conflict and social theory, play theory, compensation theory and dependency theory. Previous empirical investigations exploring a social relationship with mutual exchanges among visitors and hosts in a destination has applied social exchange theory as the best framework for assessing the feelings and opinions of host residents (Ap, 1992).

Most social exchanges employ the rule of mutual understanding and reciprocity. In tourism, the exchange between the local communities and tourists focuses on the services rendered and payment of those services. The exchange is mutual to both parties (Ap, 1992). Reciprocity may be positive or negative with either positive or negative outcomes. For instance, when tourists receive poor services from the host communities, they are likely to react negatively by either paying only low fees with no tips, and most will not make a repeat visit. Similarly, if the tourists get a high-quality service from the host communities, they are likely to pay more for the services, and they are satisfied (Perdue et al., 1990).

2.1.2 Structural-Functionalism Theory

Talcott Parsons (1951) marks the beginning of functionalism as a formal theory and method in sociology. His theory 'structural-functionalism' is based on the ideas of cause and effect, part-whole and necessary condition. In structural-functionalism, the whole in the part-whole idea is a 'system' consisting of a large number of actions (or actors) as elements, each in an interdependent relationship with all the other elements.

The concept of Social Integration means that there are no elements of society that are in actual conflict with each other. If socialization works, each of us values similar ideals, each holds similar goals, each understands the importance of cooperatively working toward the same ends. The culture provides the basis for meeting social and personal goals. Culture provides an environment that allows specific socialization patterns to emerge, molding each personality to relative conformity, allowing specific role performances to occur. Every aspect of society is consistent with all other parts. On a global level, Structural-Functional theory explains how and why all of the elements in a society might cooperate with each other to form social progress. Durkheim believed that individuals may make up society, but in order to study society, sociologists have to look beyond individuals to social facts. Social facts are the laws, morals, values, religious beliefs, customs, fashions, rituals, and all of the cultural rules that govern social life (Durkheim, 1895).

Now an institution is a social invention that meets certain requirements of a society. Institutions are sets of rules, regulations, norms, and expectations regarding the behaviors of people along cultural guidelines. Every society needs a way of processing young citizens through childhood and on into adulthood, marriage, child-rearing, and so on.

Another noted structural functionalist, Robert Merton (1910–2003), pointed out that social processes often have many functions. Manifest functions are the consequences of a social process that are sought or anticipated, while latent functions are the unsought consequences of a social process. A manifest function of college education, for example, includes gaining knowledge, preparing for a career, and finding a good job that utilizes that education. Latent functions of your college years include meeting new people, participating in extracurricular activities, or even finding a spouse or partner. Another latent function of education is creating a hierarchy of employment

based on the level of education attained. Latent functions can be beneficial, neutral, or harmful. Social processes that have undesirable consequences for the operation of society are called dysfunctions. In education, examples of dysfunction include getting bad grades, truancy, dropping out, not graduating, and not finding suitable employment.

2.1.3 Concept of Homestay

As stated in the previous section, thoughtfulness deems highly necessary while implementing tourism initiatives. Showcases, addressed as leading authority for numerous other cases, certainly need a careful implementation due to their widespread impact. Homestay programmes are considered a growing concept in the Nepal and an already established authority in overall South Asia. No previous research has been conducted on the impact of such programmes on Nepal communities and individual households. This section elaborates and clarifies the emerging tourism concept in both the international and Nepal setting.

2.1.4 Patterns of Homestay

Merriam Webster Dictionary 2013 defines 'Homestay' as "a stay at a residence by a traveler and especially by a visiting foreign student who is hosted by a local family." The same dictionary also reveals that the term was first used in 1956. Traveller or foreign guests during their study period visit another place for specific purpose and they can be hosted in local family where they can get the traditional and cultural hospitality with warm acknowledgement. Normally the guests who have limited resources i.e. money can enjoy the home stay at lower prices and can access their need. Rivers define home stay as a term that refers to "visitors renting accommodation from a local family in order to learn local culture, lifestyle, or language" (Rivers 1998). Here, visitors have specific purpose of learning local cultural believes traditions, research, and community. Lynch points out that, Homestay is a type of accommodation where visitors or guests pay directly or indirectly to stay in private homes, where interaction takes place to a greater or lesser degree with a host and/or family who usually live upon the premises and with whom public space is shared to a greater or lesser degree. (Lynch 2003, quoted in Sweeney 2008).

This is one of the major mechanisms of village tourism which tries to bring all tourism activities together in a particular location. In community based tourism, homestay functions as a part of tourism and it creates an opportunity of interaction and to exchange their cultures between the host family and the tourist. These activities raise awareness based on cultural exchange and respect of the host's culture whereby tourist can get proper hospitality with excellent services (Amran 2003), quoted in Ibrahim, Rasid&Razzaq 2011). Homestay tourism is an evolving branch of the accommodation sector as well as a comprehensive tourism product in tourism industry around the world and especially in developing countries.

The use of the term „homestay“ might be different in different countries. It is connected with the culture of the area. For example, in Australia homestay is particularly related with the farmhouse accommodation whereas in the United Kingdom it is often associated with learning the English language. It has a wide range of accommodations which include host families, private houses, farmhouse stay, small hotels and bed & breakfast, boarding houses, guest houses whose terms are sometimes used similar to the homestay but the only objective description does not carry the significant meaning of the homestay. The associations of the homestay such as private homes, host families who becomes public by sharing their culture to the guest, interaction between the host family and the guest are the significant aspects of the homestay which may be enough to distinguish homestay tourism from other forms of accommodation, such as those hotels resorts etc. where the hosts are the professional staffs (Lynch 2003, 1).

"Homestay venues as private home in which unused rooms are rented for the purposes of supplementing income and meeting people" (Lanier & Berman 1993), quoted in Bhuiyan, Siwar, Ismail & Islam 2011). Different countries have different patterns of homestay programmes and they describe it with different words, such as second home tourism in Denmark, or paying guest. Similarly, most of the western countries seem practicing homestay studies programmes to foreign students who visit abroad to continue their study in the universities. In a host family students live in their home like a family member and finish their study period. Students experience a family environment even though they are far from their own family (Bhuiyan, Siwar, Ismail & Islam 2011).

Likewise, there are also community homestays where real tourists or guests can stay with the host family for a certain period and explore the knowledge on local values culture and local life style. These kinds of homestay programmes provide pure cultural practice and an opportunity to explore environmental recreation for the visitors of the particular place. Homestay facilities are available in the city areas but most of the community homestays are in the countryside. This thesis focuses on the Community Homestays Tourism Program (rural/countryside homestay) in Nepal which have been appearing as a complete sustainable development tourism product in Nepal. The following subchapter will describe about the homestay programme in Nepal, its working procedure and how it is operating in the particular area.

2.1.5 Homestay and Working Procedure in Nepal

According to 'homestay working procedure 2067' Nepal's government has defined homestay as an accommodation where host provides foods, accommodation and other related services to their guest and operates it individually or in community groups. The procedure further classified homestay in two patterns; one urban homestay as a private homestay, and village community homestay programme. Urban homestay programmes are normally operated by individual hosts and they can accommodate only four guests per day so that there will be not much negative business impact on the regular hotel business of the nation. Regarding the village community homestay programme, it can be operated by different individual in the group where member should be at least 5 host families to operate home stay in particular community. (MCTCA, 2010)

In Nepal, mostly community homestays are operating in attractive small villages where the life is spending still in a traditional and simple way, the place which are still untouched from the everyday hassle of city life. The panoramic landscape, unexplored forests, upland gorges, different indigenous cultures, their unique lifestyle and foods in the villages of Nepal are the greatest interest on the subject and these are the strong foundation of Community Homestay tourism in Nepal. Nepal has great potentiality of Homestay Tourism in most of the villages which are still unexplored. (HTN 2012)

After regulating Homestay Tourism Procedure 2010, the government and the Nepal Tourism Board (NTB) have been promoting it to the whole nation. The Homestay

Management Committee (HMC) has been established to manage, monitor and guide the Homestay stakeholders. On the community level the Nepal Tourism Board mobilized the village development communities (VDCs), district development committees (DDCs) and local stakeholders such as Women's Group, community level Non-Governmental Organizations (NGOs), Community Forest Groups to manage homestay facilities and homestay training to ensure the quality of homestay arrangements in rural areas. (MCTCA 2010).

The guidelines of the government direct that the host family should offer the local cultural experience to their guest and serve the local products of foods whatever the host family themselves eat. Homestay operating houses have to ensure a hygienic, clean, safe, peaceful and secure environment with adequate bathroom and toilet facilities. Beside the accommodations facility the community are suggested to welcome the tourist with the full traditional arrangement, entertain the visitors through the local cultural performance, make participation in traditional functions and conserve and develop the other tourism product for the tourist such as community forest for jungle safari, sightseeing, ethnic museum, visit local handicraft center etc. (MCTCA 2010)

In the code of conduct, the guests are also requested to dress in an appropriate environment manner and to participate actively in any community cultural functions or other rituals programs. They are not allowed to give pressure to owner for food, beverage and facilities that are not available. Guests have to eat whatever host Family offered the food in a respectful manner. They are also asked to beware of doing any unusual behavior (such as sexual activities), which is offensive to the local socio-cultural values. Similarly, they are asked to enter and leave homes only within the prescribed routine of the host family and any forms of psychotropic drug use is totally forbidden at home or outside home. (MCTCA 2010).

For the registration process, both the community homestay as well as individual homestay can be registered at the department of Ministry of Culture, Tourism & Civil Aviation, Government of Nepal or Ministry related to any tourism offices on the local level. Regarding to the community homestay, an agreement paper signed by at least five homestay members, operating on a community basis, National identity cards, the legal paper of property and the recommendations letter from the local authorities should be enclosed with the application. Whereas for the individual homestay

property ownership certificate, national identity certificate along with the recommendation letter from the local authorities should be enclosed with the application. If all the requirements are not fulfilled, more time will be given to the related group or person for the improvement and a field visit will be done from the authorized office. (MCTCA 2010)

For the community homestay programme 'homestay committee board' is mandatory for the proper management of the homestay in the community. The role of the homestay committee board is very important. They are assigned to manage the community tourism program and first hospitality activities during guests arrival; equal distribution of homes (host) to the visitors, maintain well a record of the guest and very important is to keep transparent economic account, manage the standard of every homes, conserve the local heritage site and the cultures, organize the cultural program for the tourist, take care about safety and health of the tourist and many more. (MCTCA 2010)

In Nepal commonly accepted homestays are ethically and traditionally made where the host families reside in traditionally built houses and involves in homestay tourism. The Nepalese homestay gives a family atmosphere to the visitors and visitors can get an opportunity to observe or participate in the local social culture environment with having delicious Nepalese cuisine which is totally based on local skill and products. Next chapter describes the core products of the homestay programme.

2.1.6 The Products for Homestay Programmes

'Homestay' the word is itself a product but in the homestay programme there are more products to be found. Such products are the practices of community and assets of nation. Nepal is a country very rich in nature and the culture which is accepted by whole world. Nepal has a huge potential in wide range of tourism products. Gifted by the beautiful natural and artificial diverse heritages are found across the country. Varieties of cast and ethnic group bring different color in social cultural and traditions. Their festivals feast and celebrations are unique from each other. Hinduism and Buddhism are followed by the majority where both Mongolian and Aryan cultures are deep-rooted. (Sedai 2006, 116). Even though there are the people with different value and culture but there is a perfect social harmony and tolerance between

there cast and ethnic groups. Above mentions facts are the treasures to be enjoyed for tourists taking part in the Homestay Tourism Programme in Nepal.

As like social structure and the culture is the product to be experienced by guests in a community homestay, likewise are all the religious places of Nepal for example the temple of Lord Shiva, Pashupatinath which has great religious impacts on Hindu follower over the south Asian countries, The Birth Place of Lord Buddha, Lumbini which is sacred place for the whole world who believe in Buddhism, many others thousands of holy places, pilgrimage sites temples, old monastery of the mountains are the major attractions which can visited during homestay programme. Biodiversity of Nepal and remoteness, geography or the setting of landscape, fresh, organic and pollutions free village lives can be exploring through the Homestay Tourism Programme. Herbal collection site, hot spring site, spiritual site such as meditation sites, monasteries of the Devin places and many natural sightseeing sites, short trekking, hiking and camping can be included in homestay programmes on top of other activities.

2.1.7 Homestay and Cultural Practices

Tourists and the host are from different cultures and tradition even though some tourist can visit within their own nation but they have their own cultural practices. While tourists interact with host they exchange their tradition and cultures knowingly and unknowingly. The exchange of cultures brings many changes between both parties and sometimes the strongest cultures influences over the weakest one and may cause negative effects on one cultural practice. The importance of culture and its protection in the correct way is another significant part of every activity. Tourism industry is one of the most interactive industries around the world where most of the time guests and tourists share their practices. The saving of local cultural practices and its sustainability is one of the challenging aspects in the Tourism industry.

Tourism enterprises may be sustainable by dealing with the conservation of local cultures and customs. As most of the homestay programmes are functioning in rural parts they do have unique values, tradition and cultures. The community and village is a social and ethnic group. Community peoples or villagers may not have been tourists and they may not have been exposed to foreign cultures (Bhuiyan et al. 2011).

The homestay programme creates the feelings of unity in the community while doing team work by maintaining the traditional social values within the community. (Ibrahim & Razzaq 2011, 19). The research further revealed that the homestay programme in Nepal enhance the social cohesion among community people.

2.2 Empirical Review

Pradhananga (2002) has described in his book Village Tourism in Chitawan that village tourism is a grass root level of tourism designated at its own Nepali village style, mobilized by Nepali people themselves their skill and resource displayed as village life style and environmental involved by groups of village tourist, assigned by Nepali adult authorities positively within its balance of social and environmental function and strengthened the village and village economy. Village tourism is a planned industry and its dimension is very broad. Benefits are shared by all in an equitable distributive pattern, those who live in tourism regions are considered as participants in the tourism activities. For village tourism the villagers are not left as creatures but always graded as superior being of their own circumstances.

Kunwar(2002) writes in a book entitled Anthropology of Tourism as a case study of ChitawanSauraha. It is a very scientific research which signifies to the cultural village tourism and research methodology. This is a study of Tharu's culture of Nepal. According to Kunwar, the guest and host relationship makes balance through the cultural village tourism. The cultural values might be exchanged of the destination area by cultural tourism. Emphasizing cultural and others tourism activities go forward side by side which enriches tourism industries in Nepal. Now cultural tourism is an acceptable for both host and guest. This is also model of village tourism of Tharu culture

Nepal Tourism Board (2006) showed that Nepal is one of the richest countries in the world in terms of natural beauty due to its geographical position and latitudinal variation with in this spectacular geography are some of the richest culture of Himalayan heritage and it has also invited tourists to meet the lovely people of rural Nepal share a meal with them, stay at their houses and family guests, taste their local drink and see them carry on with life graciously. As well they are expected to receive the heartwarming hospitality, to witness some of the most spectacular views of the mountain landscapes or heritage sites along the way.

Upadhyay (2008) in his article entitled “A case study of rural tourism in Sirubari, Bandipur and Ghalegaun” has been analyzed rural tourism of Sirubari, Bandipur and Ghalegaun. Although it has been encouraged by incorporating rural tourism in government’s plan and policy, its progress is rather moving at a glacial pace. The Tenth Plan had the target of achieving 516 thousand tourist arrivals with an annual growth rate of 7 percent. It also had the target of increasing the foreign exchange earnings annually by 8 percent. In 2006/07 the number of tourist arrival was 375 thousand and U.S. dollar 148.4 million was earned. This is about 7.1 percent of the total foreign currency earnings of the country. The average duration of stay was 9.1 days. The contribution of this sector to the total GDP has reached 1.2 percent in 2006/07. As the long term vision of tourism by preserving and conserving the existing natural heritages, tangible and intangible intellectual and cultural heritages, and by developing accessible and safe air services, Nepal will be established as a major tourist destination in the international level, so as to enable the tourism sector to develop as an important segment of the national economy, which could contribute significantly in economic growth, employment generation and poverty alleviation. Since the Ninth Plan (1997-2002) till the Interim Plan (2008-2010), Rural Tourism has been given utmost importance. Sirubari, Bandipur and Ghalegaon are the model of rural tourism. The success stories of their three are now being replicated in other destination too which are popular by the cause of women’s participation in tourism.

Review of Literature reveals that very little progress has been achieved in the areas of tourism diversification, be it in terms of product or place. Tourism promotion and development is largely concentrated on urban area and a few of the traditional sites outside the Kathmandu Valley. There is a large possibility of rural tourism in Nepal as we see the diversified values, elements and institutions in Nepalese society. The typical cultural activities hosting in Ghalegaun (Sirubali) presents one of the examples for the income generation in rural tourism. However, we cannot ignore the problems the Sirubari suffering while serving the tourism attraction. Studying the level of income generated by the tourism can realize a real situation of the tourism status in Sirubari village.

Phulara (2009) in his M.A. Thesis title “Problems and Prospects of religious tourism in the Khaptad region” have dealt about the problems and prospects of religious tourism in Khaptad regions. By using primary and secondary data he found the

various problems and prospects of religious tourism in an around the study area. He concluded that tourism especially various forms of social and indigenous nature can play a key role in keeping the potential intact reducing the income leakage and increasing the network linkages. Environmentally, viable and socially responsible tourism can't be fostered without research based appraisal of tourist resources. Mid-western and far-western part of Nepal have immense potentiality to mitigate these issues and develop tourism in a sustainable way; Khaptad national park area which covers four districts of far western Nepal is in infancy of tourism should immediately. Focus their attention to explore the immense tourist resources of this are and carryout effort in solving the conflicts among the local along with decentralizing the tourism development of the country. He recommended that, different sites and structure of religious-cultural importance like SahasharaLinga, Tribeni, Ganesh temple, Nagdhunga, Saileswari in Khaptad regions are ruinous condition due to absence of protection and enovation. Therefore, concerned authorities should pay their attention these issues immediately and renovate them. As the cultural identity may crumble under the pressure of modernization, which can subsequently erode the religious values in this area, sufficient public awareness should be made in order to make the local of their cultural and religious assets.

Thapa 2010, Belief of Nepalese society is 'Guest is God,' people used to welcome their guest or travellers for night stay couple of decade before. The host used to serve them as a god with the warm hospitality without any charges in Nepalese rural communities and it still exists in those villages. However, after introducing the Mountains of Nepal in 1950s to the outer world, international tourists started to visit in Nepal and tourist are attracted by those beautiful Mountains through the many historic and beautiful untouched villages of Nepal. Gradually the tourism industry took a step forward but the major issue remains dissatisfactory that the tourism income is not distributed equally in all part of the Nepal. Industry centralized within the central region of the Nepal. Therefore, to address those issues and for the poverty alleviation from the rural area, government introduced the village tourism for the first time in 1997. Sirubari (Syangja District, west Nepal) and Ghalegaon (Lamjung District, north central Nepal) were the first two villages to implement the concept of community homestay which was a first effort to develop village tourism by the government of Nepal.

Thapa 2010 Committee (TDMC) is shared by 9 members including president, Vice President, Secretary, Treasurer and other 5 members who are representatives from the local mothers group, youth group, father group and other chosen village members. TDMC takes all the responsibility for visitors, from welcoming ceremony for the guests according to their own culture, provide accommodation, and sightseeing and guiding, keep records of the tourist, security of the visitors, to the end farewell ceremony for tourist. It also monitors and manages the quality of food, accommodation, local environment sanitation and hygiene. Guests are not allowed to choose host family themselves instead of this TDMC assigns the visitors to the local host family on a rotational basis (Thapa 2010.).

Joshi (2010) in her M.A. thesis title “Problems and Prospects of Tourism in Kanchanpur District” have dealt about the problems 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 impact on both local and national economy.

The prospects of tourism in Kanchanpur like scenic attraction pleasant climate, vegetation, flora and fauna and socio-cultural heritage including suklaphata wildlife reserve, Jhimila Lake, Bedkote Lake and suspension bridge. Therefore, she concluded that kanchanpur a land comprising just 6,480 tourists came in each year. Among them, 24 of total tourists were of pleasure group 6/10 was both for adventure and project. Similarly, 3 were for culture and 5 to gain for health. She also examined that 45.83 percent visiting in Kanchanpur spends less than US \$ 10 on lodging and 52.08 percent spends less than US\$ 10 on fooding and on an average, tourists spend US\$ 5.5 on purchase of local items and other activities.

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 increases. It will definitely help to lead the economic growth of the nation or the state.

Bhan (2015),written and article entitled “Homestay Tourism in India: Opportunities and Challenges” and studied Home stay tourism is an emerging tourism concept

evolved lately in the tourism world. India can be a model homestay for its multi-faceted potentialities. Natural gifts, man-made heritages ethno cultural richness, innocent social settings, pleasant hospitality and many more unexplored treasures that are dreams for experts of tourism. Homestay tourism cannot prosper sans the convergence of needs of the affluent and the needy based on the premise of demand driven mechanism because it is a need base concept. India can harness the boon of tourist potentiality rampant at the rural areas where government has pro-poor programs. This form of tourism is based on three aspects namely service, facility and attraction. India has a strong position only in attraction whereas it is lacking in facility and services. Sustainable tourism takes place if home grown resources and natural settings are effectively served to the tourism as well as also preserved. Promotion of tourism thus is highly dependent upon the active participation of the private sector and communities where the role of government becomes that of a facilitator.

Through the study The Indian tourism market is huge and it has limitless offerings and products. The concerned stakeholders have to exploit and reap the benefits. However, most of the products have yet to be explored. Home-Stay is a micro tourism entrepreneurship. It is a new concept adopted in India. However, lot of enthusiastic groups (communities) and individuals are eager to run this business sans much idea and knowledge. Government lacks a concerted vision, plan, policy, strategy and program and this is a crucial aspect that must be addressed. It has to do a lot of homework because it can be an instrument of poverty mitigation a very valuable strategy.

Diverting international tourists to the rural destinations of India can and should be one of the tourism policies of the Indian government. It is advantageous to create a rural tourism environment and facilitate both the communities as well as private sectors to carry out the business to the benefit of all stakeholders in a win-win scenario There are nonetheless innumerable temporary challenges which can be resolved with appropriate strategies and careful planning.

Aryal (2016), in M.A thesis title “Impact and challenges of homestay Tourism: A case study of Boudhagumba VDC, Palpa district”. Her study area has several aspects of tourism products. The study has regarded potential for the promotion of village tourism because the area is rich in natural and cultural heritage. This is a land of people. The Magar people with their unique culture play significant role in tourism

cultural products of the Magar community are better understanding of tourist attractions. According to Magar homestay's personnel more than 0.03 % of the tourists visited Boudhagumba village among the tourists who come different parts of world. The average length of stay of tourists was only 1 day before 2 years but now it has been increasing. According to home stay owners now days the average stay of tourists in Boudhagumba village is 1.5 days. Thus tourism development has very important contribution in the economic development of Boudhagumba as mentioned above.

2.3 Policy Review

The official records do not indicate any planned approach regarding tourism till 1950. First study regarding tourism potential of the country was assessed in 1959 with the technical assistance from the French Government with the publication of “General plan for the Organization of Tourism in Nepal.” The first five - year planned development on (1955-60) envisaged to identify the possibilities and also initiated to establish infrastructure for tourism Development the establishment of tourism development board in 1957 and RNAC the national flag carrier starting operation in domestic and some international sectors in 1960 are some of the tourism highlights then. The second year plan (1962-65) was a major step to regularize and promote the tourism activities by the establishment of hotels travel agencies and other infrastructure construction.

Although there was no specific provision for tourism development during the first five-year plan, the plan gave adequate emphasis to build requisite infrastructure like road water electricity, construction of airport etc. Tourism development board and tourist information center were established in 1957 and 1959 respectively. Hotel survey and tourist guide training were conducted during this plan period.

Having realized the importance of tourism as a major source of foreign exchange earnings, emphasis was given to promote in Nepal and abroad and develop travel agencies, Hotel during the second three-year plan (1962-1965). The most important achievement in this plan for tourism was the company act 1964 to regulate and develop tourism sector. This plan had allocated Rs.2 Million for outlay in tourism sector. The new tourist resorts were explored and constructed in Pokhara, Lumbini,

Kakani and Nuwakot. The TIA was under construction and the emphasis was given to improve its modern facilities.

The 4th five-year plan sought to enlarge the scope of tourism with trade as an important source of increasing national income by earning foreign exchange whereas focus was given on the preservation of historic cultural and natural attractions of the kingdom to promote tourism other than Kathmandu valley in the fifth year plan. Ministry of Tourism was formed in 1977 and the Government constituted a high level tourism task force in 1978 to co-ordinate promotion and development activities and to review the master plan.

The fifth five-year plan (1975-80) emphasized on (a) tourism development through conservation and development of historical, cultural and geographical specialties (b) Development of tourist centers outside Kathmandu valley in order to reduce concentration of tourists inside the Kathmandu valley (c) lengthening the days of stay of the tourist (d) developing necessary facilities in Pokhara, Chitwan, Lumbini Khumbu etc. and extending training to develop skilled manpower.

The sixth five-year plan (1980-85) also adopted policies for extension of tourism centers in different parts of the country, preserving and protecting the natural, cultural and historical amenities of the country, encouraging domestic products in the tourist industry, providing employment opportunities to large number of people and making necessary publicity and promotional measures. These measures were also taken in the 7th five-year plan (1985-90).

The eighth five-year plan (1992-1997) also adopted tourism as an important industry. The plan categorized tourism sector loans as priority sector loans and also involved Nepalese diplomatic missions for tourism promotion, procedural simplification, adoption of open sky policy, encouragement of the private sector in aviation are some of the other key things taken into considerations. Tourism promotions and development linkage between tourism and other sector of the government of Nepal have formulated tourism policy 1995.

The ninth five-year plan (1997-2002) highly emphasized to assist poverty alleviation program by making tourism sector a part of the all-round economic development of the country (NPC, 1998) as the first priority. The second objective was to establish Nepal as a premium destination in the world tourism market through effective

publicity and promotion the third one was to enhance employment opportunity income generation and foreign exchange earnings from the tourism sector and spread these benefits down to the village levels. From the ninth plan, the special policies and strategies had formulated for tourism development, like village tourism, other tourism promotion activity unveiled for the tourism promotion starting from 1999 are as follows visit Nepal 1998, destination Nepal campaign 2002-2003 and Tourism year 2011 etc. The tourism policy 2065 B.S. has aimed to develop sustainable rural tourism infrastructure which brings improvement in rural living standard through the creation of rural local self-employment opportunity or increment in earning. It also aims to develop and construct the mechanism that can bring in the access of the local rural, poor, Women, indigenous, Madhesi and deprived group of people in the benefit sharing obtained from rural tourism.

Tenth five-year plan (2002-2007) has input various development strategies and areas to be developed in the country through "Tenth five-year plan" designed in the year 2002. NPC has designed number of program and sectors to be developed in the next five year for the development of tourism in the country. In this plan, regional tourism development program is designed to allure more tourists from neighboring countries such as India, China, Bangladesh and other Asian countries. To plan also be focused in attracting more Hindu and Buddhist religious tourists to Nepal as a part of promoting religious tourism in the country. The important plan from NPC is developed Nepal as the 'eco-tourism' destination with the help of Asian Development Bank. This plan is to develop mountainous regions and country's remote areas as a major tourist destination and brings village community with the benefits and employment opportunities. The country's economy can highly be uplifted if we could develop every remote sector as an eco-tourism sector. Environment development program are to be carried in various areas under this plan. Objectives of plan are: To develop tourism sector qualitatively and sustainably, to improve standardize and make air transport service easily, accessible and affordable. To conserve, preserve and maintain the historical cultural, religious resources and increase its practical use.

Three years Interim Plan (2008-2010) plan envisaged enhancing the contribution of tourism in national economy by promoting international and domestic tourism through the development of international and national air services and urban and rural

tourism destinations. Potential tourism products and destinations will focus on increasing employment regional balance and social inclusion.

Physical infrastructure needed to support tourism will be developed and improved. Initial works to construct second international airport will be carried out. Nepal will be established as a major tourist destination in the international level so as to enable tourism sector to develop as important Segment of the national economy. This plan seeks to develop reliable and competitive air service and international air services by involving the private sector in the constructor, development, expansion and operation of infrastructure related to the air transport sector.

It has laid much emphasis on pro-rural tourism because in reality only infrastructure development does not bring in more tourists. Tourism itself becomes instrumental for infrastructure development. In the rural Nepalese context, tourism development has always surpassed infrastructure by certain degrees. The tenth plan seems quite confident to ensure poverty alleviation and balanced regional development through tourism, by giving due possibility to pro-rural tourism development in addition to foreign currency earnings, growth in employment and benefit to overall economic development (Gautam, 2005).

To fulfill the aim of the Tourism Policy 2065 B.S. the government of Nepal, Ministry of Tourism and Civil Aviation has brought the Homestay Operation Procedure 2067 B.S. which helps to provide the benefit to the rural local people. Tourism year 2011 has brought the slogan 'together for tourism' and 'Tourism for prosperity, prosperity for stability'. The Tourism year 2011 has targeted to bring in 10 Lakh tourists. The year has focused mainly on rural tourism, internal tourism, Homestay provision, eco-tourism to bring economic revolution.

The interim plan 2067/68-069/70 has kept tourism in priority number 3. The plan has aimed to increase the investment on physical infrastructure that supports agriculture, tourism or industry. Giving high priority to tourism the plan has also taken the policy to give high priority to develop agriculture, hydroelectricity, tourism, information, communication, science, technology, physical infrastructure and human resources.

To develop quantitative and qualitative tourism it has the policy to identify, improve and develop geographical diversity and historical, religious or cultural places. Both domestic and international tourism are to be developed.

The plan has focused mainly on internal and external tourism, development of new tourism destination, national industrial priority to tourism, industry, development of new tourism potentialities by utilizing natural beauty and biodiversity, increase local participation to help in poverty alleviation, develop new touristic items based on religion, sport meeting, conference, seminar, health, education etc., develop rural tourism to alleviate rural poverty, develop protective tourism related to plants and wild animals, start the construction work of second international airport, study the technical probability to develop tourism in big lakes, develop infrastructure like road, airport, railway etc., to invest the income of certain tourism spot in the development of the same spot etc. for economic prosperity of the nation.

Tourism Plan, 2011

has aimed to attain balanced and inclusive development through tourism development.

The plan has the following objectives.

To generate greater employment opportunities, reduce poverty, and maintain regional balance and economic growth through developing and expanding tourism industry up to local levels along with increasing economic activities by implementing intensive and coordinated development programs; and to develop Nepal as a major tourist destination in the world.

To develop tourism industry as well as national economy by extending international air services along with enhancing greater accessibility by strengthening existing air transport services of the country.

The plan has taken the following policies such as:

Implementation of programs as a successful national campaign, introduction of Nepal as a new emerging destination, increase Indian and Chinese tourists through road network, extension of services and information at local levels, economic diplomacy, new tourist packages, special discounted prize, inter-continental tourist market, utilization and honor of , NRNS for the mission of 'SEND HOME A FRIEND', world-wide popularization of traditional popular major tourist destinations, formation of Buddhist circle connecting Lumbini, Tilaurakot, Ramgram, Kapilvastu, Devadaha, Gotihawa, Niklihawa, Kudan etc.

The plan also has made its policy to adopt and explore feasible and practicable approaches to mountaineering, adventurous, religious and cultural tourism along with business, eco, agro-based, sports, education and health tourism. Promotion of domestic tourism, adaptation of Leave Travel Concession approach, integrated programs, revision and amendment of tourism related policies and acts, corridor/regional approach, formulation of periodic and annual budget and programs. For tourism through local bodies, community awareness programs, involvement of private sector, integrated information system for effective database, update and effective tourism information system are included in the policy for tourism development in Nepal. The plan has given priority to tourist friendly infrastructure protecting existing popular routes of trekking and trails.

Local level skill development and training programs for provision of employment opportunity, data collecting system, amendment of Boot Act and Regulation and Procurement Act, and 2006 to support tourism industry, legal provision to define home-stay activity, quality tourist products, regular monitoring programs and measurement of standard of services are adapted in the policy of this plan.

Code of conduct for tourism, update and revision of Tourism Act, 1996 and Vehicle Act, 1992 and tourism related other acts and regulations are strongly adapted in the plan. Construction of alternative airport of international standard and 24 hour a day service of TIA, efficient operation of NAC along with adding up more carriers and high encouragement of international airways to make more flights in the international tourist source market of Nepal are taken as the policy of tourism development in Nepal in the plan.

The expected outcomes of the plan are as follows:

Arrival of foreign tourists in Nepal would have been reached 1.2 million by FY 2012/13.

Average stay of foreign tourists in Nepal would have been reached 12 days.

Foreign exchange earnings from tourism would have been reached 400 million US dollars.

Direct employment from tourism sector would have been reached 150 thousand.

The number of international air services with regular flights to Nepal would have been reached 35 and air passengers arriving Nepal through international flights would have been reached 2 million.

One-way air seat capacity in international sector would have been reached 4 million.

The interim plan 2070/71-072/73 develop and expand the tourism sector, Nepal's unique biodiversity and natural heritage originating in specific topography and historic, religious and cultural heritages should be identified, protected and promoted. This sector should be diversified and expanded in order to transfer its benefits to rural areas. The tourism industry should be considered to be one of the most important foundations of national economic development and developed accordingly. New tourism sites and products should be identified and new infrastructures developed with the ultimate goal of improving living standards by increasing employment and income-generation opportunities.

Objectives

-) To contribute to the national economy by developing Nepal as one of the most attractive, scenic, and safe tourism destinations in the world, and
-) To increase the flow of tourists both in quality and quantity through the promotion of tourism at the national and international levels and to distribute the benefits they bring justly.

Strategies

-) Work with the private sector to develop and promote tourism.
-) Develop infrastructure in new tourism destinations in an integrated and coordinated manner.
-) Create employment opportunities in rural tourism, thereby diversifying and expanding tourist destinations and products.
-) Encourage domestic tourism so that tourism activities operate in all seasons across the country.
-) Campaign and promote tourism rigorously, especially in neighboring countries and new source countries,

-) Ensure sustained tourism development by providing adequate and good-quality services and facilities to tourists.

Operating Policies

-) Private-sector investment will be encouraged in order to develop and expand services and facilities for tourists.
-) The management of the national airlines, Nepal Airlines Corporation, will be improved and it will provide direct connections to key points of origin of international tourists.
-) Private sector-investment in the construction and operation of cable cars as well as in tourism-cum-entertainment sites will be encouraged in order to promote easy access to a wide variety of major tourism destinations.
-) Local government bodies, communities and the private sector will be encouraged to participate effectively and even take a leading role in the development of tourism infrastructure. To this end, at least 30 percent of the total revenue which accrues from the development of touristic infrastructure will be invested in the area from which it is collected.
-) Mountainous areas will be developed as a key tourism destination by making mountaineering systematic and environment-friendly.
-) The tourism industry will be developed in and expanded to rural areas as a major sector for green growth.
-) The government will develop the necessary legal foundation for the systematic and decent operation and promotion of tourism products and activities, including adventure and entertainment activities, traditional and natural therapies, spa treatments, eco-tourism, casinos and gaming club and integrated entertainment spots.
-) Support will be provided to rural communities to develop infrastructure, including community buildings and trekking trails, in order to operate community home-stays in potential rural tourism spots.
-) The tourism sector will be diversified and focused on specific tourism products.
-) Acts, rules and regulations regarding tourism, travel management and the like will be developed to support domestic tourists. tourism has contributed to the earning of foreign employment and rural development.

Tourism Strategic Plan (2016-2025)

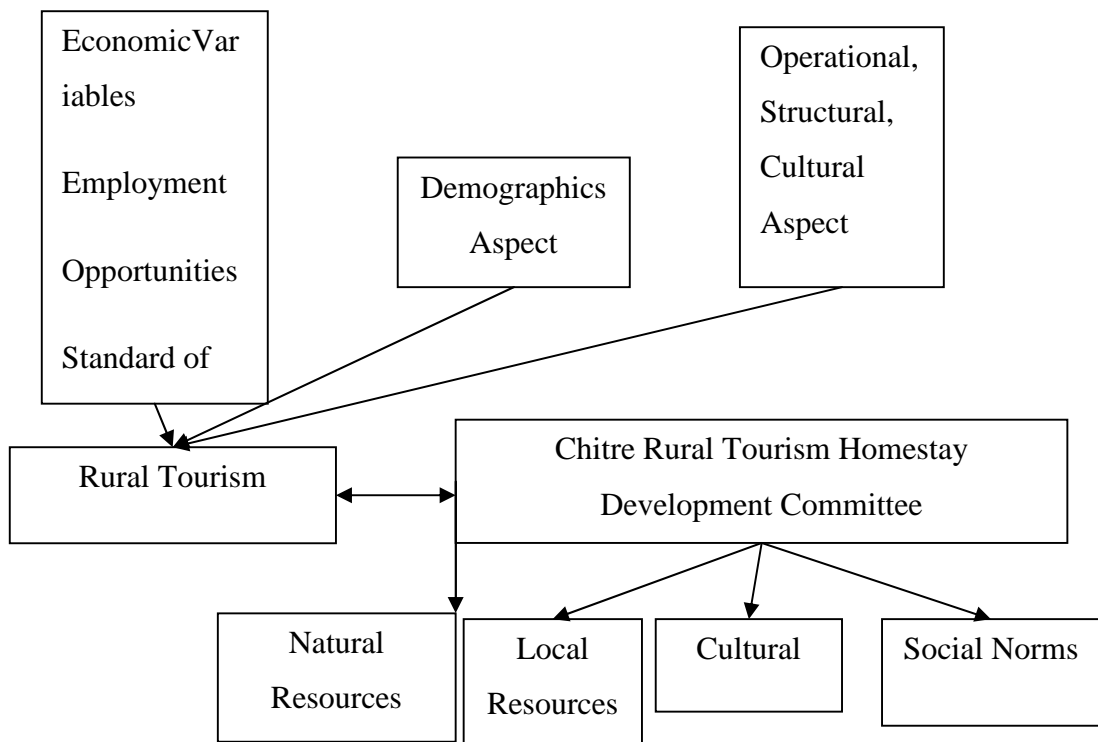
Nepalese Constitution promulgated for the first time by the popularly elected Constituent Assembly has given high priority to tourism sector and has provided constitutional direction to tourism policies. The constitutional policy of developing tourism industry and tourism culture, and of giving priority to local people for the distribution of tourism benefits, has taken us forward to the direction of inclusive tourism. The promotion and development of this sector is crucial for the achievement of our commitment of Sustainable Development Goal (SDG) till 2030 expressed to the international community. Employment opportunities should be generated to end all types of poverty and achieve sustainable development. Tourism is one of the main sources of employment generation in Nepal. It is our commitment to generate employment opportunities and contribute to the alleviation of poverty through the preservation of local culture and development of tourism products by implementing Government approved Nepal National Tourism Strategic Plan (2016-2025).

The long-term vision should be to make tourism sector's contribution reach up to 25 percent to the national GDP of Nepal. Visit Nepal Year 2020 has been approved with an objective of increasing the international tourist arrival to 1.5 million per annum by the end of 2020. It is necessary to make our efforts with an aim to increase the number to 2.5 million per year by 2025, and foreign currency earnings by 3400 million USD.

2.4 Conceptual Framework

Based on the theoretical as well as empirical study of available literature the conceptual framework for this study has been made. On the basis of above variables, the impact of homestay in rural tourism will studied. The conceptual framework of the study as:

Figure 2.1
Conceptual Framework



CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

Research design is the most important components of the field research. Research design has the logical and systematic planning which directs the research. The research study has been carried out the basis of descriptive as well as exploratory. The main objective of the present study is to explore the potentialities homestay in rural tourism particularly in Modi Rural Municipal, 8 (Previously Chitre VDC, ward 1, 2 and 4) Parbat district. This research was covered all aspects homestay and rural tourism and its role for rural development in the areas. The research has explored the influence of VDC, DDC, NGO's/INGO's particularly their role for the promotion influence in tourism industry. In this research qualitative data are used to present social, cultural effect on through homestay.

3.2 Selection of the Study Area

In the process of development there is great imbalance between urban and rural area. Same imbalance is in tourism sector too. Tourism is smokeless industry which helps to alleviate the poverty through the income from the tourist in Chitre. This is one of the most beautiful and virgin spot of tourism of Parbat district. The researcher chooses this area because it is naturally and culturally beautiful but backward in development. It is familiar, accessible, and local area for the research similarly it is easy to visit the study area.

3.3 Universe and Sample Size of the Study

The total homestay hosts in Modi rural Municipal, ward no. 8 (Previously Chitre VDC ward no 1, 2, 3 and 4) are 10. Among the 10 homestay 2 homestays owners are not continue due to their personal problems and 8 homestays are running in present situation at Chitre and additional 19 households are also involved in homestay if large number of tourists arrived in this area together and all 27 households who hosts homestay (permanently and temporarily) are chosen as a sample. The causes of chosen all homestay owner is the viability of homestay owner to respond the

researcher. All homestay owners are interested to respond to the researcher, so all 8 homestay owners who host homestay permanently and 19 homestay host owners who run homestay while the higher number of tourists arrived in the study area were chosen as sample for the research. The population of this study includes homestay owners, who are directly or indirectly related to the promotion of tourism. The area of study is small that it is almost convenient to distinguish and count. So, it includes all homestay owners for better result. The purposive sampling method will be followed.

3.4 Data Collection Tools and Techniques

In order to collect the required and relevant primary data following technique was used in this study.

Household survey: 27 households from homestay community (Permanent and Temporary) in study area were surveyed with the help of questionnaire prepared prior to the field visit.

Key Informant Interview: To take the information about tourism, formal as well as informal interview was taken with selected person's i.e. Rural municipal representatives, local leaders of different parties, NGO members, Rural municipal secretary, LDO of Parbat and active and educated people in the study area. Interview also taken with local residents, tourists through the already prepared questionnaire.

Focus Group Discussion:

There is discussion about the homestay with two groups which are involving tourism promoting activities like as leaders, scholars and some elderly people and so on.

3.5 Data Analysis and Interpretation Method

The information collected by using various research tools and techniques was analyzed and presented by different methods. Data will be grouped, sub grouped and classified as necessary and so to meet the objective of the study.

Qualitative as well as quantitative techniques will be used for systematic analysis. To analyze the quantitative data simple statistical tools such as percentage, average was used. Besides these maps, tables, figures and diagrams will also use for presentation of findings. Qualitative data was analyzed descriptively with the help of SPSS program and MS Excel.

3.6 Reliability and Validity of Data

Reliability is an extent of accuracy of the methods and tools will be use during the study and validity is the degree to which tool measures what it is supposed to be measured. Relevant primary data of questionnaires were pre- tested, cross-checked and verified through the pilot study in the field. The researcher himself involved in the data collection. Individual records were used in the pilot study.

CHAPTER FOUR

INTRODUCTION TO STUDY AREA AND DEMOGRAPHIC PROFILE OF RESPONDENTS

Chitre Rural Tourism Homestay Development Committee is located in Modi Rural Municipal, 8 (Previously ChitreVDC, ward 1,2 and 4) Parbat district. The location can be reached after travelling 11 kilometers of black-topped road and walking 7 kilometers through the foot trails. Chitre receives 1,200 to 1,500 internal as well as external tourists on a daily basis. The attraction of homestay is food prepared from locally produced foods like local chicken, millet and maize. The operation of homestay in Chitre started in 2009 with 10 households. Currently, homestay is available in 8 houses of Chitre. Homestay are running in present situation and additional 19 households are also involved in homestay if large number of tourists arrived in this area together and al 27 households who hosts homestay (permanently and temporarily). arrangement can be made for 69 persons at a time in Chitre and the service will be expanded in the near future. The ratio of arrival of domestic tourists is greater than foreign tourists in Chitre.

4.1 Demographic Profile of Respondents

Out of total sampled respondents, all are from Chitre community in Parbat district using simple random sampling method. Respondents are distribution by gender, age, education, marital status and occupation group which is presented below:

4.1.1 Respondents Statistics

i. Gender

There are 27 household homestay in Chitre community homestay. All are from homestay households of Chitre community homestay people using simple random sampling method. Local respondents are distribution by gender group is presented in Table 4.1:

Table 4.1: Gender of the Respondents

Gender	Frequency	Percent
Male	16	59.26
Female	11	40.74
Total	27	100.0

Source: Field Survey, 2019

Table 4.1 shows that 59.26% of respondents were male homestay owner whereas 40.74% were female.

ii. Caste

Out of total sample respondents, all are from homestay household of Chitre community homestay people using simple random sampling method. Local respondents are distribution by cast group is presented in table.

Table 4.2: Caste of the Respondents

Caste	Frequency	Percent
Gurung	14	51.86
Brahmin	8	29.62
Chettri	5	18.51
Total	27	100

Source: Field Survey, 2019

Table 4.2 shows that 51.86 percent of respondent were Gurung caste homestay owners and 29.62 percent homestay owners Brahmin caste where as 18.51 percent homestay owners were Chettri Caste.

iii. Age Group of Respondents

Out of total sampled respondents, all are from homestay households of Chitre community homestay people using simple random sampling method. Local respondents are distribution by age group is presented in Table 4.3:

Table 4.3: Age Group of Respondents

Age	Frequency	Percent
20-30	1	3.7
31-40	5	18.5
41-50	14	51.9
Above 50	7	25.9
Total	27	100.0

Source: Field Survey, 2019

Table 4.3 reveals that, the highest numbers of respondents are in 41 to 50 years age group (51.9 percent) followed by above 50 years age group (25.9 percent), 31-40 years age group (18.5 percent) and young generation i.e. 20-30 years age group (3.7 percent). The Figure 4.2 makes clearer the Table 4.2.

iv. Education and Occupation of respondents

Total sampled respondents, all are from homestay households of Chitre community homestay people using simple random sampling method. Local respondents are distribution by education group is presented in Table 4.4:

Table 4.4: Education and Occupation

Education	Frequency	Percent	Occupation	Frequency	Percent
Under SLC	8	29.63	Farmer	22	81.48
SLC	12	44.44	Teacher	2	7.41
+2	4	14.8	Government Employment	3	11.11
Bachelor	3	7.41			
Total	27	100.0	Total	27	100.0

Source: Field Survey, 2019

The Table 4.4 reveals that, the highest numbers of respondents are SLC group (44.44 percent) followed by under SLC group (29.63 percent), +2 (14.8 percent) and Bachelor (7.41 percent). Similarly, as per the study findings, 81.48 percent homestay

households or their members were also involved in agriculture, 7.41 percent were also the teacher, while 11.11 percent were also involved in government employment.

v. Marital Status of Respondents

All total sample respondents from homestay households of Chitre community homestay people using simple random sampling method. All sample Local respondents are distribution by marital status and found all 27 household owners are married.

4.1.2 Number of Household Member Involved in Homestay

Table below presents the gender-wise classification of total number of family members of all the households involved in homestay:

Table 4.5: No. of Household Member

Household Member	Frequency	Percent
Male	28	46.7
Female	32	53.3
Total	60	100.0

Source: Field Survey, 2019

As mentioned above, 60 members from those 27 homestay households are involved in the homestay business affairs. Out of these members, 53.3 percent are female, and 46.7percent are male. It shows that Chitre community homestay is basically female-led and female managed.

4.1.3 Motivational Factors

During the study, the key respondents from all 27 homestay households were asked to mention about the factor that primarily motivated their family to adopt homestay business. The following figure presents the findings:

Table 4.6: Motivational Factors

	Frequency	Percent
Improvement in Income	13	48.1
Utilization of Free Time	6	22.2

Others	8	29.6
Total	27	100.0

Source: Field Survey, 2019

The findings as table above show that income was the initial motivating factor for 48.1 percent households to adopt homestay business. Similarly, utilization of free time was key factor for 22.2 percent households, and 29.6 percent response that other factors like employment, public relation, preservation of culture and environment, insisted by others etc. are the motivating factors to start homestay business.

4.1.4 Homestay Trainings

The study finds all homestay households in Chitre village receiving training on subjects from cooking to hospitality management.

4.1.5 Investment Pattern

Households used internal and external finance for developing homestay infrastructure. The following table and figure present the share of each source on total investment received by homestay households for developing homestay infrastructure. The investment pattern to start homestay business was provided in below Table:

Table 4.7: Investment Pattern

	Frequency	Percent
Own Investment	23	85.19
Loan from Bank	4	14.81
Total	27	100.0

Source: Field Survey, 2019

Table 4.7 depict that only few of these households had obtained loans from any of the A, B, C or D class banks or financial institutions. 85.19 percent of homestay households start their homestay business with their own investment while 14.81 percent start their homestay business with the loan from the bank.

CHAPTER FIVE

ROLE OF HOMESTAY TO PROMOTE RURAL TOURISM

5.1 Promotional Activities in Chitre Community Homestay

So far as tourist do not come to stay only in the homestay. They also want to experience extra pleasure and their motive may be special for the attraction for special things like hiking, cultural attractions etc. From the survey of 27 homestay owner, tourists are interested in following activities. The ways of promotional activities in this side can be pointed out as follows:

5.1.1 Cultural Aspect of the Chitre Homestay

Chitre is a rich in culture, tradition and custom. Due to the customs, rituals, cultures many tourists are attracted in this village. The villagers show their cultural performance for the attraction of the tourists. Some major cultural attraction of Chitre homestay are mentioned below.

5.1.1.1 Panche Baja

Panchebaja means the set of five traditional musical instruments played during the holy ceremonies. It includes jhyli, tyamko, dholak, damaha, narsina, shehanai and karnal. People of Chitre heartily welcome the guest with high respect by using the panchebaja. It is also become one of the important source of attracting tourists in Sirubari village. The visitors enjoy in the panchebaja very much.

5.1.1.2 Salaijo Songs

Salaijo songs is the next outstanding cultural performance of the Chitre village which attracts the tourists. Youth of Chitre village sing and dance in the salaijo songs to welcome the guest. From this songs they give detail information about village and describe their cultural activities about the village.

5.1.2 Homestay and Environment Cleanliness

The overall greenery of Chitre play a vital role in attracting tourist the flow of the tourists has made the locals of Chitre to make more conscious about keeping their environment clean, green and healthy. Homestay operators are learning to keep their household also clean.

Chitre has a pristine scenic environment. One can go to Chitre spend some quality time with homestay families, local cultures and their hospitable environment. The homestay owners: who all are in social organization help in spreading social awareness to keep their village clean. They also learned seen realized that visitors like clean environment.

5.1.3 Solid-Waste Management

Social organizations of the Chitre village take the responsibility of social solid waste management. Take make a system of group work for cleaning up of a whole village water resources, thrice a month. They take turns in cleaning public places. If they clean any historical place for the first fortnight, they would go for cleaning some other important places the next time. Both time they would start from the decided place and comeback cleaning the way they went, ultimately they clean the whole trail. The absent household is penalized with Rs. 300. The cleaning of their residential areas, trails, religious place like temples, gumba etc. is a good examples of team work for the benefit of the whole village.

People are well aware of the impacts of hygiene and sanitation has impact in day to day life and tourism. There is a separate place for solid wastes management in entire. Aamasamuha, youth club manage the whole solid wastes of Sirubari village.

5.1.4 Socio-Cultural Advantages

Homestay helps to flourish and explore the local culture and its natural beauty. It accepts the newly emerging concept of eco-tourism in Nepal. Which will positively reciprocate to the programme itself it helps to empower the local people for sharing local benefits as well. It has targeted the development of the marginalized people and socially backward people. Homestay program provides guidelines to give communities as an opportunity to their tradition, culture for the implementation. Homestay program provides guidelines to give the community as an opportunity to

innovate their own implementation. In the homestay tourists stay in the local social environment which is the matter of advertising local culture all over the world. The people of that place are united together with a harmonically manner in order to run the homestay program effectively.

This operation helps to focus on traditional cultural, customs of the local people. They show all the cultural performances time and again in order to welcome the tourists in their village which helps them to update their knowledge, information about the local culture. Moreover, such type of performance helps to transfer their culture to their future generations which helps to make respectful towards their culture, encourage among the local residents and local people.

5.1.5 Economic Involvement

According to the Hariman Gurung (Name Changed) a member of Chitre community homestay committee "Home stay influences employment opportunities to the local people and maintains quality of life to the local people" homestay make active the labor market creates supplement income form the part time job. It also increase the revenue for the local government also.

5.1.6 Developed Good Transportation

The ways of transportation are road. There are several night buses, day buses and minibuses passing through the Pokhara to Kushma, Baglung etc. Direct bus services to Kushma are available from Kathmandu and other places of the country. Only few buses go from headquarter per day, but from the headquarter Kushma Bazaar to Chitre road is not pitched instead it is graveled which had made bad, impact is tourism. Even road suffers badly in raining season.

5.1.7 Save and Promote Traditional Cultural Heritage

It is fact that every society has its own culture. Similarly, people in study area have their own social rules and regulations followed from the ancient time. But now there has been gradual change in the society regarding the daily lifestyle influenced by foreigners. On one hand it is good as in terms of progress but on the other hand it is not a good one as the young generation is eager to imitate western culture like rough languages, dresses, lifestyle, which is against our social norms' values. Further,

western music has suppressed our own music, which is odd. People are losing their identity by imitating foreigners.

5.1.8 Regulate Marketing System

The tourists have now abundant choices for their destination in the world. We have never felt the competitive environment in the world tourism market as we were reserving increasing number of tourists in each successive year in the past. Every country is making vigorous effort to attract more tourists. For this, the countries are improving the quality of the market. In this situation, we cannot stick to traditional approach. Therefore, our tourism marketers should realize the changing market environment and formulate strategies accordingly. Most of the fresh things produced in local area are provided to fulfill the demands of tourists and local people are deprived from such facilities. Tourists pay more money in the local market and the rate becomes high. This influences the local people and the market becomes quite through.

5.2 Homestay Capacity and Guests Inflow

In this section homestay capacity in Chitre community homestay and tourist's inflow was presented.

5.2.1 Homestay Capacity in Chitre Community Homestay

The number of rooms and bed capacity available for guests' stay in the homestay are given in the following table:

Table 5.1: Room and Bed Capacity

Types of Rooms	No. of Rooms	No. of Beds
Single Bedroom	2	2
Double Bedroom	29	58
Triple Bedroom	1	3
Total	32	63

Source: Field Survey, 2019

Table 5.1 shows that the homestay households have arranged 32 rooms for guests' stay. There are 2 single bedrooms, 29 double-bed rooms and 1 tripled-bed room. Hence, in a night, 63 guests can stay in this homestay. However, there are seasonal fluctuations in flow of guests. In some peak and exceptional periods, households have also managed more than 63 guests in a day.

The homestay business in Chitre is influenced by seasons. The months of March, April, May and June (4 months) are off season business seasons for their homestay. The months of July, August and September (3 months) are normal business seasons as household members are very busy in field works. The months of October, November, December, January and February (5 months) are on business seasons. The guests have flown in the homestay accordingly. The homestay owners say that average 1200-1500 guests visit their homestay monthly. Discussions with the committee members helped to arrive at the following estimated number of occupancy rate in this homestay.

5.2.2 Length of Stay

As the place started getting fame, a large number of guests visited the place to take part in the training in the place or observation visit to the place or day tour of the place. However, due to poor record keeping, they are not sure how many of those guests who visited the place actually stayed. The average length of tourists stays in homestay according the response of respondents was presented in below table:

Table 5.2: Length of Stay

Days Spent	Frequency	Percent
One to Three Days	12	44.44
Three to Five Days	7	25.92
Five to Seven Days	5	18.52
More than Seven Days	3	11.11
Total	27	100.0

Source: Field Survey, 2019

The table above depict that 44.44% respondents says that the average length of tourists in homestay is one to three days followed by 25.92% say that the length of stay is three to five days, 18.52% say that the length of stay is five to seven days and

lastly least no i.e. 11.11% say that the average length of tourists stay in homestay is more than seven days. The length of stay is also presented in below figure:

5.2.3 Develop as Tourists Destination

The respondent was asked about how the respondents want to develop Chitre community as tourist destination. The response from respondents is presented in following table:

Table 5.3: Develop as Tourist Destination

	Frequency	Percent
Behaving Hospitality	13	48.15
Guiding Tourists	8	29.63
Taking Tourists at home	2	7.41
Others	4	14.81
Total	27	100.0

Source: Field Survey, 2019

Majority respondents i.e., 48.15% from Table 5.3 indicate that behaving hospitality was a major tool to develop Chitre community as tourist destination while 29.63% indicate that guiding tourist is a main tool to develop Chitre community as tourist destination. 14.81% of sample respondents indicate that other tools rather than in option like cultural attraction, developing a trekking route, develop a good transportation was the main tool to develop Chitre community as a tourist destination. Only 7.41% respondents indicate that taking tourists at home is the major tools to develop Chitre community as a tourist destination.

CHAPTER SIX

IMPACT OF HOMESTAY TOURISM TOWARDS PEOPLE LIVELIHOOD

6.1 Socio-Cultural Aspects of Homestay in Chitre

There is several of natural and cultural attraction in ChitreVDC. This place has good seeing for good hill. Good flora and fauna. Nepal is a Hindu country. Here, also Devi's temple. It is near, about tourism place Pokhara. This is such area where many kinds of the people stay as a permanent habitat in concern of the cast Brahmin, Chhetri, Gurung etc. people also stay there, the village is very rich in nature and the culture also. Not less than this to get enjoy of hospitality and to see traditional type of the dispersed & agglomerated stone paved or roofed architect found in this VDC. They celebrate different types of festival like as Chaite Dashain festival, Maghe Shakranti festival, Dashin, Tihar, Janai Purnima, and many other.

They have their own specific culture, ritual, norms and value. Brahmin, Chhetri, Gurung enjoy different festival like as Maghe Sankranti, Rishipanchami, Dashain, Tihar and so on. They are very amazing with play panchebaja, naumatibaja, sorathynach, shivaimamanach, jhaure, salijo and different kind of dohori songs on special occasions. Every caste celebrates each other festival as a common festival its preventative how all caste is stay and saving socio culture and festivals. The exhibition is organized by local youth club and the mother group annually to promote tourism and save their culture.

6.1.1 Local Awareness to Culture

The homestay owners were asked about the local awareness to culture. The response from respondents was presented in Table 6.1.

Table 6.1: Local Awareness to Culture

Response	Frequency	Percent
Agree	19	70.37
Disagree	8	29.63

Total	27	100.0
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Source: Field Survey, 2019

Table 6.1 depict that the Chitre community was aware among local culture and rituals. Out of total 27 respondents 70.37% respondents are aware of local culture while 29.63% respondents are not aware of local cultures. The aware respondents say that they are aware of local culture and they have limit to enjoy the tourist without any negative impact on their local culture. Tourists can only enjoy the culture and programs organized in Chitre community homestay, but they cannot do any negative comment and modification in culture comment. Respondents think that this thing save the culture.

6.1.2 Cross Cultural Exchange

Homestay is the way people with different cultures and traditions are exposed to each other and share their norms and values. Guests learn the local values and norms whereas they also share their norms and values to the host families. Through this cross-cultural exchange with the guests, the host families can add skills, whether it be related to kitchen or cultivating work or household management or ethics. The response on cross cultural exchange is given in below Table:

Table 6.2: Skills from Cross Cultural Exchange

Response	Frequency	Percent
Positive	16	59.26
Neutral	11	40.74
Total	27	100.0

Source: Field Survey, 2019

Cross-cultural communication refers to the ways in which people from different cultural backgrounds adjust to improve communication with one another. During the study, respondents from 59.26 percent homestay households said that they have enhanced their skills through cultural exchange with their guests whereas respondents from rest 40.74 percent households said they did not enhance any skills.

6.2 Socio-Economic Aspects of Homestay Tourism Activity in Chitre

Besides benefits to the involved families, the homestay activity is postulated to put favorable socio-economic impact on the entire community. To know about the impact, the respondents from homestay households were asked to express the response on questions related to socio-economic impacts of the community viz. Contribution of homestay in economic condition, tourist's expenditure per day etc.

6.2.1 Tourists Expenditure

In this section respondent were asked about the expenditure of tourists per day. The response from respondents is presented in following table:

Table 6.3: Tourists Expenditure Per Day

Expenditure	Frequency	Percent
Less than 500	3	11.11
500 to 1,000	12	44.44
1,000-1,500	6	22.22
More than 1,500	6	22.22
Total	27	100.0

Source: Field Survey, 2019

The table above show that 11.11% respondents say that the average expenditure of tourists is less than 500 rupees while 44.44% respondents say that the average expenditure of tourists per day is 500 to 1,000. Similarly, 22.22% respondents say that the tourist's expenses per day was 1,000 to 1,500 rupees and while 22.22% respondents say that the per day tourist expenditure is more than 1,500 rupees.

6.2.2 Efforts to Raise Level of Income

In this section respondent were asked about the what efforts can raise to increase the level of income and contribution in economic condition. The response from respondents is presented in following table:

Table 6.4: Efforts to Raise Level of Income

Efforts to Raise Level of Income	Frequency	Percent
Physical Infrastructure Development	8	29.63
Awareness	3	11.11
Training and Skill Development	15	55.56
Neutral	1	3.7
Total	27	100.0

Source: Field Survey, 2019

Table 6.4 show that majority of respondent's response that to raise the level of income in community training and skill development programs should be performed. 55.56% respondents agreed that training and skill development should increase the level of income. Various training on hospitality and perfect communication skills increases the satisfaction level of guests which directly impact on the level of income. 29.63% respondents think that physical infrastructure development should increase the level of income in community. Development of physical infrastructure in the community increase the homestay capacity which was directly related to the income in the community. Similarly, 11.11% respondents think that awareness should increase the level of income in community. Least no of respondents i.e. 3.7% think that other effects like optional occupation, trade, modernization on agriculture etc. system should be performed to increase the level of income in Chitre community.

6.2.3 Contribution in Economic Condition

In this section respondent were asked about the contribution of homestay in economic condition. The response from respondents is presented in following table:

Table 6.5: Contribution in Economic Condition

	Frequency	Percent
Fund Generation	3	11.11
Infrastructure Development	4	14.81
Job Creation	4	14.81
Increase in Income	16	59.26

Total	27	100.0
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Source: Field Survey, 2019

Table 6.5 show that the response from respondents in contribution of homestay in economic condition in community. Majority of respondents think that the contribution of homestay is in increase in income i.e., 59.26% followed by job creation and infrastructure development i.e. 14.81% and least no of respondents think that the contribution in fund generation i.e. 11.11%. The expenditure of guests is the income of homestay community.

6.3 Community/Livelihood Aspects of Homestay in Chitre

Besides benefits to the involved families, the homestay activity is postulated to put favorable impact on the entire community. To know about the impact, the respondents from homestay households were asked the several community and environment/biodiversity question on the spillover or the homestay benefits on different impacts of the community vix. quality of life, women empowerment, social boding, trade, environment, infrastructure and social awareness.

6.3.1 Contribution of Homestay in Social Sector

In this section respondent were asked about the contribution of homestay in social sector in community. The response from respondents is presented in following table:

Table 6.6: Contribution in Social Sector

Contribution on Social Sector	Frequency	Percent
Community Relations	6	22.22
Community Pride	2	7.41
Better Education	11	40.74
Build Community Organization	1	3.7
Women Empowerment	6	22.22
Total	27	100.0

Source: Field Survey, 2019

Table 6.6 shows that majority of respondents agrees that the contribution of homestay in social sector is better education. 40.74% respondents agree the most contribution of homestay is in better education followed by community relations and women empowerment i.e., 22.22%. If the income increases, then the better-quality education in the community can developed with latest technology. Similarly, women empowerment is also increase in the community. Most of the homestay was lead by women. Similarly, 7.41% respondents think that the contribution of homestay in social sector is community pride. Least no of respondent's i.e., 3.7% respondents think that the contribution of homestay is to build community organization.

6.3.2 Affected Activities in Community

In this section respondent were asked about the affected activities from homestay in community. The response from respondents is presented in following table:

Table 6.7: Affected Activities

Affected Activities	Frequency	Percent
Increase Purchasing Power	7	25.93
Increase Cultural Activities	4	14.81
Increase Level of Education	9	33.33
Increase Awareness	6	22.22
Neutral	1	3.7
Total	27	100.0

Source: Field Survey, 2019

The above table indicate that the most affected activities because of homestay was the level of education. Majority of sample respondents agree that the level of education was increase after starting homestay at Chitre community. The level of education was increase with the communication with the guests without leaving the house. 33.33% respondents agree in the level of education followed by 25.93% agree that the most affected activities of homestay tourism in Chitre community was increase in purchasing power. While the income from homestay was increase for the host then the purchasing power of community was automatically increase. 22.22% respondents

think that the most affected activities were increase in awareness while 14.81% respondents think that the most affected activities were increase in cultural activities. Cultural capital increases when landscape features and naturally occurring phenomenon are given meaning within a society. These meanings can be shared with tourists. Social capital increases when guests and hosts spend time together in pleasant environments. Only 3.70% respondents think that the most affected activities in Chitre community was other factors like quality of life, effective social bonding, health etc. which was not listed in option.

6.3.3 Women Empowerment in Community

In this section respondent were asked about the current position of women empowerment in community. The response from respondents is presented in following table:

Table 6.8: Women Empowerment

Women Empowerment	Frequency	Percent
Involved in Homestay Mgmt.	14	51.85
Better Hospitality Services	9	33.33
Educated and More Confident	2	7.41
Capable to Lead Family	1	3.7
Open Minded	1	3.7
Total	27	100.0

Source: Field Survey, 2019

Table 6.8 indicate the women empowerment in community because of homestay. Majority of sample respondents i.e. 51.85% agree that the women were involved in homestay management and drive the homestay most successfully. Likewise, 33.33% think that the women can provide better hospitality services than men which will directly influence on the homestay business in Chitre community. Similarly, 7.41% thinks that women are more educated and more confident after starting homestay. Only 3.7% respondents think that women are capable to lead family and they are open minded.

6.3.4 Growing Effects in Community

In this section respondent were asked about the growing effects in community because of homestay. The response from respondents is presented in following table:

Table 6.9: Growing Effects

Growing Effects	Frequency	Percent
Cultural Degradations	9	33.33
Environmental Hazards	2	7.41
Sexual Assaults	2	7.41
Lack of Achievements	13	48.15
Others	1	3.7
Total	27	100.0

Source: Field Survey, 2019

Table 6.9 indicate the growing effects and problems of homestay in community. Majority of sample respondents i.e. 48.15 say that they feel lack of achievements through homestay. Every homestay owner has own objective to start homestay. Major respondents think that their objectives should not be meet from the homestay business. Similarly, 33.33% respondents feel that cultural degradations because of homestay. The loss of a particular culture through assimilation, lack of interest, or vanishing of a language or patois. Language and ethnic culture are very closely linked. It could also be forced upon a group; such as certain practices being outlawed. 7.41% respondents say that the growing effect or problems of homestay is environmental hazards and sexual assaults. Environmental hazards include any single or combination of toxic chemical, biological, or physical agents in the environment thrown by the visitors, that may impact the health of exposed subjects. Only 3.7% respondents think that there are others growing problems and effects in community like ethical problems, feelings of the exploitation, linguistic problem, lack of local foods, misbehavior by guests etc. because of homestay.

6.3.5 Adverse Effects in Community

In this section respondent were asked about the adverse effects in community because of homestay. The response from respondents is presented in following table:

Table 6.10: Adverse Effects

Adverse Effects	Frequency	Percent
Garbage's and Wastes	3	11.11
Pollution	12	44.44
De forestations	2	7.41
Elovements of Animals	4	14.81
Neutral	6	22.22
Total	27	100.0

Source: Field Survey, 2019

Table 6.10 indicate the adverse effects of homestay in community. Majority of sample respondents i.e. 44.44% indicate that the adverse effect in community was pollution. 22.22% sample respondents indicate that there are neutral adverse effects and problems because of homestay. Damaging the trekking routes, lost of rare birds, lose the precious herbs etc. are the other adverse effects. The trekking route were not strong in the community. Large no of visitors visits different places by the trekking route and the route was damage slowly day by day. But there is no alternative to repair route and also cannot blame to visitors only. Similarly, some kinds of rare birds and animals in the jungle attract the visitors. Visitors attracted to such type of rare birds and animals either for smuggling or for domestic purpose and they kill or catch them. Lack of proper law and security in jungle such type of rare birds are in endangered. 14.81% respondents indicate elopement of animals was an adverse effect of homestay in Chitre community. 11.11% sample respondents indicate garbage and waste was the adverse effect in community while only 7.41% indicate the deforestation was an adverse effect in Chitre community because of homestay. The response on adverse effect was also presented in following figure:

6.3.6 Impact Before and After Starting Homestay

The respondent was asked about the impact in community before and after starting homestay at Chitre community. The response from respondents is presented in following table:

Table 6.11: Impact Before and After Starting Homestay

Response	Frequency	Percent
Positive	19	70.37
Neutral	8	29.3
Total	27	100.0

Source: Field Survey, 2019

Table 6.11 indicate that the impact in community before and after homestay. Majority of respondents 70.37% indicate that there were many changes in community after starting homestay. Homestay boosts the supply chain in that it provides opportunities for local people living around the homestay to provide services that supplement the visitors' stay, such as cleaning services, production of finer home goods, or small local food supplies that may not be readily available in the hosts' home. Homestay program offers job opportunities in rural areas, it decreases the number of people that leave small communities to search for jobs in bigger cities, which not only keeps local intellectual capital in communities, but also helps to prevent overcrowding in major urban hubs. Also, there were some negative impact after starting homestay. The children and youths follow the fashion and culture from the tourists who were from developed countries. Only 29.3% respondents indicate that there were not any changes before and after starting homestay.

6.3.7 Purchasing Power

The respondent was asked about the purchasing power after starting homestay at Chitre community. The response from respondents is presented in following table:

Table 6.12: Purchasing Power in Community

Response	Frequency	Percent
Positive	17	62.96

Neutral	10	37.04
Total	27	100.0

Source: Field Survey, 2019

Table 6.12 depict that the impact of homestay in purchasing power of community. Majority of sample respondents i.e. 62.96% indicate that homestay increase the purchasing power in community while 37.04% indicate that homestay didn't increase the purchasing power in community. Due to the multiplier effect of tourism, the homestay concept has been reported to provide an opportunity for tourists to spend money within local communities which raises regional incomes sometimes by even more than the value of their spending. This not only contributes to a monetary increase in the community overall but also alludes to social and cultural benefits brought about by the increased purchasing power. It can be easily concluded that the homestay business increases the extra income for homestay owners. Increase in income is directly related with the purchasing power. So, it can be concluded that majority of respondents agrees that increasing the purchasing power in community mean that they also increase the income from homestay business. That who say no i.e. 37.04 percent may be not satisfied with homestay business in chitre community or maybe they cannot increase their income as per their expectations.

6.3.8 Contribution of Homestay in Environmental and Biodiversity

The respondent was asked about contribution of homestay in environmental and biodiversity at Chitre community. The response from respondents is presented in following table:

Table 6.13: Contribution in Environmental and Biodiversity

	Frequency	Percent
Conservation Awareness	5	18.52
Environmental Education	9	33.33
Alternative Energy	3	11.11
Reduction in Pollution	5	18.52
Plantation Activities	5	18.52

Total	27	100.0
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Source: Field Survey, 2019

Table 6.13 indicate that the contribution of homestay in environmental and biodiversity on Chitre community. Majority of sample respondents i.e. 33.33% indicate the major impact of homestay was environmental education while 18.52% indicate that the impact of homestay in environmental and biodiversity was conservation awareness, reduction in pollution and plantation activities. Environment education was rapidly increase from the tourists visits in homestay. Only 11.11% respondents indicate that the main contribution of homestay in environmental and biodiversity was alternative energy. The importance of conservation was describe by various tourists visits in homestay.

6.4 Problems and Weaknesses of Rural Tourism in the Study Area

The respondents mentioned many weaknesses. There is lack of clear vision among the policymakers, from the local to the highest levels, is the greatest drawback. The bureaucrats are neither sensitive nor serious on the matter. The locals are seen so eager to develop the spot as tourism destination, but they don't have awareness about tourism and its necessary elements to be developed. Attracting innumerable visitors, the spot is found unsuccessful to attract foreign visitors. Lack of marketing in tourism, lack of appropriate accommodation, lack of fund is other obstacles on the way. There is lack of cultural practices to be performed to the visitors.

There is lack of information Centre. The community forest is not used for jungle safari & the jungle is not used as protected area for the conservation of Biodiversity. The lake is not found protected around, properly. The covered area is found very small in size. There is lack of tourism activities. Political instability, poor governance, conflict, insecurity, unrest & pathetic culture are the main impediments of the tourism development. There is lack of appropriate marketing facility & lack of marketing of local products. The different stakeholders of tourism development such as tourism board, ministries, DDC and NPC are found careless about such hidden tourism properties' development. The tourism committee is not found, aware, capable & well trained to bring proper tourism activities & programs. The locals are found satisfied only in availability of forest products such as fuel wood, grass& timber. There is lack of advertisement. There is lack of identification of various herbs, birds & other

Biodiversity in the jungle. The tourism record of the spot is not kept yet. There is overflow of the visitors than the capacity of the spot. Basically, there is some major problems which are given below in a point.

-) Lack a clear vision in a police maker.
-) Bureaucrats are neither sensitive nor serious on the tourism development.
-) Lack of infrastructure development to set tourist
-) Lack of awareness program.
-) Lack of linkage of line agencies.
-) Lack of marketing in tourism.
-) Lack of proper accommodation.
-) There is lack of cultural practices to be performed to the visitors.
-) There is lack of information Centre.
-) Lack of security and facilitated services.

Case Study-1

HarimanGurung (Name Changed) was a small farmer before he started homestay. His livelihood was normal. Agricultural production was just for survive. Sometime, crop damaged by hailstone, monkey, jackal and porcupine, then he stroked major problem of food deficit and imported required food materials from the market like Dimuwa and Kushma. A proverb is "Problem borne to Solution". Then, he seeks alternative and start to keep guest come to Panchase tourism destination.

Formally, he started homestay since 2067 B.S. Intial phase, that was not profitable and just support to daily expenditure. Later then, guests had gone in increasing and sideways income increased. Now a day, his monthly income in more than Rs. 15,000 and expenditure of health and education of my 2 child is covered with them. Cost of his menu is a following. Veg-meal per person Rs. 150, meat meal per person Rs. 250, breakfast per person Rs. 100, coffee per cup Rs. 75, milk tea per cup Rs. 20, black lemon tea per cup Rs. 15. Menu rate is equal to ther for domestic and foreign tourist. He has 6 bed, 2 long size for foreign tourist and 4 short for domestic tourist.

Now a day, his daily expenditure is covered by homestay income and monthly saving rupees is more than 7,000. His living stander in increased now. He said, no any negative impact till now

CHAPTER SEVEN

FINDINGS AND CONCLUSION

Tourism industry, being a comparative advantage industry of Nepal, has important role in Nepalese economy. Development of tourism sector has contributed to increase employment, income generation and to improve the balance of payment of the country. Nepal has become the attractive destination for tourists from all over the world. Natural beauty, cultural heritage, birthplace of Lord Buddha (apostle of peace), number of lakes, number of rivers, number of streams etc. are the attractive things for tourism in Nepal.

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

7.1 Findings

The geographical setting of the study area is found to be diverse including terraces, slopes and flats. The climatic condition of this region is hilly which is cold in winter season and hot in summer season. Ethnic and cultural diversity is the main feature of this region. Historical cultural and traditional practices are unique. The main findings of the study were presented as below:

-) Out of 27 homestay owner 59.26% of respondents were male homestay owner whereas 40.74% were female.
-) Highest numbers of respondents are SLC group (40.7 percent) who were private employment and farmer followed by +2 group (29.6 percent) who were teacher, Bachelor group (14.8 percent) who were government employment. 37 percent homestay households or their members were also involved in agriculture, 7.4 percent were also in the service of the, 7.4 percent were also in banking profession, 22.2 percent were also having their private jobs and 25.9 percent were also involved in other works.

- J Sixty members from 27 homestay households are involved in the homestay business affairs. Out of these members, 53.3 percent are female, and 46.7 percent are male. It shows that Chitre community homestay is basically female-led and female managed.
- J Income was the initial motivating factor for 48.1 percent households to adopt homestay business. Similarly, utilization of free time was key factor for 22.2 percent households, and 29.6 percent response that other factors are the motivating factors to start homestay business.
- J All homestay households in Chitre village receiving training on subjects from cooking to hospitality management. 85.19 percent of homestay households start their homestay business with their own investment while 14.81 percent start their homestay business with the loan from the bank.
- J Chitre homestay households have arranged 32 rooms for guests' stay. There are 2 single bedroom, 29 double-bed rooms and 1 tripled-bed room.
- J Average expenditure of tourists is less than 5\$ for 11.11% respondents while 44.44% respondents argue that average expenditure of tourists per day is 5\$ to 10\$. Similarly, 22.22% respondents argue the tourist's expenses per day was 10\$ to 15\$ and 22.22% respondents argue the per day tourist expenditure is 22.22%.
- J Majority of respondents indicate that contribution of homestay is in increase in income i.e. 59.26% followed by job creation and infrastructure development i.e. 14.81% and least no of respondents think that the contribution in fund generation i.e. 11.11%.
- J The contribution of homestay is in better education followed by community relations and women empowerment i.e. 22.22%. Similarly, 7.41% respondents think that the contribution of homestay in social sector is community pride. Least no of respondent's i.e. 3.7% respondents think that the contribution of homestay is to build community organization.
- J Majority of sample respondents agree that the level of education was increase after starting homestay at Chitre community. 33.33% respondents agree in the level of education followed by 25.93% agree that the most affected activities

of homestay tourism in Chitre community was increase in purchasing power. 22.22% respondents think that the most affected activities were increase in awareness while 14.81% respondents think that the most affected activities were increase in cultural activities. Only 3.70% respondents think that the most affected activities in Chitre.

-) Majority of sample respondents i.e. 51.85% agree that the women were involved in homestay management and drive the homestay most successfully. Likewise, 33.33% think that the women can provide better hospitality services than men which will directly influence on the homestay business in Chitre community. Similarly, 7.41% thinks that women are more educated and more confident after starting homestay. Only 3.7% respondents think that women are capable to lead family and they are open minded.

7.2 Conclusion

As per the findings findings of the study, it is concluded that Chitre community homestay has huge potentialities to develop tourism in near future. It has unique products which are not found in other places. Hospitable behavior of locals, viewing of majestic Himalayas, sunrise view, sightseeing, commercial cash crops farming, herbal products, inhabitants of flora and fauna are the additional feature of this area. Camping site, picnic spot and different cultural assets could be potential tourism products in this place which can attract the domestic as well as foreign tourists in future. However, it has no basic infrastructure facilities that are essential for tourism development. Lack of communication, security, transportation, sufficient accommodations are the main problems associate in the study area to drive the tourism in a sustainable way. To develop Chitre region as model village tourism, first of all security should be provided and basic infrastructure facilities must be established and up graded the present infrastructures in integrated package. Thus, it can be said that it has wide and bright prospect of tourism which shall be actualized to increase the income level of the locals. And it can be one of the means to alleviate the rural poverty as well. After analyzing the facts and figures obtained from the field study, some important findings and conclusion are made. Those findings and conclusion reflect some issues that are to judge and consider.

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APPENDIX-1

Questionnaire

Interview Schedule for Home Tourism Operators Respondents

Researcher: BishalLamichhane

Personal Details of the Respondent

Name:

Age:

Sex:

Religion:

Education:

Occupation:

Marital Status:

Family Details of the Respondent

S.N.	Member	Sex	Age	Education	Occupation	Religion	Remarks
1.							
2							
3.							
4.							
5.							
6.							
7.							
8.							
9.							
10							

1. Which is your first occupation?

Farmer

Government Employees

Indian Army

Private Job

Others

2. When did your 'Home Tourism' establish?

.....

3. Who inspired you to run a home tourism?

.....

4. How many members of your family are engaged in home tourism?

.....

5. How many visitors do you get monthly on home tourism?

On Season ()

Off Season ()

Normal ()

6. What types of visitors come in your home tourism?

Internal

External

7. On average how many days do guests stay in your home tour?

One Day

Two Days

Three Days

Thirty Days

8. On average, how much does a guest spend daily?

Less than 1000

1000-1500

1500-2000

Above 2000

9. Is it customary to deposit the income of home tourism in a certain amount?

Yes

No

If yes, how much

10. What kind of investment do you have in home tourism?

Own Loan from Bank
Others

11. What problems have been encountered while providing services to the guests?

Language Problem Service process and Training Problems
Infrastructure problems Others

12. Starting home tourism and then some changes in the society?

Yes No
If Yes, If No,

13. Have you taken any training related to home tourism?

Yes No If Yes,

14. What type of investment do you have in home tourism?

Own Loan from Bank
Others

15. What problems have been encountered while providing services to the guests?

Language Problem Service process and Training Problems
Infrastructure problems Others

16. Starting home tourism and then some changes in the society?

Yes No
If Yes, If No,

17. Have you taken any training related to home tourism?

Yes No
If Yes,

18. Have you been promoting your home tourism through any electronic medium?

Yes No

If yes, Which Medium:.....

19. What kind of social impact do you see from home tourism in the society?

.....

20. How much does home tourism benefit the community other than you?

.....

21. What are the environmental effects of home tourism in the village?

Garbage Pollution
Deforestation Others

22. What about the positive effects of home tourism on the environment in this village?

Awareness in conservation Environmental Education
Use of alternative energy Others

23. Can you tell me about the impact of home tourism on society?

Social impact

.....

Financial Impact

.....

Cultural Impact

.....

Environmental Impact

.....

24. What did you get out of the intercultural program with the guests?

.....

25. What do you suggest to domestic tourists who want to visit your area?
.....
26. What is your suggestion for the officials related to home tourism development?
.....
27. What are the challenges for the development of home tourism industry?
.....
28. What can you do to increase tourism activity in your area?
.....
29. What is the role of home tourism in promoting rural tourism?
.....
30. What programs do you think are needed to promote tourism-related activities?
.....
31. What is your suggestion to develop this village as a tourist destination?
.....

APPENDIX-2

Map of Study Area

Parbat District



APPENDIX-3



Conducting Interview with Respondent in the Chitre Homestay



