

CHAPTER I

INTRODUCTION`

1.1 Background of the Study

Nepal has unique geographical structure and variation in altitude and very rich in natural resources. It is considered as one of the best place to explore culturally and naturally. Nepal is enough capacity in order to attract different types of tourists from entire world including internal tourists. Nepal can attract the tourists because of:

1. Sceneries and nature attractions
2. Art treasures and festivals and its wildlife.
3. Trekking and adventures
4. The land of yeti and Buddha

Pilgrimage, art and sculpturesThe word Tourism is derived from Latin word ‘tornare’ and the Greek word ‘tornos’, meaning ‘a lathe or circle; the movement around a central point or axis’, this meaning changed in modern, English to represent ‘one’s turn’ , when the word tour and the suffix ‘ism’ are combined they suggest the action of movement around the circle. The process of leaving which later on returns to the original starting point, and therefore, one who takes such a journey can be called a tourist (Kunwar, 2010).

According to Ryan (1995), tourism is “a study of the demand for and supply of accommodation and supportive services for those staying away from home, and the resultant patterns of expenditure, income creation and employment”

Rural tourism is also a farm-based tourism. It comprises walking, climbing and riding holidays, adventure, sport and health tourism, hunting and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritages tourism, and in some areas, cultural and ethnic tourism. The concept of rural tourism is not a new but somehow the concept is difference regarding in case of 1970s-90s. It is revealed that over 70% of the Americans now participate in rural recreation. The development and growth in the case of rural tourism is difficult to quantify, (Pandey, 2008).

Kunwar (2010) states that” the purest form of tourism is located in rural, open space, contact with nature and the nature world, heritage, ‘traditional’ societies and ‘traditional’

practices; rural in scale-both in terms of building and settlements and, therefore, usually small-scale; traditional in character, growing slowly and organically, and connected with local families". Locally , it will be controlled largely and developed for the long-term good of the area; of many different kinds, which will represent the complex pattern of rural environment along with the economy, history, location, culture, religion, symbolism, religious belief, sacred lakes, festivals, animal husbandry, agro-pastoralist, dress, and ornaments, attire, domestic archives, and nature-man-spirit, complex or interaction between culture and ecology.

Rural tourism refers to the tourism activities done beyond the regular urban tourist destinations. It helps to uplift the living standard of rural people by generation of income, employment and local markets for agricultural products and handicrafts. It helps to provide the incentives for forestation and nature conservation and the creation of a global family through the encounter between rural people and foreign tourists during village home stays, resulting in mutual understanding and learning.(Kunwar,2010)

Tewari (1994) has given his own concept of tourism as a movement of people carrying different destinations for their journey and staying at different location, and both of them take place totally away from their residential area as well as from their work space. The movement is for a short duration, which distinguishes it from migration. It gives rise to activities at the destination. The main motive for participation in tourism is largely recreation and the visit is made for the purpose other than seeking permanent residence or employment. In pure sense, tourism can be considered as the pleasure activity and involves a discretionary use of freely disposable incomes and free time.

Jha (1999) has defined the useful tools for tourism managers looking to improve their tourism activities. There exists considerable managerial benefit in understanding the psychology of the trekkers, yet such understanding does not equal Pro-Environmental awareness. The finding must be converted to management actions, whether that is improving or redefining the present marketing and premonition programs with the proposed ideal type in mind; considering. The level of commercialization of trekking focusing on behavior based development theories rather than awareness based ones, or something completely different is Leif to be concluded upon.

Bukrat & Medlik (1974) have suggested that the tourism society of Britain had also attempted to clarify the concept of tourism in 1976. It defined tourism as " the temporary

short term movement of people to destinations outside the places where they normally live and work and their activities during the study at these destinations, it includes movement for all purposes, as well as day visits or excursion." In Bukrat and Medlik's words, "Tourism denotes the temporary and short term movements of the people to destination outside the place where they normally live and work and their activities at those destination".

Bhatia (1994) has included the definition a special category of persons who visit to a foreign country with a touristic aim for very short periods of not more than 24 hours, on "excursionists". An American economist Herman Von Schullard, Austrian economist has defined it as, "Tourism is the sum total of operators, mainly of an economic nature which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or region". In this definition Herman has given emphasis to a two aspect to tourism such as economic aspects and different between domestic and international tourism. Likewise, 1937, The committee of Statistical Experts of the League of Nations, first proposed that a 'foreign tourist' is one who 'visits a country other than that in which he habitually lives for a period of at least twenty four hours'.

Nepal is a landlocked and agricultural based country comprising a mixed economy.. Being multi-lingual, multi-cultural nation and multiethnic, the development of the tourism seemed to be at higher side. The federal democratic republic of Nepal shares the border with China in the north and India in the south. Nepal is well known for the land of visual paradise with magnificent mountain range and multi ethnic groups. The Himalayan country Nepal has more than ninety different languages spoken in the local community as being a multi linguistic country. Since majority of people of our country is related to the Hindu religion group, so Nepal is also recognized as the country of temple. But, beside the Hindu people , there are many other people who are Buddhists, Muslims, and Christians as well. Once who visits this country would be familiar with the diverse geography along with the mysterious land unique culture and place of arts and temples. (Dhakal,2015)

Tourism is considered as the major sources of income for many countries in the world in which Nepal is also included. Tourism is considered to be one of the major sources of revenue in Nepal. This multi-cultural country is well known as an international arena and as a prime tourist destination in the world due to rich the fauna and flora, exceptional trekking routes, snow-fed rivers, wonderful lakes and welcoming people. Nepal is not

bounded within its natural beauty only but also it is highly rich in cultural and religious point of view too. It has been given highly focused on the sectors like: facilities in transportation roadways, airways, safety and security and modern means of communication which ultimately leads in the the development of tourism in our country. Nepal has the higher opportunity to get the employment and other benefits from tourism industry which ultimately leads in generating foreign currency, which contributes for overall development of the nation's economy. (Dhakal,2015, p.8).

Tourism is one of the major sectors for earning revenues for any country. It provides employment opportunity to the local people, better living standard, and sustainable development in that area and contributes on the Gross Domestic Product of that country. World Travel & Tourism Council (WTTC, 2017), the direct contribution of Travel & Tourism in GDP of Bangladesh, in the year of 2015 was BDT 407.6 bln (2.4% of GDP). By the end of 2016 AD, it has been expected to rise by 5.2% to BDT 428.9 bln. This type of increment is expected to be continued in the coming years, as the domestic tourism is flourishing very rapidly in Bangladesh. The rush of local tourists for the attractive locations reached a record in 2016 and it is the young males, university and college-going young females, and educated young urban women who embark on the thrill-seeking undertakings during the tours. Their number is remarkably on continued rise (Sarkar, 2017). This phenomenon is also true for the world tourism market, as youth travel is the fastest growing and most dynamic market. The World Tourism Organization (UNWTO) estimated that the international tourists who has been arrived were the young people which is considered to be approximately 23 percent in the year of 2015AD and it is expected that the number of total young tourists will be almost 370 million who will spend over USD 400 billion on world tourism sector by the end of year 2020AD. (Hayes and Jones,2015) opined that Bangladesh is now enjoying the “demographic dividend” period, as it has young population, which constitutes 30% of its total population, and right investments should be made on them..(Parveez & Kashem, 2018, p.117-118).

The mountainous district of Lamjung has long been known as a Homestay hub. Tourist attractions have also been increasing in Lamjung since the commercial homestay opened in more than a dozen villages. Khasur village is the nearest homestay village from the district headquarters of Lamjung, which is one of the best tourist destinations in the district. Homestay has been formally inaugurated recently in Khasur village, which has started attracting both domestic and external tourists since the decade and a half. The

Homestay has been formally launched for the purpose of further promotion of the tourism year. During a formal event, Gandaki Pradesh Chief Minister Prithviraj Gurung inaugurated the Khasur Homestay. Nand Bahadur Ghale, chairman of the local Khasur Rural Tourism Development Committee, said that a homestay has been started in the village with the aim of increasing the tourist with the enthusiasm of the tourism year. One of the best and most enjoyable tourist destinations in the district, the village of Khasur has recently become a favorite of domestic and external tourists. With the beginning of the tourism year, the number of tourists has increased in Khasur village. The locals have recently started a systematic homestay in five houses. (Pradhan,2020)

In the month of October, the Tourism Ministry, “Unfortunately, it’s already two months since the Tourism Ministry’s announcement and we are yet to hear anything about it. Just like the foreigners, we also enjoy the spicy food. Hotels that are preferred to the foreigners where food are also prepared will have to make necessary changes.”Service is the most affective means that attracts the tourists, say stakeholders of the industry that needs improvement. For many years, catering which was established especially for the foreign tourists in the country were known for giving preferential treatment to foreigners over Nepali guests. As time goes on, the scenario regarding to the preference given to the foreign tourists with respect to the domestic tourists has improved drastically, although the preferential treatment to foreigners still exists, says Karki. “In order to get rid deeply from mind regarding the valuable of western tourists in always in top, is only possible through the better train hospitality staff,” said Karki. This will be apply in every sector of tourism both in the hotels and lodges along with the trekking routes as well as in the cities. “At a leading hotel in the city, I have been treated very differently on occasions I visited wearing a suit versus jeans and shirt,” said Lakai. “This clearly shows a lack of professionalism and the basic understanding of hospitality, which is to serve and treat every guest with care and without judgment.”There’s also a notion, says Lakai, that the domestic tourists are extremely price sensitive. “This is true to a certain extent, but there’s also a growing segment of domestic tourists who are willing to spend money as long as they get their money’s worth and the industry needs to understand that focus on providing value for service,” said Lakai. (Lama, 2020). This study area has beautiful natural beauty to offer like Lamjung mountain, where as beautiful Besishahar can be seen from this area, as well as tourist can enjoy Gurung life style and culture too, such as traditional houses of

Gurung community, ghatu, krishnacharitra, sorathi etc. are dance that are shown to the visitors by the local community based organization.

According to this context, Tourism refers to the activity of visitors. And a tourist is a visitor if his/her trip includes an overnight stay. Domestic tourism includes all the activities of a resident visitor within the country of reference. The mobility of people from place to place within the country with certain cause and aim is domestic tourism.

1.2 Statement of the Problem

Tourism is the largest industries that have been growing so rapidly nowadays. In Nepal mostly Kathmandu, Pokhara, Lamjung, Manang, Mustang, Chitwan, Lumbini, Khumbu region are some usual destination for tourist but there are different destination that are still to be explored and exposed to the outer world. Every year lots of tourist flow to Lamjung district as this district serve as one of the gateways to Annapurna region. From Dumre we can travel by bus (42km) up to Besi-sahar headquarter of this district. Ghalegaon is famous rural destination for international and internal tourist. If only certain tourist can be attracted towards Bajhakheta RURAL MUNICIPALITY Khasur area then it would be beneficial as well as Khasur can get exposure as needed, as this village is rich in natural heritages and full of Gurung culture, tradition and lifestyle.

Although having such potentiality due to lack of proper research and exposure Khasur village isn't developed as a rural destination. So this research will be conducted in micro level to understand the prospects and probability of rural tourism in Khasur area.

1.3 Research Questions

The fundamental research questions are as follows:

-) What are the attractions of the study area from perspective of tourism?
-) How are the people involved in the tourism industry?
-) What are the challenges faced by the local people while developing tourism?

1.4 Objectives of the Study

The general objective of the study is to explore tourism challenges and potentiality in Khasur area of Lamjung district. The specific objectives of this study are:

-) To explore the natural and cultural attractions of Khasur area which are important from tourism perspective
-) To analyze involvement of the local people in the tourism industry.
-) To describe the challenges faced by local people in the development of domestic tourism.

1.5 Significance of the Study

Domestic tourism is one of the important steps for uplifting the rural area. Nepal consist lots of rural area which have huge potentiality of rural tourism. Lamjung itself is full of rural areas that offer lots of natural and cultural heritages, so this study is important to highlight the potentiality of rural tourism especially in Bajhakhhet RURAL MUNICIPALITY, Khasur area of this district. It will help to develop Khasur area as new destination for rural tourism as this study will explore the potentialities for rural tourism in the study area. Also study will help to determine the impact of rural tourism to uplift the socio-economic status of study area. Similarly, the study will help to formulate new plan and policies for developing rural tourism in study area.

1.6 Organization of the Study

This research contains six different chapters. The first Chapter deals with the introduction along with the description and background of the study, statement of the problem, objectives of the study and importance of the study. In first chapter definition of tourism has been presented and the concepts of tourism in different countries are also presented, with description of Nepal and importance of tourism in economic sector of Nepal is also presented.

The second chapter is about review of different literature of tourism sector, where historical review, trend of travel and tourism in global scenario and trend in Nepal is explained.

Similarly, the third chapter includes research methodology. In this Chapter research design, rationale of the selection the study area, nature and sources of data, sampling procedure, data collection techniques and tools, household survey, key informant interview, observation, method of data collection ate presented.

The fourth chapter is related to the data presentation and analysis which were collected during my research. This chapter includes topics like, socio-demographic characteristics which has been explained with different headings like gender of the respondents ,population structure, family size, marital status, religion, education status, caste wise distribution, age wise distribution , major occupation of the respondents are explained. Similarly, this chapter also includes along tourism status of the study area that has been presented with headings like local respondents familiar with tourism, number of tourists visited and their purposes of visiting in the study area, their staying days, prospects of tourism, problems in the study area and benefit of tourism and suggestions of local respondent.

Sixth or final chapter of this study includes summary, conclusion and suggestions which also represents the outcome/result of the research.

CHAPTER II

REVIEW OF LITERATURE

Tourism refers to the activities of people visiting to and staying in places outside their usual environment for not more than one consecutive year and that can be for pleasure, business, pilgrimage and other purposes. Under tourism there are two types of tourist-Tourists and Excursionists. A visitor who stays at least one night or 24 hours in a particular place in a country with the travel motive is called a tourist. On the other hand, a visitor who does not spend the night or temporarily stays less than 24 hours in the country visited is called an Excursionist or same day visitor. The role of tourism is significant in the socio economic sector of a country. It is an important source of foreign, exchange, provides employment opportunities and generates economic growth in the country (Shrestha, 2008).

2.1 Theoretical Review

Lowry (1994) has evaluated that the tourism is a service industry that takes care of visitors when they are away from home. Some restrict the definition of tourism by number of miles away from home, overnight stays in paid accommodations, or travel for the purpose of pleasure or leisure. Others think that travel and tourism should not even be referred to as an industry. Hunt and Layne (1991) acknowledge the problems of defining travel and tourism. They say that travel was the most accepted term until 1987 and since that time tourism is the accepted term used to "singularly describe the activity of people taking trips away from home and the industry which has developed in response to this activity". The evolved definition of Smith and Eadington (1992) simply states that "tourism is in fact a significant social institution".

Modi (2001) has illustrated that the travel for economic or religious reasons (e.g. to pilgrimage sites) is an ancient human activity as any one possess (Callimanopulos, 1982 & Fisher, 1986: 37). Pilgrimage is the opening of tourism in Nepal. Pilgrimage by Hindu and Buddhist saints to different parts of Nepal are examples. Poudel (2002) noted that, Fa Hein (403), Huen Sang (366) both from China visited Lumbini, which is very important. Religion has been a powerful force which has long caused people to travel to religious centers in many parts of the world. Travel to the ancient cities of Palestine and Christendom, Mecca, Medina and Bangkok is part of world folklore history. The root of

tourism in Lumbini too is based on religious interest to the great extent i.e. religious tourism.

The author has also concluded that the Jakarta conference concluded that tourism employees, as culture brokers, play important roles at all levels: the private and public sectors and institutions must play informed roles in bringing tourism and the host culture into harmony; those sustainable forms of tourism without having accepted tourism itself. Tourism Studies in academic sector both in private and government sector have been started up to postgraduate degrees in Nepal. It justifies the need of experts in the tourism sector. Different festivals organized by different destinations like Pokhara Street Festival, 2003 etc, Baglung Festival, 2060, Sauraha year, 2060,

Ghale gaon festival, 2003 and many others are the examples of the local peoples' interest in tourism promotion from both domestic and international importance which not only accelerates business activities but popularizes the identity of the place. It justifies the day by day increasing interest of people in tourism development around their area.

Clarke & Godfrey (2000) have described that the tourist is the central object in the tourism. It is the item that exerts a pull on the tourists from different areas. It is the one that motivates tourist to travel. Therefore the secret of destination is of prime importance that should never be undermined. First of all in tourism related studies a detailed listing of all resources which have some connection with tourism should be carried out. This is called Tourism resource audit. Such a resource inventory should include the following: What could a visitor see in this area which might be of interest? What are the different types of attractions they could visit? What types of services would they require? What different activities could they do during their stay? If staying overnight, what accommodations are available?

Okada (1969) has observed at various times in 1969 that most tourists, among whom were diplomats from two Southeast Asian countries, did not spend much more than an hour at the garden, arriving in the forenoon by car from India, possibly catering a basket lunch at the site, and departing hastily to reach suitable accommodations by night fall. So, it was the scenario of tourism in Lumbini, more than 3 decades prior to this study. It was due to the lack of basic accommodation infrastructures and moreover due to the visitors being diplomats who seek more comfort and obviously are busy on some other jobs. But today

the enough carrying capacity and presence of new structures have facilitated to extend the duration of stay which is definitely a positive aspect of tourism in Lumbini.

Viet Burger (1978) has showed that tourism in Nepal was showed to be effective and promoting instrument for earning foreign exchange. To develop tourism in Nepal, it requires high public as well as private investment. So foreign exchange is needed for both development of tourism and other purpose.

Viet Burger suggest that tourism industry is generally believed to be labor intensive rather than capital intensive in developing countries like Nepal. It helps to generate additional income to the people of Nepal. But the assumption has not provided in Nepal.

The word Tourist has been defined differently in global scenario, different nation have define this term in their own ways so some of the definition followed by different countries are given below:

Australia

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In the WTO definitions, the Australian Bureau of Statistics term “usual environment is somewhat vague.” It states that “visits to tourist attractions by local residents should not be included” and that visits to second homes should be included only: where they are clearly for temporary recreational purposes” (Goeldner & Ritchie, 2007).

Tewari(1994) has summed up the concept of tourism as a movement of people to various destinations for journey and stay, both of which take place outside the normal area of residence and work. The movement is for a short duration, which distinguishes it from migration. It gives rise to activities at the destination. The main motive for participation in tourism is largely recreation and the visit is made for the purpose other than seeking permanent residence or employment. Tourism, in the pure sense, is essentially a pleasure activity and involves a discretionary use of freely disposable incomes and free time.

Tourism is a inclusion of industries services, and, activities which leads to a travel experience: transportation, accommodations, eating, and drinking establishments, shops, entertainment, activity facilities, and other hospitality services available for individuals and groups that are travelling away from home. It encompasses all providers of visitors and visitor related services (Pandey,2008)

Kunwar (2010) states that” the purest form of tourism is located in rural, open space, contact with nature and the nature world, heritage, ‘traditional’ societies and ‘traditional’ practices; rural in scale-both in terms of building and settlements and, therefore, usually small-scale; traditional in character, growing slowly and organically, and connected with local families”. Locally, it will be controlled largely and developed for the long-term good of the area; of many different kinds, which will represent the complex pattern of rural environment along with the economy, history, location, culture, religion, symbolism, religious belief, sacred lakes, festivals, animal husbandry, agro-pastoralist, dress, and ornaments, attire, domestic archives, and nature-man-sprit, complex or interaction between culture and ecology.

In three different ways, tourism can be explained. Firstly, tourism is simply living in the house of local people, where money is need to be expend for accommodation and food. Secondly, tourism means involvement of tourists in different activities like, cycling, fishing, honey hunting, etc. falls under this. Thirdly, tourism includes staying in farm house, doing agricultural activities, studying about farming activities or enjoying watching these activities (Sharma & Kharel, 2011).

Green tourism is a concept which originated in France many years ago, and contrasts White tourism (based on snow resort) and Blue tourism (based on lake side resorts). The French, however, now use the term ‘Rural tourism’ because the term Green tourism’ is an inadequate general term for the most desirable kinds of rural tourist development (Ward,

1991,p.210). Rural tourism includes farm-based holidays but also comprises special-interest nature holidays and ecotourism, walking, climbing, and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, and arts and heritage tourism, and in some areas, ethnic tourism (Lane,1993,p.10). There is also a large general-interest market for less specialized forms of rural tourism. This area is highlighted by studies of the important German tourism market, where a major requirement of the main holiday is the ability to provide peace, quiet and relaxation in rural surroundings (Studienkreisfuer, 1987).

As a rapidly growing industry in the world numerous books, articles, bulletins, booklets, websites are available about tourism. In the course of study for the preparation of thesis report, different available literatures have been reviewed, from the various literatures, historical background, global trends, Asia-pacific trends and Nepalese tourism trends have been reviewed and presented as below.

2.2 Empirical Review

Dernoi (1988) has already practiced in France 1960's by local farmers groups/communities to establish simple tourist accommodation, to help both the "village economy" and tourism development. This practice blossomed, in some instances in the 1970's as village eclate" a village. Tourism in which much of the locality as well as the surrounding region participates a quasi-spontaneous format of community best tourism.

Jha (1999) has defined the useful tools for tourism managers looking to improve their tourism activities. There exists considerable managerial benefit in understanding the psychology of the trekkers, yet such understanding does not equal Pro-Environmental awareness. The finding must be converted to management actions, whether that is improving or redefining the present marketing and premonition programs with the proposed ideal type in mind; considering. The level of commercialization of trekking focusing on behavior based development theories rather than awareness based ones, or something completely different is Leif to be concluded upon.

Swarbrooke (2000) has mentioned that alternative tourist can be broadly defined as a form of ecotourism/village tourism that sets out to be consistent with natural ,social, and community values that contribute more conservation understanding, and appreciation of the environment and culture and also maximum satisfaction to both guests and hosts.

Bukrat & Medlik (1974) have suggested that the tourism society of Britain had also attempted to clarify the concept of tourism in 1976. It defined tourism as " the temporary short term movement of people to destinations outside the places where they normally live and work and their activities during the study at these destinations, it includes movement for all purposes, as well as day visits or excursion." In Bukrat and Medlik's words, "Tourism denotes the temporary and short term movements of the people to destination outside the place where they normally live and work and their activities at those destination".

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Khanal (1995) has shown that the number of tourist visiting Sauraha 836 in 1974. This number has reached 58,994 in 1994. The number of tourist visiting Sauraha has increased by 164 percent, 128 percent, and 78 percent in 1975, 1976, and 1986 respectively. He also mentioned that the inflow of tourists to Sauraha has increased by 26 percent, 5 percent, and 2 percent in 1992,1993 and 1994 respectively.

Kunwar (1997) had studied Recently a new concept, eco-tourism, is introduced in Nepal. The use of this concept is not unambiguous. In the past, several definitions of eco-tourism were haven. The divinations vary from a description of nature tourism to a broader definition in which not only the activities of the tourists are involved but also the elements like the conversation of ecosystem and sustainable development are incorporated.

Nepal society for applied economics has recently published facts About Nepalese Economy (1998). A study in the title "Hotel and Tourism's shows that tourism in Nepal is one of the key sector along with only second to carpet and garment is terms of the exchange earnings. Because of the beauty of the natural beauty, she is best bestowed

with; Nepal has been the home for many lover of nature. The location of the world's highest peak on the top of the Himalayas and the road to it via Nepal had been an everlasting source if earning foreign currency.

Shrestha (1997) has stated that tourism industry plays a very important role. It is one of the important sources of foreign exchange with its multiple effects. He has also demonstrated that tourists arrivals in Nepal has been increasing day by day and more than 88 percent of total tourist visiting Kathmandu valley were by air. He has concluded that the future of tourism in Nepal is closely linked with RNAC's expansion programmed as well as air transportation.

Ghimire (1999) has shown that the number of tourist's arrival has continued to increase in absolute terms. He has mentioned that water resources, tourism and human resources are three pertinent areas, which could give a new lease of life to the Nepalese economy. He has also found that 58 percent of tourists were found to stay only 2 days and 3 percent tourist were found to stay more than five days.

Shrestha (2000) has noticed the outlines the need to set up marketing efforts for the development of tourism in the country. As marketing is the prime motivator for attracting greater number of tourists, the writer has taken painstaking efforts in identifying the marketing requirement, the present status, problems and suggestions for the development to tourism in Nepal.

2.3 Historical Review on Tourism

The study of the evolution of tourism can be can be done into three different phases. First phase of evolution of tourism is categorized till 1840 A.D. In this phase there was travelling but not the tourism, Roman king used to have rest house near sea beaches whereas travelling for pleasure for general people was beyond the expectation. People used to travel basically for three purposes and they were; for commercial purpose, for religious and for seeking knowledge or discovering new areas.

Second phase of evolution of tourism is categorized for the period between 1840-1945 A.D. In this phase industrial revolution brought great change in technology, which help to develop planned tourism package. Mr. Thomas cook was first to start package concept in Europe. He was the one to publish guide books for travelers, opened bank during 1879

A.D, and initiated hotel coupon system in 1887A.D. Sir Henry Lunn developed the sport tourism by starting in skiing in Switzerland. Railway system helped to expand long distance traveling and made easy for general people. Shopping technology had also made significant contribution to the development of tourism in this phase.

Since 1945 A.D.onwards third phase of tourism industry was started. Professionalism in tourism was developed, private sector involvement increased in this phase. Concepts of paid holidays help for the globalization of tourism. Different tourism related organizations were established for the development of the tourism sector, rapid increase in infrastructure development took off from this stage (Bisht,1994)

Tourism can be recognized as long as people have travelled; the narrative of Marco Polo in the 13th century; the "grand tour" of the British aristocracy to Europe in the 18th century; and the journeys of David Livingstone through Africa in the 19th century are all examples of early tourism. Thomas Cook is popularly regarded as the founder of inclusive tours with his use of a chartered train in 1841 to transport tourists from Loughborough to Leicester. Before the 1950s, tourism in Europe was mainly a domestic activity with some international travel between countries, mainly within continental Europe. In the period after the World War II, a combination of circumstances provided an impetus to international travel. Among the important contributing factors were the growing number of people in employment, the increase in real disposable incomes and available leisure time, and changing social attitudes towards leisure and work. These factors combined to stimulate the latent demand for foreign travel and holidays. The emergence of specialist tour operators, who organized inclusive holidays by purchasing transport, accommodation, and related services and selling these at a single price, brought foreign holidays within the price-range of a new and growing group of consumers. The "package" or "inclusive" tour democratized travel in Europe; foreign holidays were no longer the preserve of the affluent and socially elite classes (Bisht,1994)

Travelling in the world has been in the world since the immemorial time, Greeks, Roman Empires, who were rich and had the monopoly to travel in Europe during 15th and 16th century used to travel whether to extend their political boundaries or for pilgrimages. Natural and beautiful but rugged object were avoided till 18th century, Even Switzerland was avoided for travelling till 1763. Later due to the few innovators who took interest in nature and mountain climbing made the country like Switzerland popular destination. Countries like Austria, Germany, Switzerland having natural beauty with alpine forest

and mountains were became popular. Eventually during 19th and 20th century mountain tourism or nature tourism took strong growth (Bisht, 1994).

In case of Nepal Kharel and Sharma had described tourism development in Nepal in four different phases. First phase as before unification by late king Prithvi Narayan Shah, in this phase travelling was there but not tourism, this period was known as golden period of Nepal in terms of cultural and historical perspective. After the unification period to 1950 A.D. was pointed as second phase of tourism development, in this period Nepal wasn't open for tourist. Kark Patrick wrote book,"An account of the kingdom of Nepal" about his 15 days stay in Nepal, which gave exposure to outer world about Nepal. After the Sugauli treaty British officer visited Kathmandu but foreigners were strictly prohibited to visit outside Kathmandu valley, only 153 foreigner visited Nepal between 1801 A.D to 1844 A.D. David Right's "History of Nepal" give more flashlights to the Nepal to the outer world. From 1950 A.D. onwards third phase was started. During this phase Nepal got the membership of UN in 1955 A.D. which made significant impact to make relationship in global level. Tenzing Sherpa and Hillary climbed the Mt. Everest; it created multi dimensional effects in tourism industry of Nepal. Thomas Cook and sons company got permission to organize tour for 60 tourists within the Kathmandu valley in 1955 A.D. Establishment of Tourism Ministry, Tourism Board and other related organization in terms of developing tourism sector in this period, Nepal got membership of different other organization related with tourism. Period after 1989 A.D. has been studied as fourth phase of tourism development in Nepal, tourism industry has been considered as significant industry to reduce poverty from this era. Rapid development of infrastructure related with tourism sector can be found since this phase. Planned development strategies relating tourism sector were also initiated with 20 years plan in 1990 A.D. with the assistance if Asian Development Bank (ADB). Development of Tourism policy in 1995 A.D. and development of alternative form of tourism started since this phase.

In the mid 1950 small groups of wealthy individuals, sponsored students travel east from England by Land Rover or Bedford Dormobile to climb mountains or carry out scientific studies and surveys, often publishing accounts of their travels afterwards. They travel overland and their trails follow Western Europe crossing Turkey, Iran, Afghanistan, Kashmir, Manali and Kathmandu till Goa, India. Buses are the means of travelling for them and use to stay in hotels which are cheap along with their trails and love to socialize

with local people and food. They used to cover over 6,000 miles in each direction as their journey, and it took in high mountain passes, scorching deserts, and some very rough roads.

Nepal was virtually isolated and closed to outside world for centuries before the Sugauli treaty of 1816 A.D. with East India Company, after the treaty in 1817, a British resident Dr. Wallich was appointed representative from British government in Kathmandu he and his officials were considered as first tourists. Different British officials visited Nepal during the period of Junga Bdr. Rana, King George V visited Nepal for his famous shoot in 1911 A.D. and the Prince of Wales (Duke of Windsor) also visited in 1921 A.D. The revolution of 1951 A.D. overthrew the Ranas and marked a new era in Nepalese history, which opened the gates of Nepal for all the visitors across the world. Successful climbing of Annapurna I by French team on June 3, 1950 and Mt. Everest by Tenzing Norgay Sherpa and late Sir Edmund Hillary on May 29, 1953 gave a great publicity of Nepal throughout the world attracting thousands of tourists around the globe. Nepal got membership in UN, World Tourism Organizations (WTO) and other international organizations which helped to increase the number of tourists up to 156,000 in 1976, 223,331 in 1986 and 254,885 in 1990 from 6,179 in 1962 (Shrestha, 2008).

2.4 Trend of Tourism in Nepal

Tourism is the movement or simply the travelling of people from one place to another. The travelling might be within their own country or may be to other countries. The aim of the travelling might be for pleasure, business, pilgrimage and other purpose. The evolution of tourism begin from the ancient times. In Nepal, tourism, despite having a long history was, developed since 1950s only. The recent trend of tourists' arrival in Nepal seems satisfactory. However, from the perspective of tourism based resources and its availability in the country seems rather pessimistic. Sound growth has been recorded in Nepal's tourism industry in the past five decades with the number of tourists visiting the country growing from 6,179 in 1962 to 6,02,867 in the year 2010. Since 1962, Department of Tourism had started maintaining the statistics of tourism and the number of foreign visitors to Nepal has been increasing every year since the beginning year, 1962, except in the years 1965, 1981, 1984, 1989, 1993, 2000, 2001, 2002, 2005 and 2008. In the year 2010, the number of tourists reached 6,02,867 by recording a growth of 18.2 percent over 2009 which was the highest figure of tourist arrival in Nepal until the year

2010. The total number of tourist arrivals 6,02,867 in the year 2010 reached 98 times increase in comparison to the beginning year 1962 (Das,2017)

In Nepal, tourism is not only important economic sources of foreign currency but also major employment generator. By the medium of tourism people, can exchange knowledge. And create understanding among the people of the world. Tourism provided us an opportunity to understand society, habits, food and the way of lifestyle of different nations. Directly and indirectly Nepalese people are getting benefits from the tourism, many people are getting employment from this sector. Because of the high demands of local products, incentives has been increased to the local crafts and industries and artistic skills. Folklore, traditional ceremonies, art and industry are reviewed because tourists are interested in them. Socially culturally, Tourism is product, which encourages intellectual curiosity among people and nations and develops a healthy respect for another's beliefs and custom (Himalayaban, 2011)

Ministry of Culture, Tourism and Civil Aviation has prepare a tourism vision booklet with a goal of increasing international tourist arrival by 2 million annually by year 2020 and providing employment opportunity for 1 million. It has made a strategy to select a district from each ecological belt and development region as an epicenter on the basis of strength of tourism site, tourism activities and existing infrastructure

Table no2.2.1: District from each Ecological belt on the basis of Strength of Tourism

S,N	Region	Mountain	Hills	Terai	Total
1	Eastern	Solukhumbu	Illam	Sunsari	3
2	Central	Rasuwa	Kathmandu/Kavre/ Sindhupalchowk	Chitwan	5
3	Western	Manang	Kaski	Kapilvastu/Rupandehi	4
4	Mid- Western	Mugu	Pyuthan	Bardia	3
5	Far- Western	Bajhang	Doti	Kanchanpur	3
	Total	5	7	6	18

Source: Tourism Master Plan 2008 (draft)

Similarly, in the booklet Nepal Tourism Statistics 2012 published by MoCTCA in June 2013 we can understand that total number of tourist arrival in the year 2012 was 803,092 in which 165,815 (20.6%) were Indian tourist, Chinese tourist were 71,861 (8.9%), Srilankan tourist were 69,476 (8.7%), whereas tourist from USA and UK were 6.1% and 5.1% respectively. Manaslu and Mustang were the first choice of the trekkers in year 2012 as trekkers were 29% and @5% respectively. In that year 28 international airlines operated in Nepal and in case of domestic airline there were 15, domestic airport used were 54 in numbers. Total flight movement was 23,320 and passenger movement was 2,925,117, domestic flight operated during that year was 30,684. In same year, 145 new home-stay were registered, in terms of hotels that particular year 8 five star hotels, 2 four star hotels, three star hotels 15, two star hotels 29, one star hotels 26 and tourist standard hotels 442, making total of 522 hotels were providing services with 21,498 beds and offering 11,087 rooms. Tourist related crimes registered were 778. Tourism industry contributed 2.0% in GDP in the year 2012 (Nepal Tourism Board, 2012).

Lamjung is rich in biodiversity. According to the statistics, the contribution of tourism sector is 5% of GDP of Nepal. ABC circuit trail begin forms this district and there is ever increasing trend of tourist for the beauty of the Annapurna. Apart from this; there is a possibility of attracting investor for investing hydro projects. At this stage, this is a safe investment in the context of Nepal. Marshyangdi, a major river for hydro electricity production of Nepal, flows cutting the district into two and total potential of hydro electricity production is around 1000 MW. (Nepal Tourism Board, 2012).

Nepal Tourism Board has teamed up with Lamjung District Development Committee (DDC), and District Tourism Master Plan Committee to develop “Integrated Tourism Development and Management Plan of Lamjung District.” On behalf of DDC, Lamjung Chamber of Commerce has been entrusted to coordinate with NTB and local stakeholders. This planning process took place after a detailed focus group discussion held in Lamjung Chamber of Commerce building in October and December 2010 which saw an overwhelming participation from Women group, community leaders, social workers and tourism entrepreneurs and stakeholders. The planning team comprises socioeconomic expert, environment expert and local coordination committee

representative from Lamjung Tourism Development Committee with NTB representative. The planning team has made two comprehensive field visits to eastern and northern part of Lamjung comprising of Rainaskot, IlamPokhari, Gauda, Jorne, Purankot, Thulswara, Gaonsahar, Tatopani, HileTaxar, Ghalegaun, Ghopte, Jimdu, Siurung, Syange, Jagat, and Ngadi (late Dr. HarkaGurung's birthplace). The potentialities of these places are underway being planned by the planning team. Lamjung's awesome biodiversity and breath-taking scenic destinations have been identified as a base for an effective integrated tourism development plan. The Plan also focuses on developing alternative livelihood opportunities for marginalized people to minimize the migration from the district and inclusion of people on conservation and bringing them into mainstream tourism sector. NTB regularly assists in planning process by coordinating at different Districts, Municipalities, Chambers, etc (Nepal Tourism Board, 2012).

Ghalegaun of Lamjung, one of the most popular tourist destinations of Nepal, is adding three parks to attract more tourists. The rural village in Lamjung district of West Nepal is visited by around 100 tourists a day in average. Chairman of the Ghalegaun Rural Tourism Committee Prem Ghale hoped that the new parks would draw more tourists from the nation and abroad. One of these new parks will have a statue of a historical king, KyalbhoGhale, who ruled the village some 700 years ago. The construction would begin on April 7 on the occasion of a cultural festival of Ghale people, informed Ghale. It is estimated that Rs 10 million is needed for the construction. (Ghale,2021)

Similarly, a view tower will also be established at the other park. The tourism committee said it needs a budget of Rs 700,000 for the construction. The Government of Nepal, the Village Development Committee and the Annapurna Conservation Area Project (ACAP) are partially financing the project, according to Ghale. (Ghale,2021)

The rural village is well known for mountain sightseeing, views of sunrise and sunset and demonstrations of traditional Gurung culture. Mountains including Lamjung, Manaslu, Machhapuchre, Annapurna and Himalchuli can be seen in a close view from the village. Ghalegaun is supposed to be the Capital city of the Ghale kingdom before the sixteenth century and the place of origin of Ghale community. Of late, researchers, cultural experts and writers are also frequently visiting the village in order to study its history and culture (Ghale,2021)

In Khasur, Besishahar Municipality–10, the people have made their own set of laws which is aimed at governing of overall socio-economic state of Khasur. Along with the socio-economic sector, that laws also deals with the cultural practices, market prices and wages for the coming years. There will be the annual gathering for the analysis and discussion of all the issues that happened in that years. People discuss their issues and make the solution of any problem that occur in that year and make further plan while to ensure social, cultural and economic progress in the village with the maintenance of unity and equity, said Krishna Kumari Ghale, chairperson of the Khasu Hyula Mothers' Group. This year's governance gathering was held under the leadership of the group. The laws, aimed at governing the overall socio-economic state of Khasur including, but not limited to, cultural practices, market prices and wages for the coming year, were formulated by the 'governance gathering' that is held in the village every year.. According to Ghale, the local laws do not contradict any government law. The gathering has fixed the daily wage of a male labourer at Rs. 400 and a female laborer at Rs. 350. The amount of labour work for technicians is fixed at Rs. 1,300 while for helpers it has at Rs. 1000 per day. Similarly, the price of a dharni (approximately 2.33 kilograms) of sheep meat will be Rs. 2,000 and a dharni of goat meat will be Rs. 1,000. One kilogram of chicken will cost Rs. 700 in the village, as decided by the governance gathering. For food grains, the fixed price is Rs. 120 for a pathi (approximately 4.36 kg) of old paddy and Rs. 100 for new paddy, Rs. 200 for a pathi of old millet and Rs. 180 for new millet. A mana (approximately 0.56 litres) of honey will cost Rs. 800. Local leader Nanda Bahadur Ghale said that such laws helped the people run their village systematically and fairly. He also informed that the rules were made in consultation with the locals. (Thapa,2021)

The mountainous district of Lamjung has long been known as a Homestay hub. Tourist attractions have also been increasing in Lamjung since the commercial homestay opened in more than a dozen villages. Khasur village, lies near from the district headquarters. Homestay has been formally inaugurated recently in Khasur village, which has started attracting both domestic and external tourists since the decade and a half. Homestay, in the khasur village, has been formally launched for promotion of the tourism year. During a formal event, Gandaki Pradesh Chief Minister Prithviraj Gurung inaugurated the Khasur Homestay. Nand Bahadur Ghale, chairman of the local Khasur Rural Tourism Development Committee, said that a homestay has been started in the village with the aim of increasing the tourist with the enthusiasm of the tourism year. One of the best and most

enjoyable tourist destinations in the district, the village of Khasur has recently become a favorite of domestic and external tourists. With the beginning of the tourism year, the number of tourists has increased in Khasur village. The locals have recently started a systematic homestay in five houses. (Pradhan, 2020)

After the review of different literature it can be conclude that tourism industry is fastest, peace, smokeless, and one of the major industries that can contribute to the economic development of the nation. As from the reviewed literature historical background of the tourism, global trend of tourism, Asia-pacific status of tourism, and status of Nepalese tourism sector can be known. The different reviews are dealt with the attraction of the particular places through which the tourists are coming in the destination places. But, the challenges that the locals are facing in order to boost up their values and identities has not been discussed in detail. And also, how is the involvement of the local people in order to attract the tourists has not been explained in detail. Beside, information relating Lamjung district and famous rural destination Ghalegaun's tourism trend and current status can be studied. In this research, I have explained about the potentially and challenges of to develop the tourist area of Khasur village along with the information of involvement of locals in order to attract the tourists in their village.

CHAPTER III

METHODOLOGY

3.1 Rational of the Selection of the Study Area

Domestic tourism in the Khasur village of Lamjung district has higher potentiality. The particular area was chosen for the study because it is easily accessible, and heterogeneous in socio-economic, cultural, and geographical structure. It is one of the exposed area having lots of attraction to offer both internal and international tourist. This village is rich in both cultural and natural heritages. It is located nearby headquarter 'Besi-sahar' Lamjung district so it was accessible to conduct research. Also, that's why this area has been chosen as study area.

3.2 Research Design

This study was carried out mostly on the basis of exploratory research design as because the study was done focusing on tourism potentialities in the study area. The study had tried to explore and cover all the aspects of rural tourism and its role for the rural development in the study area. This study also describes the lifestyle of Gurung community, cultural resources and natural heritages of the Khasur area. Thus, this study comes under descriptive and exploratory sector.

3.3 Nature and Sources of Data

The data that are needed for this thesis are related to both qualitative and quantitative. Socio economic data are collected for the study. In order to analyze the study area, both primary and secondary data sources are used. Data collected are both in qualitative and quantitative nature as needed. Qualitative data like photos, observation and interview were collected and Quantitative data like number of tourist, social status related data, employment related data, etc. also have been collected.

In order to achieve the first objective and second objective, the primary data have been collected through structured questionnaire and for that interview of 58 respondents has been taken .Similarly for the secondary data, different published and non-published written documents from individuals, experts, and organization related to the tourism sector has been taken.

Similarly, for the third objective, primary data have been collected in the form of interview.

3.4 Sampling Procedure

The people of Khasur village of Lamjung district were taken. Among 150 households in Khasur village (99 households of Gurung family, 27 Dalits, other indigenous households 21 and non-indigenous family 3), 58 respondents has been purposively selected for this research paper. Among the 58 respondents, 10 people are engaged in different community based organization, 31 households having home-stay service and 17 households without having home-stay service has been chosen as a sample for the study. Besides the 58 local respondents, further 42 tourists from different places has also been considered in the this research in order to achieve the aim of the research.

3.5 Data Collection Technique

To collect primary data, household survey through the structured questionnaire, semi or unstructured interviews. To have the realistic data structured questionnaire was prepared and asked to fill it up. Those respondents who are unable to fill up the questionnaire, the questions were asked to the respondents and the answers were filled up to collect the required information. During the collection of data, privacy and confidentiality was highly maintained. Similarly, the primary data were also collected from the key informants like people related to Tourism management committee, Khasurrodhi youth club, Gumba management committee ,Pragatinaarisamaj, Forest management committee, , Paan cha (Singing and dancing group), Teachers, Social workers etc as they were interviewed in order to get the needed information.

3.6 Method of Data Analysis

Data collected have been analyzed with the help of computer program like MS-Excel where simple statistical tools like table, graphs, have been used for data analysis and Descriptive methods has been used for qualitative data.

3.7 Limitation of the study

Domestic tourism is one of the major central attraction which can directly uplift the economic condition of the people. Nowadays, the tourism is considered as the prime national source of income. This study has been focused on Bajhakheth RURAL MUNICIPALITY of Lamjung district only which has been focused on the issue of sociology. This study has touch to those people who are mostly involved in the tourism sector.

CHAPTER IV

Potentiality and Challenges of Domestic Tourism

This chapter is related to the analysis and interpretation of the data collected from the respondents. Obtained data were analyzed according to research question and objectives. Thus gathered raw primary data are arranged, compiled, analyzed and interpreted to get complete and comprehensive information. In this research paper, both qualitative and quantitative data has been taken. Every question was checked properly then after primary data was collected.

4.1 Profile of the study area

Khasur area belong to ward no 1 on Bazhaket RURAL MUNICIPALITY which lies above 950m-2005m from the sea level, It is almost two hour walk from the headquarter Beshisahar of Lamjung district. This area offers lots of things to attract tourist in this area, basically Gurung culture and tradition and natural beauties can be experienced. Khasur area belong to the Bazhaket RURAL MUNICIPALITY of Lamjung district,. According to field survey(2021), this RURAL MUNICIPALITY have 718 household, with total population of 2,844 in which male are 1,309 and female are 1,535.

Table no.4.1.1

Population Distribution by Caste

Caste	Female	Male	Total
Cheetri	243	201	444
Brahman-hill	58	51	109
Magar	38	28	66
Tamang	239	212	451
Newar	9	4	13
Kami	138	128	266
Rai	5	10	15
Gurung	571	472	1043

Damai/Dholi	94	97	191
Sarki	67	47	114
Gharti/Bhujel	94	97	191
Others	7	6	13
Total	1535	1309	2844

(Source: CBS, 2011)

From the given table it can be determined that this RURAL MUNICIPALITY is mainly dominated by Gurung community as followed by Magar, Tamang, Cheetri, Rai, Kami, Damai/dholi, Gharti/Bhujel, Sarki, Brahman-hill, Newar respectively.

Table no. 4.1.2

Ward-Wise Population Distribution

Ward	Household	Population		
		Female	Male	Total
1	141	303	273	576
2	36	96	82	178
3	48	123	99	222
4	32	42	51	93
5	39	70	53	123
6	146	294	245	539
7	71	158	118	276
8	129	275	245	520
9	76	174	143	317
Total	718	1,535	1,309	2,844

(Source: CBS,2011)

Above table illustrates the total population of the Bajhaket RURAL MUNICIPALITY in accordance to ward presented. From the above table, it is seen that ward-1 has highest population having 576 people where as ward-4 have 93 people only. Highest household belongs to ward-6 and least to ward-4, 146 and 32 respectively.

Basically study was conducted in the Bajhaket RURAL MUNICIPALITY-1, Khasur area. Khasur area is mainly dominated by Gurung community mostly Ghale. Dalits households can be found in the study area. The study area has been conducting home stay service since 2002/03 but real speed of tourists flow in this area took off since 2008/09. Khasur area includes the small villages like; Kalleri, Lete, Makaiswara, and Khasurbesi. It consist 337.25 hectare of forest area with sloppy geographical structure, some gorges, rivers and rivulets.

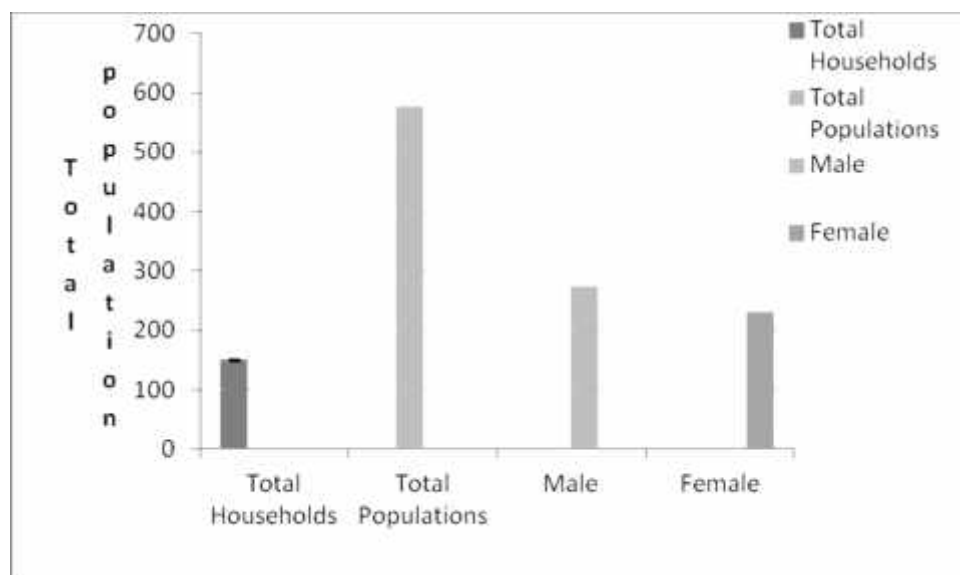
Different community based organization have been functioning in terms of developing this area as tourist destination, and some of those organization are like; KhasurRodhi Youth Club, Pragati Naari Samaaj, Khasur Hyuala Aama Samuha, Gumba Management Committee, Khasur Community Forest Management Committee, 'Paan-cha' Samuha (Singing and Dancing team specially formed by old people also known as organization of father's), Tourism Management Committee etc.

During the field study it was observed that many household have only old people left to guard the house, as most of the young manpower are away from their village for further education or in the name of job, may bedue to this village being near to district head quarter Besisahar lots of family have been living there in rent. Also it was observed that more than 20 household are closed, some are permanently and some are opened during festive season, such closed houses are mostly belongs to families who are engaged in British army service, as because they have migrated to Besisahar, Kathmandu and even some families have migrated to Britain.

Khasur area falls under the ward-1 of Bajhaket RURAL MUNICIPALITY. So on the basis of CBS 2011 report following graphical figure is presented about the total households and population of this area. Following graph shows the total number of households, total population of the study area, total number of male population and total number of female population.

Figure no.1

Total households and population of Khasur area



Source: Central Bureau of Statistics 2011

From the above figure, presented on the basis of CBS report it can be studied that Khasur area have female population more than the male population. Above chart is prepared in accordance to the data presented by CBS, which were total household number 150, total number of population 576 in which female population 273, male population 303.

Most of the people of this area have engaged themselves in the agriculture sector, beside that people are in different other sectors like animal husbandry, army service, involved in different official jobs.

Gurung community dominates the study area. During the study period it was observed that most of the households practices preparing 'radi' a homemade woolen carpet prepared by the wool of sheep. Similarly, other people are engaged on doing commercial seasonal and off season vegetables farming in plastic tunnel, fish farming etc. Thus, people are being aware about commercialization of traditional way of animal husbandry.

The study was carried out to learn the challenges and potentiality of rural tourism in Khasur area. So, in this chapter, those data which are collected from the field as primary data are analyzed and interpreted. Tabulation of the data and also graphical presentation is done for the clear interpretation of the data.

4.2 Prospects of Tourism in the Study Area

Generally, tourists stay for one night only according to the information provided by the respondents, this area being near to headquarter tourist come in this place early in the morning and return back by evening, whereas tourist who were there for different official purpose have stayed even for a week. The major components of tourism are the attraction, accessibility, accommodation and amenities. It plays the vital role to inflow of tourists in any site, so on the basis of components of tourism the study area claims to be one of the best destination for the rural destination.

Attraction

After the observation in the site area, it was found that this area offers many natural beauties for the tourists. Glimpse of Lamjung himal can be observed, just above the village beautiful green community based forest can be enjoyed. Gurung traditional life style can be another attraction for tourists who are unknown about the rural lifestyle of Nepal.

An hour walk to uphill will take tourist to the viewpoint, from where tourist can enjoy mesmerizing ranges of Himalayas, Annapurna I, II, III can be seen along with Machhapuchre. Even the Pokhara valley can be seen from there.

Kanyathan a small religious place inside the community forest just above the village can be reached within 15 minutes of uphill walk. This place has attached a mysterious story with it.

Making this village as base camp, tourist can enjoy a day long trekking to place called 'Barapokhari', where people used to go mostly in the Nepali New year. This place is important from both religious point of view and for recreation too. There tourist can enjoy the high altitude climate with camping and being near to nature, it will definitely fruitful to tourist who loves being adventurous.

Another attraction can be the making of 'radi' a traditional Gurung carpet made up of wool of sheep. Almost every household have the tools and manpower to make 'radi'. Mostly old ladies can be found making 'radi' in day time in their leisure time.

Nearly, 1 hours up trek from Khasur Village, we can easily reach to another renown place of Lamjung district i.e Ghale Gaun, the second largest Gurung dominated society after

Sikles. This is one of the coolest and calmest place. From this place, entire Lantang mountain range can be seen clearly.

Khasur village is the oldest base route for MCB trek. This is considered as camp 1 for the MCB trek. From here, the tourists go to see the serenity of Tilicho lake located at the sea altitude of 4910m in Manang district. Similarly, they later on go to Mustang by crossing Thorongla Pass (world's highest altitude pass).

The study area is easily accessible as this village can be reached in a single day from Kathmandu after a 6-hour travel by road way up to Besisahar and one and a half hour of walk from the Besisahar. If tourists have their own motorbike then they can reach there within 15 minutes as road track is already completed, by next two years the completion of a bridge in Marshyangdi river even the off-road vehicles can be reached there.

Amenities

The warm welcome and farewell by local mother's group, dance like Ghaatu, Krishna charitra, Sorathi etc. by local 'Paa cha' group in which mostly songs are sung by old fathers and dance and musical instruments are played by the young members. Gurung communities hospitality will mesmerize every tourist and they can get their lifelong unforgettable experience after the visit of this study area. Short walk around the village can refresh from their hectic city life.

Accommodation

This area offers home stay service currently in 31 households. Every house offering this service has a separate room for visitors with two single beds. For that tourism committee and naari-samaj arrange houses for the tourists. Breakfast is to be provided by house owner themselves but the lunch and dinner are provided by naari-samaj themselves.

4.3 Population Structure

Due to the proper accommodation, accessibility, attraction tourist can enjoy their stay to their utmost satisfaction. If tourists are not responsive well and hospitality is poor, then that particular place has a wonderful scenario, people will not show interest in such an area. After my research, it is found that, Khasur Village along with wonderful natural beauty, it has many cultural attractions too and accommodation and hospitality is one of its strength points to attract the tourists.

Population is the major component of any research. During the study some people are selected as sample population, such sampled population sketches our real report. The sample population composition of this study has been presented under the table;

Table no. 4.3.1

Sample Population Structure of the Study Area

Streams	No. of Respondents	Percentage
Respondents having home stay service	48	53.44
Respondents without having home stay service	17	29.41
Respondents involved in different sectors	10	17.15
Total	58	100

Source: Field Survey,2021

The above table shows the sampled population for the study, which includes 31 respondents from household having home stay service, 17 respondents from those household without home stay service and respondents from different sectors are 10. Accommodation for all the tourists is enough in this area. Tourists are not found to have any problems regarding the accommodation till now.

4.3.2 Age wise, Gender and occupation wise distribution of the Respondents

In order to fulfill my research project, while taking sample among the respondents, I gave more focus on age group, gender and occupation rather than other means like: caste, education, economic status, family size etc. During the study, sample were chosen from the various age backgrounds and along with different sex group, so the sampled respondents regarding age group are separated here below in four different categories i.e. below 30, 31-45, 46-60 and above 61, which is presented in tabulated form where as two categories in sex group.

Table no. 4.3.2*Age wise Distribution of the Respondents*

Age-group	No. of Respondents	Percentage
Below 30	18	31.03
31-45	26	44.83
46-60	10	17.24
Above 61	4	6.90
Total	58	100

Source: Field Survey,2021

Among all respondents, age below 30 were 9, age group 31-45 were 19, age group 46-60 were 19 and age group above 61 were 11 respondents. From the sampled population it can be determined that mid-aged people and old people are more than the young and enthusiastic population aged below 30.

Depending on the context, gender refer to biological sex (i.e. the state of being male, female or intersex), sex-based social structures (including gender roles and other social roles), or gender identity. During the study, questionnaire were asked to respondents randomly without pre mind-set whether to ask for male or female. So the findings of the respondent's gender are presented in following table.

Table no. 4.3.3*Respondents by Sex*

Gender	No. of respondents	Percentage
Male	26	44.82
Female	32	55.18
Total	58	100

Source: Field Survey,2021

From the above table it can be understood that among the total respondents 26 were male and 32 were female who were chosen as sample for collecting information to fulfill the primary data needed for the study. From above table, female respondents dominates male.

4.4 Major Occupation of the Respondents

Most of the people of the study area were involved in agriculture and tourists guide and beside some of them are found to be engaged in different other sector as well. From the sampled population they were distributed in following tables on the basis of their involvement in different occupation.

Table no. 4.4

Major Occupation of the Respondents

Occupation	No. of the respondents	Percentage
Farming	25	43.11
Tourist guide	22	37.93
Teacher	5	8.62
Private job holder	3	5.17
Social worker	3	5.17
Total	58	100

Source: Field Survey,2021

From the above figure it can be studied that 25 and 22 people among 58 were involved in agriculture or farming and tourists guide respectively, 5 people were from teaching background, representation from private job holder and social worker were 3 from each.

It is clearly seen from the above tables that in order to sustain and attract the tourists in Khasur village, with the proper accommodation and amenities along with natural beauty, different age groups with both sex , especially dominated by the youths, are seen to be involved. More than 70% of youths are been engaged on tourism sectors. Regarding the gender, female dominates male who have been involved directly or indirectly in the tourism sectors. Economic sector is the major part of our life. We need to survive in our daily life and for that either we need to earn money or wok for fulfilling our daily basic

needs. So, from my research paper, it is seen that most of the respondents are involved in the agriculture sector. But as time goes on, people are seen to be engaged in tourism sector too (in the form of tourist guide). Youth have been involved in the development sector of tourism. They are also found to be involved in different sector through which more tourists can be attracted like: maintaining and following their culture and cultural programs, helping in improving the accommodation, cleanliness of environment, awareness program related to the domestic tourism, involved in the natural conversation sector and many more.

4.5 Problems and Challenges of the Study Area as by the Respondents

Any things have two sides i.e. positive and drawbacks. Nothing in the universe has only good prospects. Above, we have discuss about the positive sector regarding the tourisms and means that help to develop the tourism sector. But beside that tourism sector has its own weak points. Similarly, the problems that local respondents are facing have been listed according to my research paper below.

Table no. 4.5

Problem for Tourism Development in Khasur area

Problems	No. of respondents	Percentage
Transportation(Local route)	21	36.22
Co-ordination among tourism committee and villagers	5	8.62
Lack of Information Centre	6	10.34
Low level of awareness among all the villagers about tourism	15	25.86
Lack of Advertisement	1	1.72
Ineffective Government policies	10	17.24
Total	58	100

Source: Field Survey,2021

Table no.4.5 shows the problems expressed by local respondents. The major problem belong to poor transportation stated by 21 respondents. The next problem is Low level of

awareness (25.86%). Similarly, 6 people choose information center as problem. 6 respondents choose lack of media expose, or advertisement in media is major problem. Negligence of the Government policies is taken as problem by 10 respondents. It clears that Governments and stakeholder of this area should reduce these problems immediately in order to develop this area as one of the major destination for rural tourism.

After knowing the problems faced by local regarding the development of tourism sector, respondents were further asked about suggestions that are needed to reduce the problem and develop this area as rural destination. The responses have been presented below:

Table no. 4.5.2

Suggestions	No. of respondent	Percentage
Extension of road	25	43.11
Establishment of trekking route	5	8.62
Construction of view tower	6	10.34
Conservation of biodiversity	3	5.17
Exposure in media	5	8.62
Link with NTB	5	8.62
Increase local participation	4	6.9
Skill based Trainings	1	1.72
Conservation of local Cultures (Gurung)	4	6.9
Total	58	100

Source: Field Survey,2021

Above table states the data as by the responses from the sampled population. Mostly people are conscious about the transportation facility to their village, which will increase accessibility to tourists to reach the destination i.e. by 25 respondents. As this village can be base camp for trekking in upper hills which will lead to mountainous region of upper Gorkha, so 5 respondent suggest about the trekking route. 6 respondents suggest for the

construction of view tower as soon as possible. Conservation of bio-diversity was suggested by 3 respondents as this place has huge area covered by forest. Exposure in media lacks for this area, 5 respondents suggest for exposure in media. 5 respondents suggest this place is unable to link to the centre, linking this village with NTB can be fruitful for upgrading this area. Increasing local participation and developing skill based trainings are suggested by 4 and 1 respondents respectively. 4 people suggest that government policies should be focused to uplift this area as rural destination for tourism.

4.6 Tourists as respondents

Besides the local respondents (local people of khasur village), during the research process, 42 tourists have also been interviewed (unstructured). According to them, the major reason behind their visit to Khasur village is the entrance area (Day 1 resting area) for their trek of Annapurna circuit. According to them, it took almost 35 days in order to complete the Annapurna circuit. And, Khasur is the 1st camp where they stay overnight. After that, they are humbly greeted by the local people where they used to stay. They are greeted with Do-sallla, Tika with the local wine made by themselves. They are shown with the local Gurung cultural dance which resemble their originality. They found this type of welcome quite unique and attractive whereas in other places they are welcome only with the cup of coffee/tea. The accommodation provided to them are also satisfactory so they promise to advertise this place and will request their fellow member to visit this place. They have even interact with the local youths and have found most of them are engaged in the tourism sector and even have given tips to them so that most of the tourists become fascinated towards their behavior and this place. Tourists have given them the concepts of guide and the way to interact with them, to be a potter which is also the source of income, provides ideas to advertise the place keeping the major attractive picture, cultural shows , natural beauties and their contact numbers so that tourists can easily contact them. Besides these means, they even have told that there are still some sectors that are need to be improved so that more and more tourists can be attracted. Mainly, trail road should be made easy and clear with the indication (through arrow) so that tourists will not be confused to reach towards their destination as they have found multiple sub way and are confused which path that they should follow. The social media has been poorly utilized as it should be given high focused and location of map should be kept till possible. They have not found any view tower through which entire area can be

seen. These are the suggestions given by the tourists so that more tourists can be attracted in the future time.

4.7 Analysis

The finding of the research has been analyzed with according to the literature review. The researcher has compared the finding with the reviews of different researchers. The gap between different reviews given by different researchers has been found out in this research.

Tourism is simply an activity of people who visit and stay in places outside in different environment for not more than one consecutive year and that can be for different purposes like: pleasure, business and others. Every individual have their own desires, purpose, economic status, nature etc that results the different types of tourists. Simply, tourism is a complex combination of various tangible and intangible components. Nepal has unique ecological regions that varies from the low land in Terai to the hills and mountains. This geographical diversity offers different types of flora and fauna of global significance, particularly, the hills and mountains the habitat for population with immense diversity, serve also as the source of rivers and aquatic biodiversity for territory even beyond Nepal.

Lamjung districts of Nepal, attracts many tourists through out the year. This district is gateway to the Annapurna region which begins from Dumre. Along with trekking route, this district is well-known to experience the rural lifestyle. The people of different villages (Ghalegaon, Ghanapokhara, Bhujung, Gaunsahar, Khasur etc) of this district have started home-stay services to attract and promote domestic rural tourism. Those villages are mostly the Gurung caste dominated area, thus, tourists can enjoy their tradition, life-style, local cuisine along with the natural beauties.

Since 2002 A.D, Khasur villages has been conducting home-stay service. Since then, lots of national and international tourists, have visited this beautiful Gurung village. Khasur is about one and half hour on foot and around 35 mins from jeep, from the headquarter Besisahar. In this village, we can see and enjoy rural lifestyle, natural beauties and cultural beauties. No doubt, in the upcoming days this place has got huge potentiality to attract tourism. Therefore, the study is done in the Khasur region having the major objective to find out the potentiality and challenges of rural tourism in this area.

Study was carried out by visiting this area. Different primary data were collected using questionnaire, interviewing with key informant, different people have been selected as sample population for the study, for sampling procedure 31 households having home-stay service, 17 households without having home-stay service, and 10 people from different fields to get the information and needed primary data.

Different findings were obtain, after the research, which were analyzed and presented in chapter 4, whereas in this chapter, findings are summarized and presented in following paragraph:

It was found out that most of the respondents from the study area were female, among 58 respondents 26 were male and remaining 32 were female. In which 63.79% were married and 36.21% were found unmarried.

Respondents were categorized in different age group, in which respondents having age below 30 were 18, age between 31-45 were 26, age between 46-60 were 17 and respondents whose age range above 60 were 4 respondents.

After study it was found that 25 respondents were involved in farming as their major occupation, 22 respondents were involved in tourist guide, 5 respondents were engaged in teaching profession whereas 3 respondent in private job and 3 in social service.

Khasur village provide different attraction to the tourists i.e cleanliness of the village, stone stairs, Gurung lifestyle; tradition, culture, green forest etc are major attraction of this area. Tourists were seems to be satisfied form the hospitality of the Khasur people thus they were benefitted by tourism in terms of financial support as well as exposure of village to the outer world.

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During the study, trekking route is found to be the major challenge for developing this area as tourism destination, so they have shown keen interest on the development of the road track up to this area along with the proper transportation so that tourist can visit frequently and easily in this area. Beside that, this area not being linked with NTB and also have not been promoted enough by the social media, and also there is the minimum involvement of local people to promote this area nationwide, thus these are also included in the major challenges.

CHAPTER V

CONCLUSION

Lamjung district includes many attractive rural areas which have high potentiality of rural tourism and among them Khasur village is one too, so the study is conducted in order to find the potentiality and challenges for domestic tourism objectives; to explore the natural and cultural attractions of Khasur area which are important from tourism perspective, to analyze involvement of the local people in the tourism industry and to describe the challenges faced by local people in the development of domestic tourism.

From the previously mentioned findings, it can be concluded that Khasur area have huge potentiality of rural domestic tourism. This area can be reached with one and half hours walk from its headquarter; Besisahar. Tourists can see the wonderful glimpse of Lamjung himal from the village. Green community forest is another reason to visit this place where tourists can see small religious spot known as 'Kanyathan' with interesting myth behind that place. With one hour more hiking from this area, tourists can reach the top most part of the village can enjoy the scenic beauties like mountain ranges from Lamjung himal to Annapurna I, II, and III, Pokhara valley, and other beautiful landscapes. Baraha pokharilek is another eye catching place that can be reached on with day uphill walk from this area within 8 hrs. Tourist preferring short trek and adventurous lifestyle can enjoy trekking up to Barahapokhari. Gurung life-style is another reason that tourist can enjoy in this area. Involvement of local organization in tourism activities will make tourist feel the hospitality and it's great to watch unity among villagers. 'Radi' making can be observed almost in every household. Cleanliness and beautifully made stoned stairs that lead to center of the village is another attraction of this place. Different community based organization have been actively working in order to develop this area as major tourist destination.

Many challenges stand as an obstacle in the field of development in this area. One of the major problem is the road track. Lack of participation of local people in the sector of tourism development is another problem, some organization lacks co-ordination for conducting different tourism development activities.. This place is not properly advertised in media, and also it lacks link with the NTB in order to get proper support from state sector.

Despite having many challenges, this place has more potentiality for developing this area as rural destination. If the problems are properly analyzed and minimized then, this place has great future for tourism sector.

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ANNEX A

QUESTIONNAIRES

Questionnaire for household having home-stay service

1. Personal Introduction:

Name:

Age:

Sex.....

Family members.....

2. What is your educational status?

a) Educated b) Literate c) Illiterate

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

.....

.....

4. What is your major income source?

a) Home stay and agriculture

b) Home stay and animal husbandry

c) Home stay and business

d) Home stay and Remittance

5. What is your income per month?

a) Less than Rs. 5,000

b) Rs. 5,000-10,000

c) Rs. 10,000-15,000

d) Above Rs. 15,000

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

a) Below 5

b) 6 to 10

c) Above 11

7. How long do tourists stay here?

a) A few hours

b) 1-3 days

c) 3-5 days

d) More than 5 days

8. Why does u think so?

.....

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

a) Domestic b) International

10. What are the major attractions for tourists in this area?

.....

.....

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

a) Making good plans b) Improving infrastructure

c) Advertising tourist products d) others.....

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

a) Yes b) No

13. If yes, which is that?

.....

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

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

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

.....

16. What kinds of services do you offer to guest in your house?

.....

.....

.....

17. In your opinion, who is the responsible person to develop this place as tourism destination?

.....

.....

18. What efforts are made from their side?

.....

19. Are you benefitted by conducting home-stay service in your house?

a) Yes b) No

20. If yes, how? If no then what are the factors of being unsatisfied?

.....
.....

21. Do you suggest other households to start home-stay services?

a) Yes b) No

22. Lastly, would you like to share anything about home-stay service?

.....
.....
.....

(Thank you for your precious time)

ANNEX B

Questionnaire for the household without having home stay service

1. Introduction:

Name:

Sex: Male/Female:

Education.....

Family members.....

Age group: a) below 30	b) 31-45	c) 45-60	d) Above 60
2. What is your occupation?			

a) Business b) Farming c) Job holder d) Other

3. Are you satisfied with your income from this occupation?

a) Yes b) NO

4. What are your income sources?

a) Agricultural products Rs Per annum

b) Service/Remittance Rs Per annum

c) Business Rs Per annum

d) Other (specify) Rs Per annum

5. Do you know about rural tourism?

a) Yes b) No

6. Do you want to develop your area as tourist destination?

a) Yes b) No c) don't know

7. Do you think your area has potentiality for tourism?

a) Yes b) No

8. In your opinion, who is the responsible person to develop this place as tourism destination?

.....
.....

9. What efforts are to be made from their side?

.....
.....

b) 10. How long can you sustain with your farm production?

- a) 12 months
- b) 6-10 months
- c) 3-6 months
- d) 3 months

11. Is it possible to reduce poverty by rural tourism?

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

12. In your opinion what is the main factor that stands as obstacle for the tourism development?

.....
.....

13. How often you participate yourself in social activities that is conducted in order to upgrade

infrastructure and preserve cultural heritages and natural heritages?

- a) Regularly b) If possible c) Never

14. Do you think Government bodies have been helping to develop this area as tourist destination?

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

15. Do you want to start home-stay service in your house?

- a) Yes B) No c) don't know

(Thank you)

ANNEX C

Questionnaire for members of local organization/ local people

1. Personal Information

Name.....

Age.....

Education.....

Address.....

Occupation.....

Designation.....

2. How many tourists come here per month?

a) Below 10 b) 10-20 c) 20-50 d) above 50

3. Do you like arrival of tourist in your area?

a) Yes b) No

4. Why?

.....

5. Do you like to develop this place as tourist destination?

a) Yes b) No

6. How do you or your organization is helping to develop this place as tourist destination?

a) Making good plans b) Improving infrastructure

c) Advertising tourist products d) others.....

7. How long have you been living here?

.....

8. Could you keep tourist in your home as a paying guest?

a) Yes b) No

9. If yes, how many tourists can be kept at once?

.....

10. If no what is the problem?

.....

11. What is your cultural background?

.....

12. Where do many tourists come from?

.....

13. Usually, how long do they stay?

- a) A few hours b) 1-3 days
- c) 3-5 days d) 5 days and above

14. What should be done to make their stay long?

.....
.....

15. Finally, if you have any other information that you would like to share?

.....
.....

(Thank you)