

CHAPTER-I

INTRODUCTION

1.1 Background of the Study

Tourism is one of the mainstays of Nepalese economy. It is also a major source of foreign exchange and revenue. Possessing 8 of the 10 highest mountains in the world, Nepal is a hotspot destination for mountaineers, rock climbers and people seeking adventures. The Hindu, Buddhist and other cultural heritage sites of Nepal and around the year fair weather are also strong attractions. Nepal is the country of the Mount Everest, the highest mountain peak in the world, and the Birthplace of Gautama Buddha- Lumbini. Mountaineering and other types of adventure tourism and ecotourism are important attractions for visitors. There are other important religious pilgrimage sites throughout the country for the followers of various sects and religions (Bhattarai, 2003).

International tourism started in Everest region in 1950. When the summit of Everest was finally reached for the first time in 1953, the world's attention was drawn not just to the mountain, but also to the people who inhabit at its base (Rogers, 2007). After the opening of the Everest region to commercial tourism in the mid-1960s, tourism rapidly expanded in the early 1970s to become the leading component of the local economy (Rogers, 2007). The Khumbu (upper belt) and Solu (lower belt) directly to the south are two different belts of Everest Region having different sociophysical settings. Khumbu is inhabited by roughly 3500 people residing mostly in eight major villages of Khumjung, Namche, shangboche, Phortse, Thame, Thamo and Thamote. Over 90 percent of the total population belongs to the indigenous Sherpa ethnic group. Khumbu has less than 0.2 percent of arable land. The lower belt Solu is inhabited by ethnic Sherpas as well as Khaling Rais, Magar, Tamang and Gurung. Peoples living in Solu historically have closer ties with lowland Nepal whereas peoples of Khumbu had historically closer social and cultural ties with Tibet. Everest tourist numbers have grown from no visitors in 1949 to approximately 20 people in 1964, 600 in 1971, 5000 in 1980, 10,000 in 1991, and 25000

in 2001(Rogers, 2007). Rogers has also provided the account of the national park entrance station data for the 1997-1998 fiscal years, what indicates that 18, 511 tourists were accompanied by 20,551 staff and 2,386 pack animals. An additional 13,838 commercial porters transported food and supplies into the park, much of which was consumed by non-resident visitors. Nepal's overall tourism revenues in 1995-1996 fiscal year were US \$ 116 million, which accounted for 3.8 percent of the country's US\$ 3 billion gross domestic product (GDP) and 18 percent of all foreign earnings (Ministry of Finance 1997; Sharma 1998 as cited in Rogers, 2007). By 1999, Nepal's tourism revenues had risen to US\$150 million, and constituted 3.5 % of GDP (Lohani 1999).

In 1994, Everest tourism attracted 59 of the 107 high-altitude mountaineering expeditions visiting Nepal, and these Everest climbing expeditions paid 77 percent of the fees collected from climbing expeditions that year by Nepal government. In 1995, 13 percent of Nepal's total park entrance fees were from Sagarmatha National Park. Gurung (1998) and 18 percent (15000 permits) of the trekking permits issues in Nepal were for the Everest region (Nepal ministry of tourism 1996, Sharma 1998. In this view, Everest Tourism has its significant contribution to Nepal's tourism Revenue.

Tourism activities in the Everest region are confined within the Khumbu. Khumbu has now adopted four primary types of tourisms: luxury tourism, religious tourism, trekking tourism and climbing tourism. Khumbu area has two air stripes, a hospital, dental and eye care clinics, a high school, grade schools in every village, a plethora of bridges made of modern construction bridges, luxury hotels and lodges whereas the lower belt, Solu, of the same region is out of the reach to the benefits from the Everest tourism. These issues of marginalization of peoples in the society of the indigenous groups can be further analyzed through political ecology approach keeping the socioeconomic power relations and human-environment relationships at the centre, while the impacts and effects of tourism interventions are to be assessed within the Political ecology framework (Gurung1998).

1.1.1 Major Tourist Activities in Nepal

Nepal where major chunk of area is occupied by villages has tremendous potential in rural tourism. Its main aim is to link Village Development and Sustainable Tourism

through the generation of income, employment and local markets for agricultural products and handicrafts. Other objectives include the provision of incentives for forestation and nature conservation and the creation of a global family through the encounter between rural Nepalese people and foreign tourists during village home stays, resulting in mutual understanding and learning (NTB, 2008).

a. Mountain Climbing

With eight of the highest peaks in the world, Nepal has been the focus of some of the most outstanding achievements in the world of mountaineering. For many decades the dauntless icy peaks have posed as challenge to those who dare. There are some 326 peaks in Nepal open for mountaineering today (NTB, 2008).

b. Trekking

Nepal offers excellent trekking options to visitors from the easy walking excursions to the strenuous climb of the snowy peaks. The most rewarding way to experience Nepal's natural embellishment and cultural assortment is to walk through the length, breadth and the altitudes of the country. Trekking in Nepal is a big part of the ultimate Himalayan adventure and a majority of tourists have trekking as a part of their itinerary (NTB, 2008).

c. Mountain Flight

Only awe-stricken silence can come close to matching the experience of going on a mountain flight to encounter the tallest mountains on earth. Mountain flights offer the closest possible aerial views of Mt. Everest, Kanchenjunga and the Tibetan Plateau. Mountain flights appeal to all category of travelers and have become a popular tourist attraction of Nepal (NTB, 2008).

d. Rock Climbing

For all those cliffhangers out there, Kathmandu offers a roster of stone walls that make for an experience of a lifetime. Now of late, Rock climbing has become a popular sport in

Kathmandu, which offers some really terrific places for rock climbing. Nagarjun, Balaju, Shivapuri and Budhanil Kantha are some of the places where you can try this sport (NTB, 2008).

e. Rafting

Rafting is one of the best ways to explore the typical cross section of natural as well as ethno cultural heritage of the country. There are numerous rivers in Nepal which offer excellent rafting or canoeing experience. The best time for rafting is from October through mid-December and March through early May. In winter hypothermia may be hindrance to some (NTB, 2008).

f. Hot Air Ballooning

Hot air ballooning is very popular with tourists for it affords the most spectacular bird's-eye view of the Kathmandu valley and the Himalayan ranges towering in the background. On a clear day it's a superb way to view the Himalayan (from over 6000 meters up), and the view of the valley is equally breathtaking (NTB, 2008).

g. Bungee Jumping

The ultimate thrill of a bungee jump can now be experienced in Nepal at one of the best sites that this sport can boast of anywhere in the world. Nepal's first bungee jumping site is situated 160 meters. Over the Bote Koshi River: inviting tourists to experience the ultimate adrenaline rush in the surroundings of this amazing place. The jump, at 160 meters, is staffed and operated by some of the most experienced jumpmasters in the business (NTB, 2008).

h. Paragliding

Paragliding is a relatively new adventure sport in Nepal. Gliding is a weather dependent sport and the flying season in Nepal commences from November through February, the best months being November and December. By virtue of its latitude and monsoonal climate, the tree line in Nepal is at an incredible 3,900 meters above sea level (NTB, 2008).

i. Ultra light Aircraft

Ultra light aircraft take off from Pokhara and offer spectacular views of the lakes, mountains and villages. This is an ideal way to see life from a new perspective. The

choice of Pokhara Valley for ultra-light aircraft is appropriate chiefly because of the proximity of the mountains, and the scenic lakes. Flights are from the Pokhara airport beginning September through June. The flights take place from sunrise to 11 a.m. and from 3 p.m. to sunset every day during these months (NTB, 2008).

j. Mountain Biking

Nepal offers a challenging and pleasant scenic ride from the tropical plains of, mid-hills, mountainous terrain and its lush valleys to the arctic climate of the high alpine region. The only way to discover these hidden treasures and its warm ever-smiling people is on mountain bikes. Mountain bikes are available for rent by the day or longer in many of the bicycle rental outlets in Nepal and around the city (NTB, 2008).

k. Jungle Safari

National Parks located specially in the Sagarmatha National Park in Nepal attract visitors from all over the world. A visit to these parks involves game- stalking by a variety of means-foot, dugout canoe, jeep, and elephant back. One is bound to sight a one – horned rhino or two at every elephant safari. Besides the rhinos; wild boars, samburs, spotted deer, sloth bear, four-horned antelope are also usually seen (NTB, 2008).

l. Bird Watching

Nepal is a paradise for bird lovers with over 646 species (almost 8 percent of the world total) of birds, and among them almost 500 hundred species are found in Kathmandu Valley alone. The most popular bird watching spots in Kathmandu are Phulchoki, Godavari, Nagarjun, Bagmati River, Taudaha and so on (NTB, 2008).

1.1.2 Types of Tourism

Tourism is one of the chief economic sources for different countries. It also has become the catalyst for the development of different infrastructure with in the country for the betterment of the people place and community. It is very important to know the types of tourism to venture different sites for promoting market based tourism. Besides these to know about the problems and prospects on the tourism, we need to describe some types of tourism observed in our country. 1) Eco-tourism Ecotourism is a complex and multidisciplinary phenomenon and has a tremendous role to play in the interpretation of

nature and natural resources, as well as in the outstanding of human history and its interaction with the rural environment, and the diffusion of environmental knowledge and awareness.

Ecotourism can be describing by different terms such as nature Based Tourism, Nature Tourism, Environmental Tourism, Specialist Tourism, Green Tourism, Adventure Tourism, Indigenous Tourism, Responsible Tourism, Sensitized Tourism, Cottage Tourism and Sustainable Tourism. Mountain Tourism Mountain tourism is one of the considerable sectors of Nepalese tourism. Mountaineering and trekking are well throughout as major parts of Nepalese mountain tourism.

It is the mountaineering and trekking that increases the length of tourists stay, which ultimately supports rural economy and has pivotal impact upon the entire tourism industry of the country. In fact tourism started with mountaineering Nepal, the first recorded successful ascent on one of the 14 over eight thousand meters high mountains of the world was made on mount Annapurna-1 (8,091m) by French team namely Mr. Maurice Herzog and Louis Lachend on 3 June 1950. After the successful ascent of Mt. Annapurna, attraction (Gurung 2007). Wildlife Tourism Nepal has varied vegetation with varied and rich fauna. There are number of varieties species of wildlife in the forest of Nepal. It includes the wild buffaloes, snow leopard, blackbucks, wild elephants, antelopes, one horned rhinoceros, figers, bears, deers, blue sheep, stage red panda etc. Nepal is also repository of many species of birds, fishes, reptiles, amphibians and insects, as pheasants, snow pigeon, snow partridges, golden eagle, kalig pheasants, ehak or tragopan, yellow build chough and many others are found here. Seasonal and migrating birds are seen in the slopes and in the river banks of Nepal. Dolphin and crocodile are also found in the river banks. Two national parks i.e. Everest National Park and Chitwan National Park which are cited as world Heritage site by UNESCO are also situated in Nepal (Gurung 2007).

Rural Tourism Rural tourism is a complex multi-faceted activity: it is not just farm or agriculture based tourism. It includes farm-based holidays but also comprises special

interest nature holidays, adventure, sport and health Tourism, gunting and angling, additional travel, arts and heritage tourism, and in some areas, cultural and ethnic tourism. In fact rural tourism is not totally a new concept. The rural tourism of the 1970s, 80s and 90s is, however differs in several ways. It is revealed that over 70% of all American now participate in rural recreation. Religious/pilgrimage Tourism Any travel for religious purpose and the business of arranging for the needs and facilities of such visitors is known as pilgrimage/religion tourism.

Important religious sites and places of worship of different religions are located in various countries of the world. For example, Mecca and Medina in Saudi Arabia for Muslims, Jerusalem and Vatican for Christians, Lumbini in Nepal for Buddhists, Char Dham (four important Pilgrimage sites) India and Pashupatinath in Nepal for Hindus, etc. tourism industry has also developed because of the people's religious beliefs, culture and faith. E-Tourism is the digitization of all the processes and value chains in the tourism, hospitality, travel and carting industries that enable organizations to maximize their effectiveness and efficiency. E-tourism takes advantage of extranets for developing transactions with trusted partners, interest in re-organizing internal processes and the internet for interacting with all its stakeholders (Gurung 2007).

1.2 Statement of Problem

By the late 1990s tourism had become the world's fastest growing industry, involving an estimated 625 million people and earning receipts of nearly US\$ 500 billion per year. Receipts from international tourist travel grew by an average annual rate of 8 percent during the 1990s, with mountain tourism accounting for an estimated 15 to 20 percent of worldwide tourism revenues by the end of the decade (WTO, 1999 as in Rogers, 2007). But, all these figures of benefits are elite captured.

Though different tourism development programs generate higher revenue it ends up with further marginalization of the low income groups. Socioeconomic power relations of the peoples in the indigenous society and the vulnerable biogeography are the major issues of

the Everest tourism. The tourism intervention in Everest region should go beyond ecological impacts and revenue generation. It should be equitable for the overall development of the region and the people. Actually there is no better alternative for socio-economic development except tourism for this region and hence, Everest tourism should be equitable to the peoples of indigenous society of Solukhumbu. To address these issues, a greater focus is needed on problems and prospects of tourism in Solukhumbu district.

There is marked gap in the socioeconomic power relationships among the people of the two different belts (Khumbu –upper belt) and (Solu-Lower Belt) of the same region. The socioeconomic marginalization of the lower belt people and some people of the lower economic class of the upper belt shows that Everest tourism is still questionable in terms of equitable growth and distributive development. According to the study of local participation and involvement in the promotion of tourism, decision making within the various communities is powerfully dominated by the local businessmen and educated elites, with vested economic interests. Based upon a household survey of the Khumbu, Pharak and Solu, (Sharma, 2009) concluded that ‘while there have always been economic differences between the communities in the area, it would appear that the inequalities between them are widening due to differences in tourism involvement. If tourism development is left to the market forces, it is probable that income and inequalities will widen.

This indicates that Everest tourism has significant impact in socioeconomic power relations of the people but the questions to be searched now are how and why so? The issues of the degradation of the landscape in Everest region, the marked gap in the socioeconomic status of the people of different belts of the same region and the impacts of tourism interventions in the indigenous people’s culture, occupation and livelihood strategies suggest for the critical need of fulfilling the research gaps in the context of the socioeconomic marginalization of the people within the region and the actual contribution of the tourism interventions to the development of that region.

A numbers of research works, books, articles and films have highlighted both the positive and negative effects of tourism. In the words of Rogers (2007) out of those many have testified about what tourism has done to the Everest region and the Sherpas, few have explained why and even fewer have explicitly drawn any practical lessons from it. This suggests that there is lack of studies on the ecological analysis and socioeconomic power relations of the people of this region to be studies and further link to the development policies so as to sustain the future of Everest tourism. Based on the discussions above, only further research and analysis can tell us more on the following research questions.

- a. What is the present trend and status of tourism in Solukhumbhu Districts?
- b. What are the problems and prospects of tourism in Solukhumbhu District?
- c. What is the economic role of tourism in the Solukhumbu District?

1.3 Objectives of the Study

The general objective of the study is to study on problems and prospects of tourism in Solukhumbhu district and other specific objectives are as follows.

- a. To explore the trend and present status of tourism in study area.
- b. To analysis the economic role of tourism in the study area.
- c. To assess the problems and prospects of tourism in study area.

1.4 Limitations of the Study

During the preparation of this thesis, the following limitation has encountered. The Study is broadly based on secondary source of information. It is difficult to approach to the concerned authorities to have discussions directly. The study is limited to data from 2011 to 2015. The data is based on data available from different published sources such as CAAN, NTB, MOTCA, NRB, ICAO, and UNWTO. So methodologies may vary between sources. It has been very difficult to obtain the required data from Nepal Tourism Board, because there is no legal compulsion to publish the result regularly for public information. The study in same causes suffered from the lack of relevant data as sought on classified as region wide basis. Most of the data are of secondary, likewise, Nepal tourism board, immigration and other sources of books.

1.5 Significance of the Study

In 1951 Nepal followed an open-door policy after the establishment of democracy, before that; there are no any proper records of tourism statistic in Nepal. During the period of Rana Regime, Late Mr. Tenzing Norge and Mr. Edmund Hillary made the history of Mount Everest on 29th may 1953, for the first time which caught the attention of international visitors. Officially Department of tourism in Nepal was established in 1996 under the act of tourism development and Nepal Tourism Board (NTB). After that, Nepal got the membership of UNESCO and Nepal's heritage sites were listed in UNESCO and were known to the world. And after knowing the fact that the Nepal has a tremendous future potential in tourism industry , it succeed to get the membership of the International Union of Official Travel Organization IUOTO, South Asian Travel for Commission, Pacific Area Travel Association PATA and American Society of Travel agents (Bhattarai 2003, 10).

The most economically potential growth sector of Nepalese economy is the tourism industry. Tourism can be summed up in Nepal's comparative advantage in three words: Nature, adventure and cultural beauty, the world's highest peaks Mount Everest, national parks rich in fauna and flora, exceptional trekking routes, snow-fed rivers, wonderful lakes and hospitable and rich in cultural and religious diversity as well. Out of 14 highest peaks on the earth, eight lies in Nepal including Mount Everest. Nepal has some of the best and bio-physically and culturally diverse trekking trails anywhere in the world along the mid-hills and the high Himalayas.

1.6 Organization of the Study

This thesis has provided a written account of the study and it has been structured in order to take account of academic best practice for constructing a thesis. Chapter one has provided an introduction to the study, statement of problems objective of the study, limitation of the study, significance of the study and organization of the study. Chapter two has provided Theoretical concept, International context, and National context of

tourism incorporate with reviewing relevant literatures, journal and article at the end of the study. Chapter three has described and justifies the methodologies used to address the research questions with includes research design nature and sources of data, sampling procedure, method of data presentation and analysis, questionnaire, observation interview, secondary data collection technique, method of data collection and technique and analysis of data. Chapter four has provided presentation and analysis of data and major findings of the study. Chapter five has included summary, conclusions recommendation of the study.

CHAPTER-II

REVIEW OF LITERATURE

2.1 Theoretical Concept of Tourism

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

Then, with the idea of an individual being temporary away from home for pleasure a purposes a significant feature of the use of the word 'tourist' came into being. In the middle age, merchants, explorers, pilgrims and students travelled in various places and despite the upheavals caused by the invasions of the Arabs, the Normans and the Hungarians, the movements of persons was far from ceasing completely: “Students attracted by the master minds of such renowned Universities of Bulgaria, Paris, Rome, Salmance, Cairo and Nalanda and Bikramshila in India Travelled after to hear them” (Upadhyay, 2003). Arayal (2005) made a study on the topic of “Economic Impact to Tourism in Nepal”. His focus of study is as to study the trend of tourist arrivals in the

country, contribution of tourism sector to the GDP, foreign currency earning through tourism and to review the tourism policy in Nepal. Arayal's study is completely based on the secondary information and uses regression analysis. This provided guidelines for development methodology for the present study. ILO took the initiative of drawing up a convention of paid holidays which required the member states to grant a paid holiday of a minimum paid holiday at six weeks per year (Kunwar, 2006).

Thus industrial revolution in the 19th century gave birth to a large and prosperous group in western Society. Industrialization grew and trade and commerce developed as result prosperous group became richer. Increasing industrial activities in turn gave rise to new settlement; town and cities were established to accommodate increasing number of labor force engaged in industries. Thus three major development ; increase in wealth of industrial society, development of means of transport and travel organization earned extraordinary growth of tourism during the last 50 years throughout the globe (Kunwar, 2006). Upadhyay (2008) in his article "Rural Tourism to Createequilable and growing Economy in Nepal" defines, "Rural tourism is a complex multifaceted activity.

It is not just farm based tourism. It concludes farm based holidays, eco-tourism, walking, climbing, adventure, sports, health tourism, hunting, fishing, educational art and heritage tourism like, to achieve maximum human welfare and happiness, through sustainable socioeconomic development of rural area, to reduce regional inequality and economic disparities and to contribute in poverty alleviation. Likewise he has recommended to government, Jargon development Board, Public, private and co-operative sector to pay their attention in time to develop rural tourism in Nepal. The official records do not indicate any planned approach regarding tourism till 1950.

The first study regarding tourism potential of the French government along the publication of "General plan for the organization of tourism in Nepal. Dhital, (2009), has studied the impact of tourism in female employment generation from different perspective to assess the contribution of tourism in Nepalese economy, and female

employment generation to recommend measures and strategies to development tourism industry as an important sector for employment generation. He adopted field survey and simple random sampling methodology selected 35 employers from various sectors of tourism field where 276 employers were working. Among them 14.1 percentages were working in basic level. 38 percent people in middle level and 13.28 percent in high level. Out of the total 110 sample were in between 20-30 years old and rest were above 30 years. He opined that male domination, sex harassment and abuse insecurity, social and family non co-operation traditional level of thinking etc. are the major problems faced by women employers.

Lack of quality education, job oriented training low salary and facilities, traditional social values, caste/religious system, lack of knowledge of foreign language are the problems to generate job opportunity for the women in tourism sector. Findings and recommendations are: proper training, job security, high scale salary, social freedom, gender equality, better education, family support are the basic requirements to generate more female employment opportunities in tourism. He also suggested that some of the legal provision should be changed in favor of female employment generation. Similarly, cottage and small scale industries related to tourism should also be increased and promoted to generate additional job opportunities for female. Most of the tourist prefer female services than male in shopping sector by 74.0% followed travel and tours by 71.8% and more than 60% in hotel and lodges. Hence, female employment in this sector is inevitable.

Out of total, 10.8% female visitors and 9.0% male visitors especially like the female services in every sector of tourism. Education and trainings are the major factors to generate female employment in various sectors of tourism. Ojha (2009), in his article “challenges of Tourism in Nepal” has discussed Nepal as an unanimous Shangrila for the rapid growth of global tourism. Rising from an elevation of 56 meters to 8848 meters above the sea level, possesses all the climate zones of the world from the bitter tundra vegetation to the hot tropical forestation, Nepal’s biodiversity is a reflection of physiographic climatologically and altitudinal variations (Ojha, 2009)

Nepal's combination of world class cultural and natural tourism attractions, including the rich heritage of the Kathmandu valley, culture diverse of Nepal, the beauty of Nepal Himalaya, super wildlife resource and hospitable mountain people ensure a destination well suited for international tourism. He has also stated that Nepal having famous tourist destination, world heritage site, historical monuments and natural beauty is not utilizing properly some of the identified problems of the development of tourism in Nepal are lack of tourist information centers, infrastructure, health services, water and sanitation proper accommodation in some places. Ineffective national plan and policy, fail to control over street vendors, lack of public awareness, lack of trained tourist guides, poor publicity campaign, lack of tourism packages variable price structure and presence of non-nepali in tourism business.

There are pertinent problems that need to be addressed properly. Government and its authorities only are seeking to show the inclined graph (increasing number), manipulating data's and interpreting as increment but really falls or other hand. Government and other business persons, now a days are only seeking quantity tourism but the national requirement is quality tourism. If quality tourism sustained it does not concerned with decreased number. Nepal will be grateful only if quality tourists made their destination as Nepal. Therefore government, its authority, concerned departments and concerned stakeholders must think for quality tourism as sustainable tourism. Joshi (2009) has presented that tourism can increase the opportunities for the rural poor in their own communities. It also has the potential to reduce rural out migration, to the urban areas, increase employment opportunities for the urban poor, and give them additional income to provide for their families in the rural areas.

Also tourism related skills gained by the urban poor could be applied in rural areas, helping to reverse the migration process. Tourism provides employment opportunities by diversifying and increasing incomes that help reduce the vulnerability of the poor. Through increased national income, additional funds can be diverted to poverty reduction programs and can be linked with local development. The receptive capacity and socio-

economic strength of the locals like that seen in Bandipur, Ghandruk, Ghalegaon, Dhampus, Sirubari is also equally important to establish any place as an attractive rural tourism destination. It demands several features and a committed, commanding and qualified leadership at the local level like Captain Rudra Man Gurung in Sirubari. So, tourism plays a number of important social and economic roles. It is commonly seen as an important form of community economic development with the place and scale of tourism placing significant pressure on heritage resources. There may be various factors which influence tourism socio-economic factors play a vital role to influence tourism. The factors consist 1) Leisure 2) Income 3) Mobility 4) Age 5) Education 6) Sex 7) Travel cost. Tourism has been, and is influenced mostly by economic considerations, such as holidays with pay and increase in real incomes.

Income is therefore the second important factor in the evolution of demand after leisure, level of income forms an important factor in influencing tourism as well as participation in recreational pursuits, many surveys have indicated that in almost every pursuit, participation increases with income. This is true with tourism also. The more affluent members of the society are the ones who travel most. Mobility is the third important factor in the evolution of demand. With the advancement of modes of transport, the mobility has greatly increased.

There is also the actual mobility, such as the motor car has provided. People are no longer restricted to a particular holiday center, as they tended to be when they mostly traveled by train. The communication systems have advanced tremendously. With the building of the new and fast roadway networks, the mobility has certainly increased in manifold. There are also great advances made in air travel, more particularly, for overseas holiday making. Tourists now can reach far-off holiday areas in a matter of hours. Age and sex also affect demand more and more young people are taking holidays now.

Younger participants more in travel because of more income. Education can be considered yet another important socio-economic factor, which influences the demand for travel. Broadly speaking the better-educated member of the population has a higher propensity to

travel. Besides, those with better education travel more often. Cost is another crucial factor, which influences the demand for travel. Cost factor can generate or hinder tourist flows to a particular country. Holidaying abroad is particularly influenced by it. The price levels for various tourist services are especially significant. Countries receiving tourists should be able to compete with the cost of holidays in the generating countries. In Europe, a large number of tourists are attracted to Spain and Italy.

In southeast Asia, Singapore and Bangkok offer low cost holidays and therefore, are very popular among tourists (Kunwar, 2010). Pokharal (2011) has presented that tourism is rapidly growing in Nepal which can be the largest economic industry for the intake of foreign currency if proper infrastructure development is maintained and security is generated.

Our country is still unknown to the several parts of the world as a sovereign country having natural panoramic scenarios including the highest peak in the world and dispersed cultural inheritances with dozens of culturally important places containing 10 world heritage cities. So, several modern advertisement mechanisms and publicity should be used in practice to make known to all the inhabitants of the world about the beauty of the nation. By the impact of tourism, now there is danger of transformation of our own culture into western one which should be checked to keep alive to our originality and the means of attraction of tourists.

Tourism not only brings money to the region, it also carries along with them a strong and visible lifestyle. Their dress, food habits and merry making style all bring some newness and uniqueness to the area of their visit. By nature, humans adopt new things or manners in which they feel comfortable. Sometimes, new habits are acquaintances from strangers just to get a new taste of course the economical aspects only should not be overemphasized. Everyday acquaintances with the foreigners and outsiders have made it easier to be familiar with the lifestyle of others.

They are able to comprehend the similarities and differences among the people representing various nations around their courtyard. Interaction and observation of this kind have lifestyle their level of thinking resulting is a positive mind set towards others and themselves. People have accepted some new favorable cultural trails regarding the diversification of men without cutting down their social values constituting their identity. Due to tourism, people are conscious about the heritage that has been preserved from many years.

The locals have slowly come to be aware about the secrets which is of interest for the people around the world. Consequently care and protection is supplied to the cultural heritage collectively by them. The Australian Economist Herman Van Schaller gave the first definition of tourism in 1910. According to him, tourism is "The sum total operations mainly of economic nature, which directly related to the entry, stay and movements of foreigners inside and outside a certain country, city or regions" (Ghimire, 2003). In 1942, two Swiss Professors Walter Hunziker and Kurt Krapf define tourism as: "Tourism is the sum of the phenomena and relationship arising from the travel and stay of non-resident, in so far as they do not lead to permanent residence and are not connected with any earning activity".

This definition is adopted by the International Association of Scientific Experts in Tourism (AIEST), which brings out the following three distinct elements of tourism. I. Involvement of travel by non-residents. II. Stay of temporary nature in the area visited. III. Stay not connected with any activity involving earnings. IV. According to Burkart and Medlik (2009) "tourism denotes the temporary and short term movements of people to destination outside the places where they normally live and work and their activities there".

Similarly some author describes tourism as a system. Tourism as systems consist of four interrelated parts-market, travel, destination and marketing. Market is the customer or potential customer. The second segment of tourism is travel, which includes where, when

and how to go. The third segment destination consists of attractions accommodation and amenities. These mix individually or jointly encourage traveling through the process of Marketing. According to league of Nation (1937) "Any person visiting a country, other than that in which he usually resides, for a period of at least 24 hours". According to William F. The bold. There are two different types of tourism definition each with its own rationale and intended usage: (I) Conceptual definition (II) Technical definition Conceptual definitions attempt to provide a theoretical framework which identifies the essential characteristics of tourism.

Technical definition provides tourism information for statistical purpose. The various technical definition of tourism provides meaning or clarification that can be applied in both international and domestic settings (Upadhayay, 2003:7). Finally, postulated that there are three approaches in defining tourism economic, technical and holistic. Economic definition view tourism as both a business and an industry. Technical definitions identify the tourist in order to provide a common basis by which to collect data. Holistic definition attempts to include the entire essence of the system. From above all definition, we conclude that "tourism can be defined as the science, art and business of attracting and transporting visitors, accommodating them and graciously catering their needs and wants".

2.1.1 Models of Tourism Demand

With the possibility of both important economic benefits and costs, it is therefore necessary to understand what makes some tourism industries more successful than others. The scale and underlying determinants of tourism on a national level is most often understood through models of demand. Single equation models of demand are the most common methodology employed. Admittedly, they lack the ability to yield certain parameters, such as crossprice elasticities, that are calculable with a systems-of-equations approach. However, systems-of-equations approaches are also subject to statistical limitations, such as the inability to correct for autocorrelation, a significant barrier to accuracy for most time-series studies.

Here, despite its limitations, the single equation approach will be utilized because it allows for easy inclusion of various independent variables and is more statistically accurate. While inherently imperfect, models for tourism demand have important implications for further research and policy-making by virtue of the realized impacts of variables and determined elasticity values. Sinclair's 1998 paper, "Tourism and Economic Development: A Survey," provides the most comprehensive and accurate overview of demand models for tourism. According to the summary information provided therein, single equation demand models appear in the functional form shown in Eq. $D_{ij}=f(Y_i, P_{i/jk}, E_{ij/k}, T_{ij/k}, DV)$

where i refers to the tourist origin country, j to the destination, and k to competing destinations. The dependent variable, D_{ij} , most frequently refers to demand by US tourists and is often measured in tourism receipts or arrivals accrued. The following explanatory variables are sometimes, but not always, included in various forms: Y_i , which refers to income per capita; $P_{i/jk}$, relative prices; $E_{ij/k}$, exchange rates; $T_{ij/k}$, transport costs; and DV , dummy variables. Unfortunately, previous studies have failed to determine which variable definitions are most appropriate, or have been limited in either the duration of their time-series data or their selection of a broad range of countries. The uses and importance of the different variables have also varied considerably. Income elasticities have often been the most significant variable in many demand models.

The first major paper on tourism demand, (Gray,1966), found US and Canadian per capita income elasticities for demand tourism demand overseas to be 5.13 and 6.6, respectively. To cite other studies with slightly different methodologies, Broomfield (1991) found income elasticities for tourism demand to Fiji to range from .18 to 8.1, depending on country of origin. For Malaysia, on the other hand, values from a similar analysis only ranged between .94 and 3.44 Shaw, S and Thomas, C (2006).

Thus, while income elasticity has previously been found to be significant, they can vary immensely depending on the given country of origin or destination.

The final primary category of variables, dummies, has also been historically insignificant in most analyses based on literature review. As a service industry and a luxury good, tourism can be subject to the influence of many factors that might not seriously impact other commodities. Whereas price fluctuations are of the greatest concern for other exports, the tourism industry is most concerned with creating and sustaining large numbers of tourist arrivals and expenditures. These key parameters could be expected to fluctuate considerably based on periods of growth or recession in the country of origin or the changing attractiveness of alternative destinations. As an example, terrorism is one particularly salient way for a dramatic change of tourist taste and preferences to occur. A substantial amount of work has already been done to test the rigor of this relationship, probably because it is relatively easy to identify and intuitively seems like an obvious source of reticence for tourist decision-making.

One would expect terrorist attacks to greatly impact choices made by consumers, as the perceived risk of traveling in a relatively dangerous country would weigh heavily on considerations of utility. Hence, consumers would choose alternative destinations less vulnerable to terrorism. Consequently, some researchers have tried to estimate the extent of terrorism's impact on tourism. Enders, Sandler, and Parise (1992) analyzed a 1974-1988 sample of European nations using an autoregressive integrated moving average (ARIMA). They found terrorism to have a significant impact on tourism receipts, implying decreased revenues for affected countries and shifting patterns to other destinations. (Eadigton, W.R. and Redman, M. 1991) employed a slightly different methodology and extended the cross-country analysis to Mediterranean nations. Using an autoregressive and seemingly unrelated regressions (SUR) model, they showed that some countries exhibit less vulnerability to changes in tourism given a terrorist event. Specifically, they find that tourism in Turkey and Israel is more sensitive to terrorism than tourism to Greece.

2.2 International Context

Today, tourism claims a lion's share of the world economy. According to some sources, international tourism alone is the third largest item in world trade, responsible for seven percent of global exports and monetary values higher than any national GNP save the United States (Harrison, 1994).

The Economist pronounced confidently that over one in ten jobs worldwide were supported by the tourism industry, with its share rising rapidly (Roberts, 1998). Whatever hazy definition of tourism and supporting data one espouses, there is no denying that the collection of activities known as tourism has become extremely important. Like most industries, tourism is still dominated by the developed countries. Since they are blessed with the highest incomes, developed countries correspondingly contribute the most international tourists to the world economy. However, as Harrison (1994) remarks, it is a slightly less explainable phenomenon that "In 1989, developed countries attracted 65 per cent of all international arrivals and 72 per cent of all tourism receipts...In other words, most international tourists live in developed countries and visit other developed countries"

This distinction can be important to note, as it implicates the extreme importance of tastes and preferences in consumer decision making over price considerations, since developed countries might often be more expensive to visit. In most cases, because of traditions, cultural and natural attractions, or other factors, developed countries remain the most preferred destination. Yet, while less-developed countries (LDCs) attract a relatively small minority of global travelers, one should not therefore infer that tourism plays a similarly unimportant role in their respective economies. In fact, tourism can have even more profound effects on small LDC economies than on developed countries with far more incoming travelers.

Quite simply, one more tourist arrival or foreign dollar will mean more to the economy of Dominica than France, for example. The importance of tourism is further exacerbated in

countries with relatively few primary exporting industries or those relying heavily on foreign visitors. Of course, the footprint of tourism varies widely among developing countries. Whereas many Caribbean economies rely almost exclusively on European and American tourists, some West African states of similar income levels may have extremely small tourism industries.

Nevertheless, it is essential to realize the significance of the tourism industry in almost every country, regardless of geographical location or income level. Of course, as with any issue, how one views the desirability of tourism growth is inextricably linked with one's socio-economic perspectives. Those who advocate tourism borrow from modernization theory, thereby viewing the industry as a source of comprehensive development arising not only from the direct consumption of goods and services but also corollary investments in capital, education, employment, and basic human services (Roberts, 1998).

On the other hand, critics of unbridled tourism expansion often employ some form of Marxist underdevelopment theory in defense of their position. As such, they argue the social and environmental costs resulting from an industry dominated by Western capital far outweigh the benefits. To these skeptics, according to Harrison (1994), "investment [in tourism] is followed by 'leakage' of foreign exchange, the jobs created in tourism are menial and demeaning, and the profits made from the labour of the poor in LDCs are repatriated to the West"

While the underdevelopment perspective offers important insights into issues developers should treat with caution, its simplistic denunciation of tourism ignores the benefits that accrue from the tourist industry. To most governments, the remunerations associated with mature tourist industries are self-evident, compelling them to sell the fruits of their country to foreigners who will spend money to enjoy them. Many countries, especially developing ones, have recently turned to tourism in the hope of capitalizing on perceived benefits.

It is understandable why, in the foreboding markets of many commodities, countries see the influx of foreigners as a boon to the economy, and one that can be relatively easy to achieve. However, as many have pointed out, the costs of tourism can also be considerable. In the process of attracting large numbers of tourists, most nations also have to make significant investments. A basic prerequisite level of infrastructure must be developed and maintained to attract meaningful numbers of tourists.

Most developed nations have already achieved such levels of advancement, so tourism is much easier to cultivate and can be encouraged more naturally. Developing nations, however, must make expensive improvements to airports, roads, accommodations, and civil services to facilitate the needs of incoming tourists. It may seem as though such achievements would be valued *prima facie* but many of these investments are specific to tourism and are not widely applicable to general citizen use (Roberts, 1998). Hence, if the tourists fail to come, significant civil expenditures could be judged an inefficient use of resources. Also, the opportunity costs of not encouraging other avenues of development must be considered.

Additionally, it has been posited that the expenditure effects of tourism can be inflationary, deplete national resources, and adversely affect wealth distribution. Furthermore, “leakages” can be considerable, especially in small, poor, and isolated economies. Leakages are defined as the phenomenon in which profits trickle out of the host country due to foreign ownership, the need to import large volumes of goods to satisfy the needs of travelers, and other unique circumstances. Ultimately, in many small tourist economies, income leakage can explain why countries with advanced tourist industries do not often see per-capita incomes rise considerably.

Kerstetter, Confer, and Graefe, (2009). investigated whether types of heritage tourists exist and, if so, whether they differ based on socio-demographic characteristics. This study found that tourists with an interest in visiting heritage or cultural sites (i.e.,

“heritage tourists”) tend to stay longer, spend more per trip, are more highly educated, and have a higher average annual income than the general tourists.

Formica and Uysal (2010) explored the existing markets of a unique annual event, the Spoleto Festival in Italy, that blends internationally well-known cultural exhibitions with historical settings. The behavioral, motivational, and demographic characteristics of festival visitors were examined by using a posteriori market segmentation. The results of 12 the study showed statistically significant differences between the groups in terms of age, income, and marital status.

Anderson, Prentice and Guerin(2011) researched the cultural tourism of Denmark. They chose several attributes, such as historical buildings, museums, galleries, theaters, festivals and events, shopping, food, palaces, famous people (writer...), castles, sports, and old towns. They identified the important attributes as being castles, gardens, museums, and historical buildings, when tourists made a decision to visit Denmark.

Richards (2012) focused on the marketing and development of European cultural tourism. He chose several attributes related to cultural/heritage destinations in order to analyze European cultural tourism. Especially, through analyzing these attributes, this article indicated a rapid increase in both the production and consumption of heritage attractions.

Glasson(2013) explained the impacts of cultural/heritage tourism and management responses through an overview of the characteristics of tourists to Oxford. This article highlighted the varying perspectives and dimensions of impacts on and tourist capacity of the city.

2.3 National Context

Nepal was closed to foreigners under the autocratic Rana Regime until 1951. The beginning of tourism in Nepal can be pointed to the first ever successful ascent of the mighty Mt. Everest on 29th May, 1953 by Tenzing Norgay and Sir Edmund Hillary.

Initially the majority of the tourists were Americans who were of the retirement age. In 1955, Nepal issued its first tourist visa on persistent request by Boris Lissanevitch. The legendary Russian hotelier pleaded to the then crown prince Mahendra to allow Thomas Cook & Son Ltd. to send tourists to Nepal. He even convinced a group of 20 tourists who were mostly females, to travel from Calcutta into Nepal.

The year 1965 showed a 40% increase in the arrival of tourists. The following years in late 60's drew in a new breed of tourists – 'The Hippies'. During the late 1960s the hippie trail started to take off. Almost 50% of the tourists were aged between 16 to 30 and followed a radical and liberal anti-war philosophy along with "mind-exploring" activities that involved experimentations with sex, drugs, religion. One of their major reasons to come Kathmandu was hashish was legal at the time.

The Hippie Trail was a tour taken by these hippies in the 1960s and 1970s from Europe/America to Asia, mainly India and Nepal. Their objective was to discover their inner-self and for this reason they wanted to stay away from their home as long as possible. They took the cheapest form of transportation like buses, trains and also hitchhiking. Hippie trail shows a popular route from Europe via parts of Asia to India and Nepal. Most of them would start their journey from Istanbul (Turkey) and ending it in Goa (India) or Kathmandu (Nepal). With the establishment of the Drug Enforcement Administration in 1973, hashish transaction was considered illegal. The hippie trail (new big thing) came to an end in 1979. With the Islamic revolution in Iran and the Russian invasion of Afghanistan, they closed the overland route to western travelers.

During 1975 – 1991, Nepal was the hot spot for holiday makers, adventure seekers and cultural tourists. The tourist count increased from 100,000 to 300,000 in a year. In 1998 Nepal celebrated "Visit Nepal 98" to strengthen Nepal tourism. There was a fall in Nepal tourism with the hijacking of an Indian Airlines Plane from Tribhuvan International Airport on 24th December 1999. 2001 saw one of the worst events in Nepal – The royal massacre, in which our beloved King His Highness Birendra Bir Bikram Shah Dev and

his entire family were mysteriously murdered. Nepal tourism despite having a longer history has really developed since 1950s. Tourism has now emerged as a major contributor to the country's economy. Figures released by the Ministry of Culture, Tourism & Civil Aviation show that the number of tourists has increased from 602,855 in 2010 – 2011 to 803,092 in 2011 – 2012. With the world's largest mountain range 'the Himalayas', the tallest peak, Mt. Everest, and many areas of untouched nature to offer Nepal attracts many tourists, trekkers and climbers and has become one of the hottest destinations for tourism.

Besides the death and destruction, last year 2016 earthquake has dealt the most devastating blow to Nepal's tourism industry. Hotels are damaged, trekking routes have been wiped out, and Kathmandu's World Heritage sites lie in ruins. In the first weeks after the disaster, flights out of Nepal were full of tourists, and then came the cancellations of booking, not just for May but for the rest of the year. Many hotels in Thamel have zero occupancy, although some of the bigger hotels have relief workers, aid agency representatives and crew of rescue flights.

Despite this, tourism entrepreneurs, experts and officials believe that the impact of the Gorkha Earthquake will not be long-term, and such is the draw of Nepal, its mountains and people that tourists will start coming back from the autumn season. In fact, this newspaper has started social media campaign VisitNepalAutumn2015, advising those who want to help Nepal to come here, go on long treks, use homestays and help create jobs.

After the earthquake, several countries warned their citizens not to visit this country except if they were involved in rescue and relief. Today, Thamel wears a deserted look, the Everest Trail and other trekking routes are abandoned, and even Pokhara, where there wasn't much damage, is largely empty. Hotel owners, trekking companies and travel agents say tourism may actually start picking up even during the monsoon, since that is the ideal time to visit Manang, Mustang and Dolpo, which are in the Himalayan rain

shadow. Tibet-bound transit tourists would also be making stopovers, as in previous years. “Nepal has a niche adventure tourism market and that category of visitors will not be deterred for long,” says Yogendra Shakya of the Hotel Association of Nepal (HAN). “We just need to spread the word that our infrastructure is intact and ready before the autumn season.”

But he admits that there will still be residual hesitancy about visiting Nepal. “No matter how well we promote Nepal’s tourism and say all is well here, they will still have their doubts,” he says, stressing on the need for a creative promotion strategy. “For example, this would be the time for our prime minister to invite Indian Prime Minister Narendra Modi to visit Janakpur, Lumbini and Muktinath where he could not go last time,” Shakya says. “It would send a strong message to Indian pilgrim tourists and the world that Nepal is open for business.” The international community has gone out of its way to help Nepal, and tourism entrepreneurs say that could be Nepal’s strongest selling point. We just need to convert that goodwill into a willingness to visit.

The government can actively promote trekking areas of the country not affected by the earthquake, pilgrimages, and conference tourism to get the industry back on its feet. “Tourists should not be worried about Nepal, in a few months the hotels and infrastructure will all be restored,” says former HAN president, Shyam Lal Kakshapati. In fact, 90 per cent of the hotels are not damaged, and many that are can be repaired and retrofitted.

A government committee has inspected 15 hotel buildings, and only one of the wings of the Kathmandu Guest House in Thamel has a red sticker. All five-star hotels in the capital have got safe green stickers. Amar Shakya, a member of the committee, says inspection was halted after the 12 May aftershock and will resume. “Our preliminary inspection shows most hotel buildings have not suffered structural damage,” he says. The government has already formed a Tourism Recovery Committee in partnership with

HAN and Trekking Agencies Association of Nepal (TAAN) to repair damaged trekking routes, heritage sites and promote safe tourism destinations.

Ojha (2009) has discussed Nepal as an unanimous shangrila for the rapid growth of global tourism. Rising from an elevation of 56 meters to 8848 meters above the sea level, possesses all the climate zones of the world from the bitter tundra vegetation to the hot tropical forestation, Nepal's biodiversity is a reflection of physiographic climatologically and altitudinal variation. Nepal's combination of world class cultural and natural and natural tourism attractions' including the rich heritage of the Kathmandu valley, culture diverse of Nepal, the beauty of Nepal Himalaya, super wildlife resource and hospitable mountain people ensure a destination well suited for international tourism.

He has also stated that Nepal having famous tourist destination, world heritage site, historical monuments and natural beauty is not utilizing properly same of the identified problems of the development of tourism in Nepal are lack of tourist information centers, infrastructure, health services, water and sanitation proper accommodation in some places. Ineffective national plan and policy, fail to control over street vendors, lack of public awareness, lack of trained tourist guides, poor publicity campaign, lack of tourism packages variable price structure and presence of non-nepali in tourism business. There are pertinent problems that need to be addressed properly. Government and its authorities only are seeking to show the inclined graph (increasing number), manipulating data's and interpreting as increment but really falls or other hand. Government and other business persons, now a days are only seeking quantity tourism but the national requirement is quality tourism. If quality tourism sustained it does not concerned with decreased number. Nepal will be grateful only if quality tourists made their destination as Nepal. Therefore government, its authority, concerned departments and concerned stakeholders must think for quality tourism as sustainable tourism.

Joshi (2009) has presented that tourism can increase the opportunities for the rural poor in their own communities. It also has the potential to reduce rural out migration, to the

urban areas, increase employment opportunities for the urban poor, and give them additional income to provide for their families in the rural areas. Also tourism related skills gained by the urban poor could be applied in rural areas, helping to reverse the migration process.

Tourism provides employment opportunities by diversifying and increasing incomes that help reduce the vulnerability of the poor. Through increased national income, additional funds can be diverted to poverty reduction programs and can be linked with local development. The receptive capacity and socio-economic strength of the locals like that seen in Bandipur, Ghandruk, Ghalegaon, Dhampus, Sirubari is also equally important to establish any place as an attractive rural tourism destination. It demands several features and a committed, commanding and qualified leadership at the local level like captain Rudra Man Gurung in Sirubari. So, tourism plays a number of important social and economic roles. It is commonly seen as an important form of community economic development with the place and scale of tourism placing significant pressure on heritage resources.

Kandel (2011) has explained that the village tourism is a new concept converted and implemented as part of ecotourism in Nepal. Village tourism emerged as a response to the negative effect that mass tourism has had on the culture and geography of countries. In reality, it is a culturally and environmentally sensitive travel that contributes to conservation and management of natural areas for sustainable economic development (Gayan & Brijesh, 2006). It has been touted as an attractive sustainable development alternative to mass tourism for two main reasons. The first is that it has fewer negative impacts on natural resources than mass tourism, while the other reason is that village tourism related activities can enhance conservation of natural resources, community development and overall socio-economic improvement of the area. However, village tourism has long term social influences on such community. Many local traditions and habits have come under the influence of western tourists. As a result, generations old traditions and cultures have been negatively impacted in many areas. This is common

among porters and trekking guides of the younger generation who come into direct contact with tourists, to the extent that some of them leave the country to go to the West and work. The increased use of drugs and growth of criminal activities are also linked to tourism (Gurung 2007).

The word rural literally means countryside or village which is located far from urban area. In Nepal, most of the people living in villages are poor and are not getting equal access to mainstream of development due to various factors. Poor economic condition is one of them. It is, therefore, in order to raise the economic condition of the rural people, rural tourism was considered as one step solution.

Upadhyay(2012) has discussed about the Rural tourism to create equitable and growing economy in Nepal. He defines, Rural tourism is a complex multifaceted activity. It is not just farm-based tourism. It includes farm based holidays, eco-tourism, walking, climbing and tiding, adventure, sports, health tourism, hunting, fishing, educational art and heritage tourism and ethnic tourism, in this article, he states the main objectives of the rural tourism like; to achieve maximum human welfare and happiness, through sustainable socio-economic development of rural area, to reduce regional inequality and economic disparities and to contribute in poverty alleviation and attainment millennium development goals. He concludes that rural tourism is Nepal's oil and key for poverty alleviation, likewise, he has recommended government, Tara Gaon Development Board, public, private and cooperative sector to pay their attention in time to develop rural tourism in Nepal.

Gautam (2013) has discussed about the Tourism as a leading Sector in Economic Development of Nepal. He has opined that many countries have made various attempts to promote tourism industry as a means of economic progress. The economy of Nepal lacks in terms of industrialization some further alternative is to be found which can induce the process of industrialization to put the path of rapid economic development, to study the scope for global linkage of the Nepalese economy with special reference to tourism. He

has suggested that tourism sector has the potential to link the backward Nepalese economy with the forward economic and to induce the other sector of the economy.

Dhital (2014) has studied the impact of tourism in female employment generation from the contribution of tourism in Nepalese economy, and female employment generation to recommended measured and strategies to development tourism industry as an important sector for employment generation. He adopted field survey and simple random sampling methodology selected 5 employers from various sectors of tourism field where 275 employers were working.

Among them 14.1 percent were working in basic level. 38 percent people in middle level and 13.28 percent in high level. Out of the total 110 sample were in between 20-30 years old and rest were above 30 years. He opined that male domination, sex harassment and abuse insecurity, social and family non co-operation traditional level of thinking etc. are the major problems faced by women employers. Lack of quality education, job oriented training low salary and facilities, traditional social values, caste/religious system, lack of knowledge of foreign language are the problems to generate job opportunity for the women in tourism sector. Findings and recommendations are: proper training, job security, high scale salary, social freedom, gender equality, better education, family support are the basic requirements to generate more female employment opportunities in tourism. He also suggested that some of the legal provision should be changed in favor of female employment generation.

Similarly, cottage and small scale industries related to tourism should also be increased and promoted to generate additional job opportunities for female. Most of the tourist prefers female services than male in shopping sector by 74.0% followed travel and tours by 71.8% and more than 60% in hotel and lodges. Hence, female employment in this sector is inevitable. Out of total, 10.8% female visitors and 9.0% male visitors especially like the female services in every sector of tourism. Education and trainings are the major factors to generate female employment in various sectors of tourism.

Sharma (2015) has discussed about the Rural tourism in Nepal: measures to minimize its negative impact. In this research presented the concept and present situation of rural tourism in Nepal and other countries. Similarly, he has suggested measures to minimize possible negative impact, which are useful to develop the rural tourism in Nepal. Tourism links unique natural resources with an exciting living cultural heritage and friendly and hospitable people.

Pradhanang (1993) has inquired about the tourists consumption pattern and its economic impact on employment, export and national revenue. It has analyzed the direct, indirect and induced effects of tourist expenditure along with the backward and forward linkages of tourism. In addition; it has examined the impact of import and export of goods and services and generation of employment thus found to be detail for the economic impact analysis.

It provides significant potential to use nature -based tourism as a low-cost, ecofriendly alternative to support socio-economic growth and fight poverty. It is safe to assume that the center (Kathmandu) benefits disproportionately from incoming tourism. Much of the tourists' dollar remains in Kathmandu and little finds its way into other parts of the country. There exists a situation of core-periphery dependency in which the Centre controls to a very considerable extent the distribution of tourism around Nepal, accumulating most of the income generated, organizing much of the travel activity in prepared packages and supplying 23 many of the needs from the center so that benefits flowing out to rural areas and towns are limited.

There may various factors which influence tourism socio-economic factors are playing vital role to influence tourism. The factor consist 1. Leisure 2. Income 3. Mobility 4. Age 5. Education 6. Sex 7. Travel lost. Tourism has been, is influenced mostly by economic considerations, such as holidays with pay and increase in real incomes. Income is therefore the second important factor in the evolution of demand after leisure, level of income forms an important factor in influencing tourism as well as participation in

recreational pursuits, many surveys have indicated that in almost every pursuit, participation increase with income. This is true with tourism also. The more affluent members of the society are the ones who travel most. Mobility is the third important factor in the evolution of demand. With the advancement of Modes of transport, the mobility has greatly increased. There is also the actual mobility, such as the motor cat has provided.

2.4 Research Gap

Research gap focuses that the researcher how much trying to give new things from his/her study with compare to previous studies held by different researcher. Due to changing the time and circulation of environment the previous and present may be different in many ways. This is a research gap between the present research and previous research. Though many affiliated researchers have been done in this area but these have been very few exclusive researchers on this subject. This study may be a new study in this field and no study has been made in these topics in Nepal.

CHAPTER-III

RESEARCH METHODOLOGY

This study employs various methodologies since there is no single methodology sufficient to this type of research work.

3.1 Research Design

Research design is helpful to manage the evidences and enquires of the study in appropriate order within the given time frame and to interpret the dat. This study is based on exploratory and descriptive research design. In exploratory research design the study include the facts and phenomenon of the study area.

3.2 Nature and Source of Data

This study is based on qualitative and quantitative data. The source of information basically focused on primary data through observation, Interview and questionnaire survey. The Secondary data has been collected form Reviews of Literature and Reviews of Related studies.

3.3 Sampling Procedure

This study includes local people, experts, teachers and the sample units are selected as:

Table 3.1
Sampling Area

S.N	VDC Name	Respondents
1	Garma	30
2	Tamakhani	10
3	Khumjung	35
4	Chaulakharka	10
5	Salleri	15
Total		100

Source: Field Survey, 2016

In this study the sample units of 30 were taken from ward no. 1, 10 from ward no. 2, 35 from ward no. 3, 10 from ward no 4 and 15 from ward no 9 respectively are selected for this research. Sampling unit of the study are given in table 3.2.

Table 3.2
Sampling Units

S.N	Variable	Respondents
1	Local People	40
2	Hotel Businessman	35
3	Government Officials	25
Total		100

Source: Field Survey, 2016

In this study 40 of local people, 30 Hotel Businessman and 25 government official were used for data collection.

Questionnaire

The study has undertaken the structured, semi-structured and unstructured questionnaire to explore the information on problems and prospects of tourism. For these, the study is based on questionnaire form local people, hotel businessman and government officials.

Observation

Research involved in the observation to record the different information related problems and prospects of tourism in Solukhumbhu district. To accomplish the task both participant and quasi-participant and observation of tourist places, local people, customs, feasts and festivals, other activities.

Interview

In this study field visit interview, direct personal interview are undertaken with local people, some experts, and teachers to collect their opinion on problems and prospects of tourism in Solukhumbhu.

Secondary Data Collection Technique

Secondary data are obtained through sources like Nepal tourism board, Central Bureau of Statistics (CBS), central Library of Tribhuvan University and from various websites.

3.4 Methods of Data Collection and Technique

The data analysis is the main part of the study. There are two types of data analysis methods; in quantitative analysis data is tabulated form in database system, worksheet and interpreted by using simple statistical tools. In qualitative analysis, it represents the personal feelings and experiences which are presented in sentences in the process of data analysis then researcher classified and tabulated data, which he had collected, through the various sources. In this study data are collected and tabulated manually for different types of data different tables are prepared. Simple statistical tools were used such as percentage, tables, diagrams and pie chart. To fulfill the study objectives of the study data were analyzed descriptively.

3.5 Analysis of Data

Based upon the sample units selected the analysis is made by questioning local people, hotel businessman and government officials. The primary and secondary data collection techniques are adopted. Similarly, observation is made including participant and query participant, tourist places, local people, customs, feasts, cultures and other activities. Direct interview is undertaken with local people, experts and teachers to collect opinion on problems and prospects of tourism in Solukhumbhu district. Arrangement of data is done from district development plan, field survey and e-popinfo. Nepal. The data obtain is presented is the table format on the basis of percentage analysis.

CHAPTER-IV

PRESENTATION AND ANALYSIS OF DATA

4.1 Introduction of the Study Area

Solukhumbu District, a part of the Sagarmatha Zone is one of the seventy-five Seventy five districts of Nepal a land luck country of South Asia. As the name suggests, it consists of the sub regions Solu and Khumbhu. The district, with Salleri as its headquarters, covers an area of 3,312 km² and had a population 107,686 in 2001 and 105,886 in 2011. Mount Everest is in the northern part of this district, within Sagarmatha National Park. Indigenous ethnic Rai and hill Caste Chhetri are the main groups living in the mid-hills, while Sherpa's occupy high mountains. There is a notable hiking trail known as the Solukhumbu Trail (NTB, 2016).

i Demographic Situation

Demographic situation is key determinants of the demand for the social services including health, education and communication. This chapter describes population structure settlements, social aspect and institutional status of the study area.

ii Population in Solukhumbhu District

Demographically Solukhumbhu district is moderate densely populated in Sagarmatha Zone. Most part of the study area surrounded by Tourism sector. The population census 2011 shows that the total population of 105,886 whereas 35 Village Development Committee. They are, Bafa Waku, Basa, Beni, Bhakanje, Bung, Chaulakharka, Chaurikharka, Chheskam, Deusa, Garma, Goli, Gorakhani, Gudel, Jubing, Jubu, Kaku, Kangel, Kerung, Khumjung, Loding Tamakhani, Lokhim, Mabe, Mukali, Namche, Necha Batase, Necha Bedghari, Nele, Panchan, Salleri, Salyan, Sotang, Takasindu, Taping and Tingla (Chand, 2000).

4.2 Trend and Present Status of Tourism in Solukhumbu District

The number of tourists visiting the Khumbu area of Solukhumbu district in Nepal has slightly gone down. A total of 35,245 tourists visited the Khumbu area in the fiscal year 2070-71 BS while it was 36,650 in the fiscal year 2069-70 BS. The inflows rate of tourist is decline by 3.84% causes of Earthquake and roads, hotel, etc. According to the Sagarmatha National Park, Namche, the highest number of tourists from the third world countries visiting the areas was from Australia during the period. Similarly, the highest number Indian tourists from SAARC countries visited the area during the last fiscal year.

Tourists from Maldives, Pakistan, Shree Lanka and Bangladesh also visited the Everest region. Likewise, Langtang National Park in Nepal recorded more than a quarter of a million visitors. More than 260,000 tourists visited the mountainous Rasuwa district of Nepal since the establishment of Langtang National Park in 1975. The Langtang National Park is the fourth national park in Nepal and was established in 1975 as the first Himalayan national park.

According to the National Park Office, as many as 259, 887 tourists visited the Langtang, Gosainkunda and other tourism areas in the district. The National Park started keeping the records of the tourist arrivals since 1978 and collected revenue around Rs. 292 million so far. Tourists from different 36 countries including the China, India, USA, Germany, Japan, Australia, Israel, and India have visited the district, informed the Park administration. Khumbu and langtang region are most popular destinations for trekkers visiting Nepal.

Lukla Airport

Lukla Airport also known as Tenzing Hillary airport located at the elevation of 2860 meters which is the most dangerous airport in the world. This Is the small airport in the town of Lukla in Solukhumbu district. Sagarmatha, zone, eastern Nepal. The airport is very popular Because lukla is the place where most of the Everest is start from here. Here are daily flights from Kathmandu during daylight time in good weather. The flight is very

short from Kathmandu but due to the bad weather and other technical problems flight can be delay.

Namche bazzar

Namche Bazer located at the altitude of 3440 meters in the solukhumbu district. A Sherpa community village Namche Bazzar is the main getaway for Everest Trekking, pick Climbing, Expedition or others activities in Everest region. Namche bazzar is the Point especially for altitude acclimation for high Himalaya. The village is full of the lodges, catering for visitors as well as numbers of internet cafes, making it one of the few places in the region where trekkers can access the internet. The main street into the village is lined with Tibetan run handicraft stalls and stores. Most of the goods are available in Kathmandu, but certain woolen items are made locally. Also, check for anything special that has been carried over from Tibet.

Tengboche Monastery

Tengboche Monastery is another attraction of the Everest region. Located at the altitude of 3867 meters Tengboche is an important Buddhist monastery in the mountains of the Himalayan Kingdom of Nepal. Tengboche is famous because of its spectacular and unique location. It lies on the main route to the Base Camp of Mount Everest and offers the first clear views of the highest mountain in the world. The Tengboche monastery was established in its present site by Lama Gulu in 1916 and has strong ties with the Rongbuk monastery in Tibet. Although there are older village monasteries in the area Tengboche was the first celibate monastery and follows the Nyingmapa lineage of the Vajrayana Buddhist teachings. Tengboche has been destroyed and rebuilt twice. In 1934 an earthquake caused severe damage and on the 19th January 1989 the monastery burnt to the ground. The fire was so intense that nothing of worth could be recovered. Most of the monastery's precious old scriptures, statues, murals and woodcarvings were lost. Even the famous stone in which Lama Sangwa Dorje left a foot print cracked in the tremendous heat. Today Tengboche Monastery stands again rebuilt by local craftsmen, the monks and

Sherpa community with help from the Sir Hillary and the Himalayan Trust, the American Himalayan Heritage Foundation and many international well-wishers.

Kalapattar

Kalapattar (The black rock) is the main view point of the Everest trekking. Located at the attitude of 5555 meters Kala Patthar provides a panoramic vision of the surrounding mountains and the esmerizing Gokyo Lakes. From Kala Patthar (17192 ft/5242m) we get the closest view of Mount Everest and its surrounding peaks. The Kala Patthar plateau is also a historic site as the 'World's Highest Cabinet Meeting' was organized by the Nepalese Government over here on 4th December 2009.

Everest base camp

Everest Base Camp (5360 meters) is probably the best Trekking route in the world. Every year thousands of trekkers visited the Everest base camp. Famous for its spectacular mountain peaks and the loyalty and friendliness of its inhabitants (the Sherpas), the Everest region (Khumbu) is one of the most popular destinations for tourists in Nepal. Not only for trekking Everest has big history of climbing.

Gokyo Lake

Gokyo Lake located at the altitude of 4700 meters in Khumbu Himalaya. It is considered sacred lake both Hindus and Buddhist. In festival of Janaipurnima about the 500 Hindus take the over the Gokio Lake. The Gokyo area is almost the popular tourist destination leading towards the Everest Base Camp.

Mount Everest

Mount Everest (8,848 meters) also known as Sagarmatha in Nepali is the highest mountain in the world. It was first climbed by Edmund Hillary from New Zealand and Tenzing Norgay Sherpa from Nepal in in 1953.

4.2.1 Trend of Tourist Arrival on the Basis of Nationality

Table 4.1

Trend of Tourist arrival on the basis of Nationality

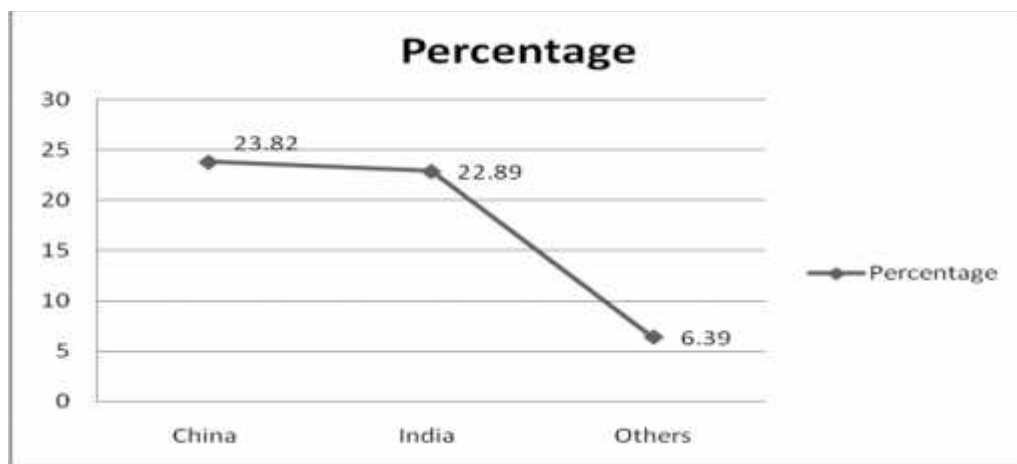
Year	Countries	Number of tourist	Trends	Percentage
2013/14	China	11739	Decreasing	23.82
2014/15	China	9476		
2013/14	India	9382	Decreasing	22.89
2014/15	India	7634		
2013/14	Others	7353	Decreasing	6.39
2014/15	Others	6912		

(Source: NTB, 2016)

The tables show that, the tendency of tourist arrival in Nepal in the fiscal year 2013/14 and 2014/15 by the nationality. The above statement depict that the entire countries tourist arrival tendency in the year 2013/14 to 2014/15 had been decreasing by 23.82 % of the tourist from the China and 22.89% tourist from the India and 6.39% tourist from the other countries to the Nepal.

Figure 4.1

Trend of Tourist arrival on the basis of Nationality



The earth quake is the main cause of reducing tourist arrival tendency in Solukhumbhu district so that, the government of Nepal and Nepal Tourism Board have coordinated with concern sector and aware towards the coming visitors and declared by the tourism sector have safe in Nepal by using advertising, in print and digital medias as a result the inflows of tourist arriving tendency would be expected to increase in the coming days.

4.2.2 Religion Tendency in Solukhumbhu District

The mix of religion in Solukhumbhu district is shown in table 4.2.

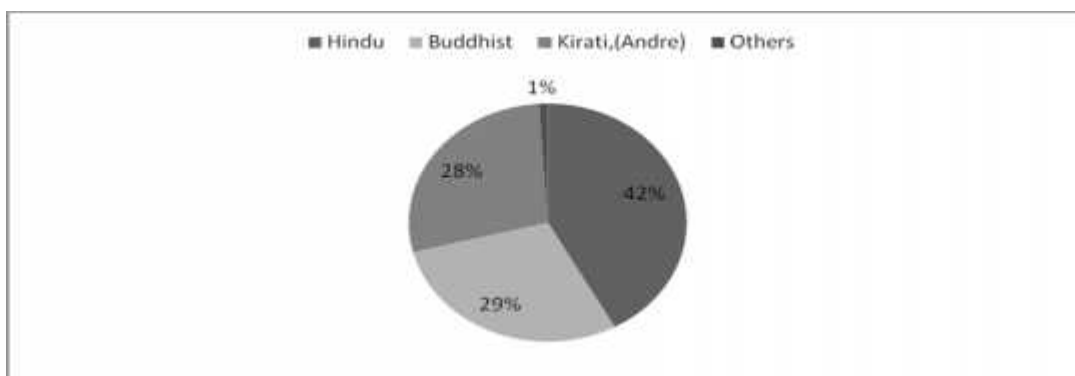
Table 4.2
Religion Tendency in Solukhumbhu District

S.N	Religion	Percentage
1	Hindu	42
2	Buddhist	29
3	Kirati,(Andre)	28
4	Others	1
		100

Source: District Profile,Solukhumbu

The figure indicate that 42% people lived on Hinduism and 29% people lived on Buddhist and 28% lived in Kirati and rest (1%) percentage lived in other religion's people in Solukhumbhu district.

Figure 4.2
Religion Tendency in Solukhumbhu District



Source: District Profile

4.2.3 Caste and Ethnic Groups trends of the Solukhumbhu District

Table 4.3

Caste and Ethnic Groups trends Solukhumbhu District

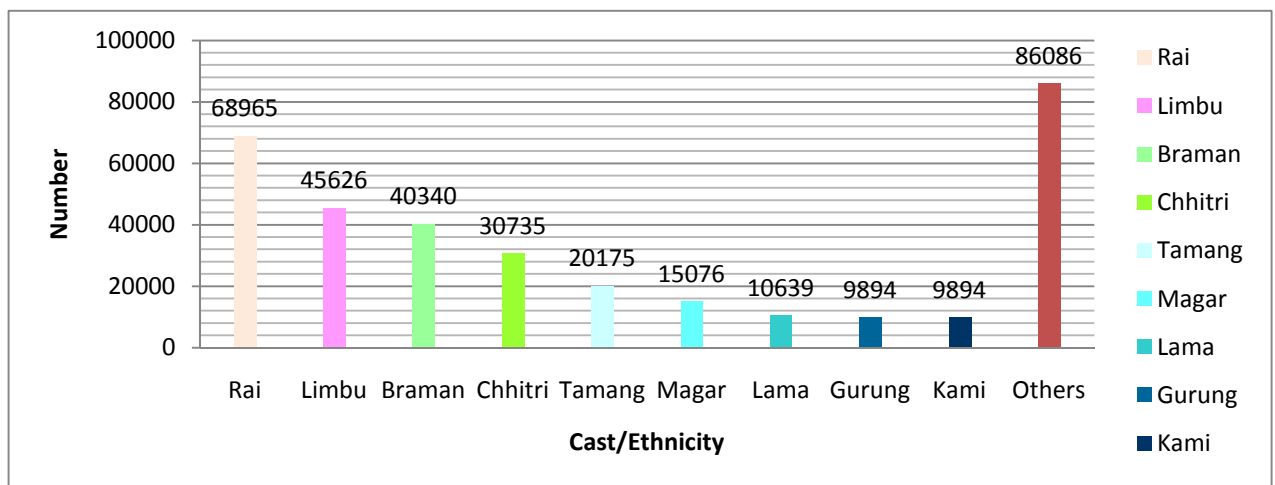
Cast/Ethnicity	Number	Percentage
Rai	68965	20.4383131
Limbu	45626	13.5216193
Braman	40340	11.9550722
Chhitri	30735	9.10855585
Tamang	20175	5.97901787
Magar	15076	4.46788964
Lama	10639	3.15295024
Gurung	9894	2.93216371
Kami	9894	2.93216371
Others	86086	25.5122544

Source: District Profile of Solukhumbu

Table 4.3 depicts that the Caste and Ethnic groups are present where the highest number of population of Rai, Limbu, are 20.44,13.53 respectively.

Figure 4.3

Caste and Ethnic Groups Trends in Solukhumbhu District



Source: District Profile of Solukhumbu

In Solukhumbhu District there are 63 castes among them the Major caste and their number are present above figure. Baraman 11.96, Chetree 9.11 and rest Tamang, Magar, Lama, Kami, Gurung Kami and others are 5.98, 4.47, 3.16, .2.93, 2.93, 25.51 respectively in Solukhumbhu District.

4.2.4 Status of Household Head by Age Group in Study Area

The status of household by age group is given in Table 4.4.

Table 4.4
Status of Household Head by Age Group

Age	Population		Total
	Male	Female	
10-15	32	32	64
15-59	41485	10586	52071
Above60	6821	1346	8167

Source: District Profile of Solukhumbu

Table 4.4 the house hold head by age group. In the table in Solukhumbhu. There are 64 house hold are 10-14, 52071 house hold head are 15-59 age group and rest house head are above 60 age. The data is taking from Nepal government website e-popinfo.nepal.

4.2.5 Educational Status of Study Area

The education status of study area is given in Table 4.5.

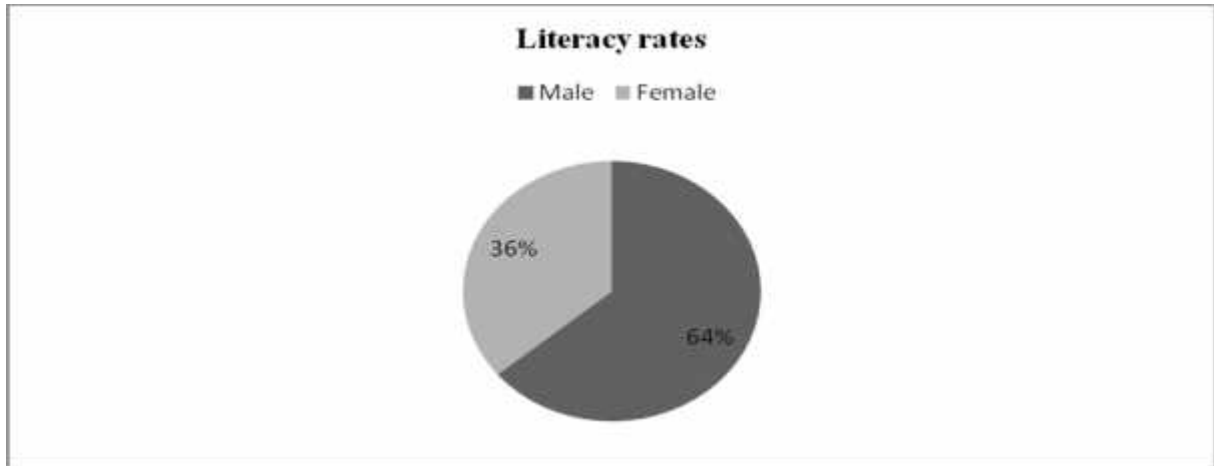
Table 4.5
Literacy Rates

S.N	Literacy rates	Percentage
1	Male	64
2	Female	36

Source: District Profile of solukhumbu

The table and figure show that 62% male are literate and rest 38% male are illiterate. Similarly, 36%Female are literate and rest percentage female are illiterate in Solukhumbhu district.

Figure 4.4
Literacy Rates



Source: District

In figure 4.4 shows that the literacy rates in Solukhumbu districts is male is literate greater than female.

4.2.6 Occupational Status in Study Area

The occupational status in study area is given in Table 4.6

Table 4.6
Occupational Statuses in Study Area

S.N	Occupation	Number of Respondent	Percentage
1	Agriculture	25	25%
2	Tourism Business	50	50%
3	Job(gov.)	10	10%
4	Labour	10	10%
5	Other	5	5%
		100	100%

Source: Field Survey, 2016

The table shows the occupational status in Study Area. Among 100 respondent 50 percent are involved in Tourism Business where only 10 percent are involved in labor rest

respondent are involved in Agriculture and government job and other which percent is 25, 10 and 5 respectively.

Figure 4.5
Occupational Status in Study Area



Source: Field Survey, 2016

4.2.7 Role of Organization in the Development of Tourism

Table 4.7 shows the role of organizations in order to promote the tourism in Solukhumbhu district. 45 percent people said that there should be vital role to be played by government agencies, 15percentage respondents emphasized on the role of non-government agencies and rest of the 30 percentage informants focused on the important role of Local Institutions and least percent support all of the above alternatives to promote the tourism in the study area.

Table 4.7
Role of Organization

S.N	Variables	Respondent	Percentage
1	Government agencies	45	45%
2	Local Institutions	30	30%
3	INGOs	15	15%
4	All of Above	10	10%
Total		100	100%

Source: Field Survey, 2016

Figure 4.6
Role of Organization



Source: Field Survey, 2016

4.2.8 Role of Rural Tourism Employment Creation

Role of rural tourism employment creation is in given Table 4.9.

Table 4.8
Role of Tourism Employment Creation

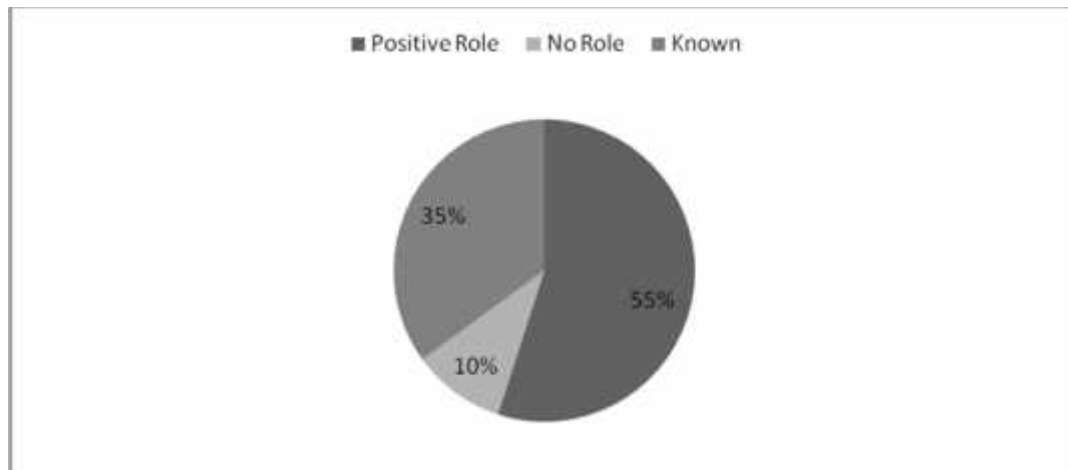
S.N	Variables	Respondent	Percentage
1	Positive Role	55	55%
2	No Role	10	10%
3	Known	35	35%
4	Total	100	100%

Source: Field Survey, 2016

Table 4.8 shows the role of rural tourism that helps to the employment. 55 percent respondents reported that tourism played the positive role, 10 percent reported that there is no role of tourism to reduce the poverty whereas 35 percent respondents do not have any idea whether it has played any role of not in order to poverty alleviation In Solukhumbhu district there are some high standard hotels so researchers have taken only 10 hotels information during field study. Out of 10 hotels 30% suggested in favor of

government supportive policies to endorse tourism in the study area similarly 20% emphasized over the increase of hotel facilities. 20% hoteliers emphasized over the advertisement and remaining 10%, 10%, 10% suggested in local people should be active, road facility, and training to local people respectively.

Figure 4.7
Role of Tourism Employment Creation



Source: Field Survey, 2016

4.2.9 Hoteliers Opinion for the Development of Tourism in Solukhumbhu District

Hoteliers opinion for the development of tourism is given in Table 4.9.

Table 4.9

4.3.6 Hoteliers Opinion for the Development of Tourism in Solukhumbhu District

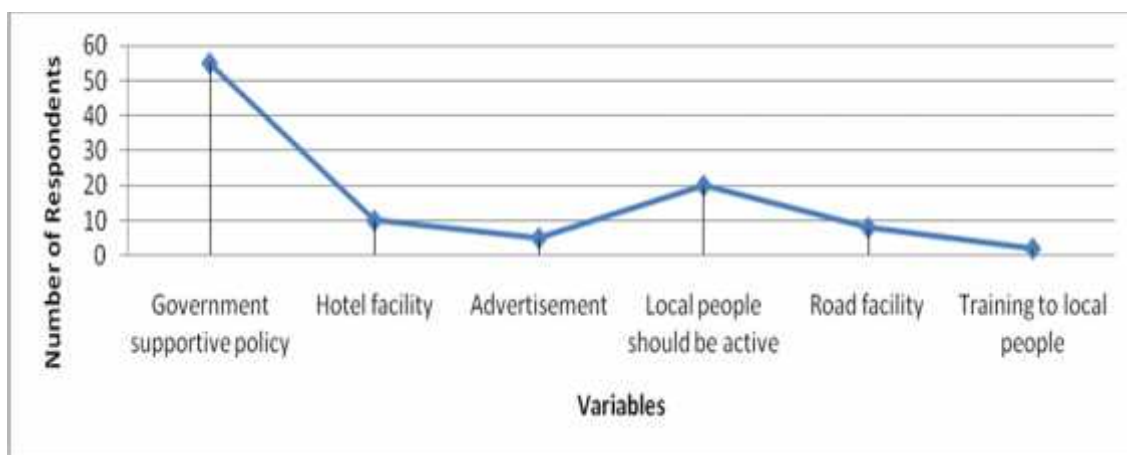
S.N	Variables	No. Respondents	Percentage
1	Government supportive policy	55	55%
2	Hotel facility	10	10%
3	Advertisement	5	5%
4	Local people should be active	20	20%
5	Road facility	8	8%
6	Training to local people	2	2%
Total		100	100%

Source: Field Survey, 2016

The table indicate that most of the respondents (i.e. 55%) agree on the government supportive policy above statement and least percent i.e. 2% agree on Training to Local People. Similarly, 20% believe on Local people should be needed to active and 10% respondents express on hotel facility and rest road facility and advertisement are 10 and 8% respectively.

Figure 4.8

Hoteliers Opinion for the Development of Tourism in Solukhumbhu District



Source: Field Survey, 2016

Above table and figure depict the statement of Solukhumbhu district. There are many business house established to serve the tourist among them the major business house and their role in district employment creation is shown above table. Which shows in Solukhumbhu there are 10 hotel 15 travel agencies 5 handcraft industries and their role on creation the employment is 60, 75, 50 respectively besides these industries create the large no of informal employment.

4.3 Analysis the Economic Role of Tourism in Solukhumbu District

The government of Nepal emphasizes development and growth of tourism in order to secure foreign exchange and to stimulate economic growth. In Solukhumbu district increasing tourism activities has lead to increasing prosperity of Sherpas and elevation in their living standards. Most of the Sherpa households have adopted income-generating activities based on tourism.

4.3.1 Annual Income Status in Study Area

Annual income status in Study area is given Table 4.10.

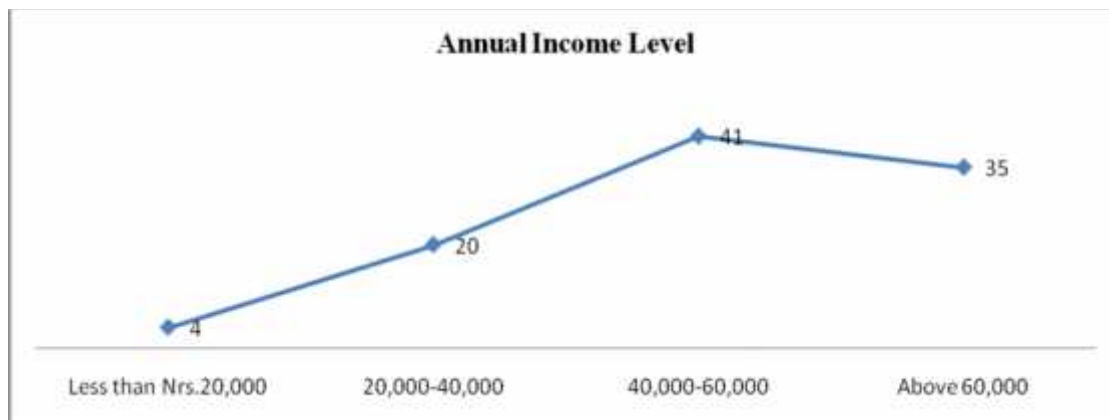
Table 4.10
Annual Income Level

S.N	Income Level	Number	Percentage
1	Less than Nrs.20,000	4	4%
2	20,000-40,000	20	20%
3	40,000-60,000	41	41%
4	Above 60,000	35	35%
Total		100	100%

Source: Field Survey, 2016

Following table Show that majority of the people has been earning Nrs.40000-60000, which occupies the 41 percent out of the total population. This figure indicates that the occupied population falls on the middle class family. The people those who falls on the middle class family have been adopting the agriculture, animal husbandry and small scale business. This table also shows that without starting alternative income generating programs there is no reduce the poverty from the study area and unable to break the vicious circle of poverty.

Figure 4.9
Annual Income



Source: Field Survey, 2016

This figure indicates that the occupied population falls on the middle class family. The people those who falls on the middle class family have been adopting the agriculture, animal husbandry and small scale business. This also shows that without starting alternative income generating programs there is no reduce the poverty from the study area and unable to break the vicious circle of poverty.

4.3.2 Number of Employees in Business House Related with Tourism Industries

Number of employees in business house related with tourism industries is given table 4.11.

Table 4.11

Number of employees in Business House Related with Tourism Industries

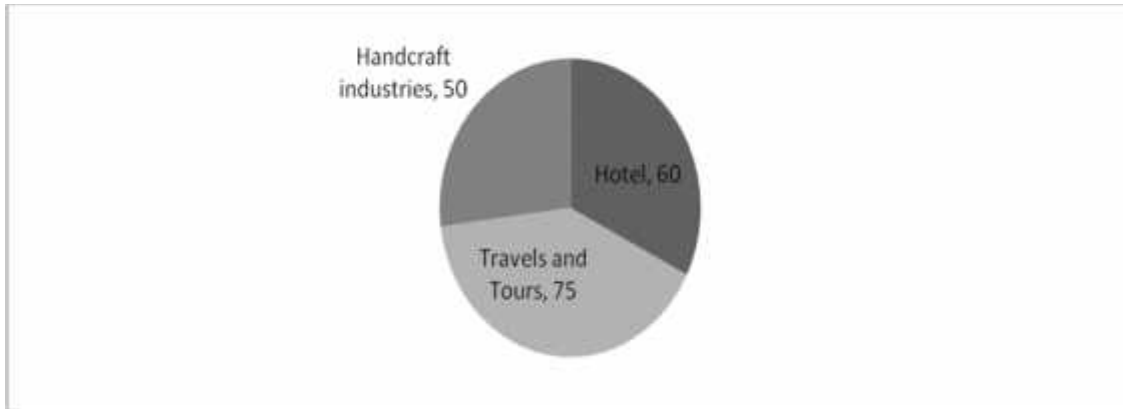
S.N	Variables	No of respondents	No. of Employers
1	Hotel	10	60
2	Travels and Tours	15	75
3	Handcraft industries	5	50
Total		30	185

Source: Field Survey, 2016

The table depicts that 33.33% (ie10) of the respondents said that 60 employers are involve in Hotel and 50% (15) of the respondents said that 75 employers are still engage in Travel and tourism and rest 16.667% (5) of the respondents said that 50 employers are serve on Handicraft and industries as a main occupation. It is clear 50% of the respondents said Travel and Tour are the main source of occupations and 75 of the employer are still work.

Figure 4.10

Numbers of Employees in Business House Related with Tourism Industries



Source: Field Survey, 2016

Above table and figure depict the statement of Solukhumbhu district. There are many business house established to serve the tourist among them the major business house and their role in district employment creation is shown above table. Which shows in Solukhumbhu there are 10 hotel 15 travel agencies 5 handcraft industries and their role on creation the employment is 60, 75, 50 respectively besides these industries create the large no of informal employment.

4.4 Problems and prospects of Tourism in Solukhumbhu District

This chapter deals with the problems and Prospects of tourism in Solukhumbhu districts which is another main objective of this research. A number of constraints have affected the tourism development process in the lack of physical and institutional infrastructure, while others result from shortage of skilled technical and professional human resources. Despite great potentials and promising prospects, tourism in Solukhumbhu has been facing various problems. Unless solved these problems rural tourism cannot be promoted as we expect, the major problem associated with tourism in the Solukhumbhu district are as follows:

Infrastructure Problems

Inadequate physical infrastructure hampers the growth of tourism. The accommodation, accessibility, hospitality and amenities are generally affected due to lack of fundamental facilities in the tourism sites such as Lukla, Namche, Kalapattar, and Everest base camp etc. the growth of tourism is hampered.

Transportation

Transportation is the backbone of the tourism industries. It enables people to visit destinations. It means overall areas transportation is not available to tourism destinations of Solukhumbu. Transportation is the most difficult problem in this region. During recent years, some of the places in this region like Taplejung, Lamidanda, Faplu, Jomsom, Shyangboche, Jumla, etc. have been connected by air services. But these are not sufficient for local transportation. Horses and mules are the main means of transport. Very often, people are seen carrying heavy loads on their backs.

Agriculture

Agriculture is the main source of income of the people living in this region. They cultivate maize, millet, potatoes, fruit and vegetables. Animal farming is one of the main occupations. They rear cows, sheep, mountain-goats (Chyangra), yaks, etc. which give them milk, cheese, butter, meat, etc.

Industry

There are some cottage industries. They produce carpets, blankets, etc. from the raw wool of the sheep. They also make thick woolen jackets for their use. Cheese, butter, ghee are made from animal products. Mustang and Jumla districts are famous for apple. There are apple related industries as well.

Trade

The people in this region carry on barter trade with the people of Tibet. They also carry their local products like carpets, hides, herbs, fruit and wool to the terai and big towns of the country. They sell these and buy salt, cloth, kerosene oil and utensils.

Social Issues in Solukhumbhu District

Food: The people in this region eat 'Dhindo' (a pudding- like food made from maize or millet), bread, potato and meat. They also have a special type of sea which is prepared from tea-leaves, salt and ghee.

Housing: Most of the houses in this region have a single storey. Some of them have stone roofs and some are thatch-roofed.

Costume: The people wear thick woolen clothes. They wear snow shoes which are called 'Docha'. The women wear ornaments of gold, silver and copper. Men also keep long hair, like women.

Health: The people work hard and eat a lot and they rarely fall ill. The people are quite strong and healthy. Health centre and health posts are also established in some of the places.

Education: In the past, the people had to come down to the hilly region for education. But now, attempts are being made to educate the people of this region and there are schools up to secondary level. The people living in this region are mostly Sherpas, Lhomis and Lopas. They follow Buddhism. They celebrate the Lhosar festival which falls in Magh. They visit one another's houses during festivals.

Communication

Communication is also one of the major facilities in rural tourism industry. Rural tourism is developed in the rural areas generally in remote village. The telephone service is not properly in all part of the VDCs of the Solukhumbhu district. There is proper telephone service in district headquarter and its periphery but no good network accessibility till now in whole district.

Accommodation

Accommodation is another most effective factor in tourism industry. Accommodation facilities are insufficient and not available in all tourism destinations of Solukhumbhu

district. Few available lodge and hotel is located in Namche bazaar. Other parts of this district lack these facilities.

Health Services Sector

Although in the district headquarter of Solu-Sallari, there is few small size hospital but in other VDCs there are only primary health services. They are not well equipped in terms of Emergency and even for the general health services. It is causing a great deal of insolvencies to the locals as well as tourist visiting the district. Therefore insufficient facilities of health services should be considered as a problem for promotion of rural tourism.

Electricity

Electricity is also major component of tourism development. There is no sufficient facility of whole of Solukhumbhu district. Electricity facility is no available in all VDCs of district now. This problem has been constrained in the way of other facilities like telephone, internet and publication of tourism products.

Banking Facilities

Tourists need banking facilities in tourism areas. Therefore, bank must be established near tourist destination and money exchange facilities should be available for tourists. But these facilities could not be managed in Solukhumbhu's properly in tourism area.

Lack of Skilled Human Resources

Trained guides are most important to make the tourists visit various culture and historical laces. With the co-operation of guide any tourist cam study and know the correct image of Nepal as well as Solukhumbhu. If the guides are untrained and imperfect they mislead foreigners. Most of the peoples have language and communication problems.

Lack of Promotion and Marketing

For the development of tourism advertisement and publicity play important role. Advertisement and publicity are only means to attract tourist from its organizing country. To attract tourist; culture, architecture, natural beauties, religious environment etc. through pamphlet, booklets, short documentaries, films, postcards, internal magazines and other possible means. It is also the major tourism problem in Solukhumbhu district. Due to this problem many foreign tourist even domestic tourists did know about the paradise of this art of the country. That is why: all the ares of Solukhumbhu is unable in attracting domestic as well as foreign tourists. Lack of publicity and promotion most of the tourism destination has not yet explored. This problem should be addressed properly and timely the local community with the help of private and public institutions.

Lack of Travel and Trekking Agencies

Tourism can be developed through travel agencies if they perform their task smoothly. Travel agency play significant role in generating tourists form tourist originating countries, marketing reservation for hotel accommodation, organizing travel tour for a tourist etc. but due to lack of well- organized travel agencies, it could not provide substantial contribution in the development of tourism sector. In Solu there are few travel agencies and guided by capital city of Nepal (Kathmandu) due to this tourist cannot have direct contact. This is affecting development of tourism.

Inadequate of Recreational Facilities

Lack of sufficient bus parks, Airport, and other facilities. The performance of cultural programs and other facilities are gradually decline. Recreational facilities and tourism are directly related to each other so these centers should be made all over the tourism area in Solu where possible.

Information Center and Advertisement

Information center should be established in tourism areas. But there is few information centers in Namche bazaar. Websites are to be made and Key informants about Solukhmbhu district and most important to provide in every corner of the world.

Air Accessibility

Since there is no good condition of road, international tourism in Nepal is heavily dependent on air services and there are four Airport are running however, picoseconds climate change is the main issue in Solukhumbhu.

Inadequate Inter-Sectorial Linkages

A distributing aspect in study area is the lack of inadequate linkage of tourism with the local economy of the multiplier effect of generating additional income and employment and makes it excessively dependent on external inputs.

Market Limitation

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

Negligence of the Government

The lack of government priority and commitment for the development of Solukhumbhu district is also a problem of tourism development and the proper plan has not yet been framed out for the long term tourism development. If tourism is widely accepted, is to be flourished but it is not so.

4.4.1 Problems of Tourism Development in Solukhumbhu

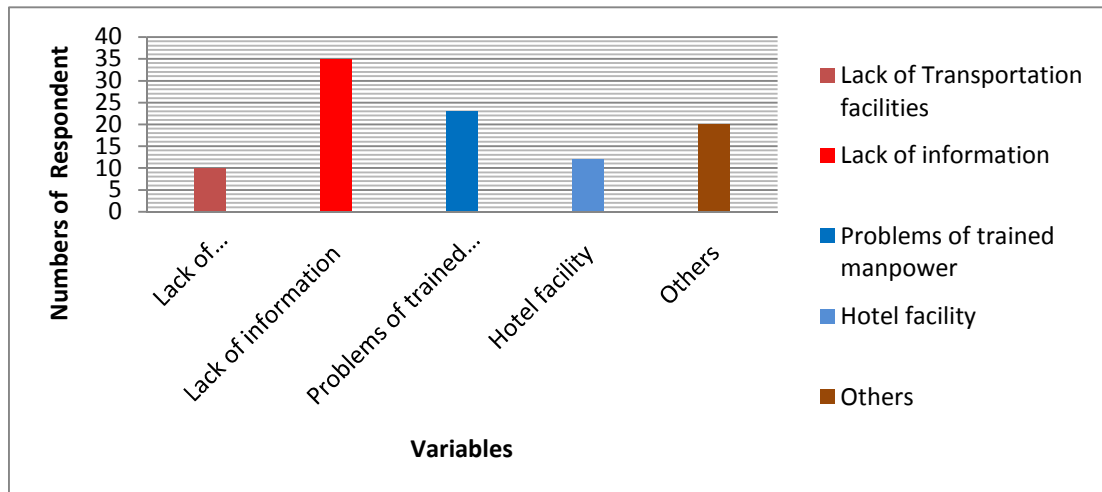
Table 4.12

Problems of Tourism Development in Solukhumbhu

Variables	Number of Respondent	Percentage
Lack of Transportation facilities	10	10%
lack of information	35	35%
Problems of trained manpower	23	23%
Hotel facility	12	12%
Others	20	20%
	100	100%

Source: Field Survey, 2016

Number of respondents indicating their view on the problem of tourism in Solukhumbu district are given in Table 4.12.



4.4.2 Prospects for Tourism Development in Solukhumbhu District

The main challenges are to change the behavior of the people of Solukhumbhu to implement development projects. Through this, knowledge, talent and resources can be

optimally utilized for common benefits. The tourism project should be internalized and implement modern development goals in the community. Local people should be recognized as the main decision makers to tackle problems collectively for their natural benefit. The tourism development program in Solukhumbhu should pay more attention to income generating of both short and long term nature at the same time ensuring people's right and privileges over the resources. Equally important is the task of installing right kind of value system and change attitude to develop entrepreneurship and management skill. The prospect of tourism development in Solukhumbhu is summarized below.

a) Natural Beauty

Natural Beauty is one of the important aspects for the attraction of tourists in the study area. Solukhumbhu is ornate by the natural resources therefore; there is high possibility to be a potential destination for the tourists. For example, Namche, Lukla, Sagarmatha National Park, Phoklu, etc. World's Highest Mount Everest makes the Solukhumbhu itself a beautiful place forever.

b) Religious and Cultural Heritage

It is another major prospect of tourism in Solukhumbhu District. There is dominance of the Hindu religion and secondly the people adopted the Buddhists and thirdly the people adopted Kirati. The people adopted diverse tangible and intangible culture, which seems to be different in accordance with caste and ethnicity. People of this region followed different kinds of festivals that preserve their identity through the generation. Mainly the people of this region have followed different festivals like Dashain, Thihar, Janaipunima, Tij Lhochhar, Udhauri Ubhauri, etc. Along with the celebration of the different festivals they have been playing different musical instruments like Chabrung, narsinha, (flute) and sahanai in order to entertain the observer on the particular day. Usually they have been using these musical instruments to perform the different dances like Sakela, Lakhe Nach, etc. Local shaman also healing on the basis of the tune of the musical instruments and bless the people who have been suffering by the supernatural forces. People follow these kinds of practice on the basis of the Hindu principle, which is

uniquely, surviving, even in the 21st century. The cultural heritage of this region itself a potential region for the researcher where the society have been constructing through the kinship network and Hindu varna system. The cultural pluralism itself creates the diverse roles and responsibilities to the people, which are the unique features of cultural diversity in the study region.

4.4.3 Public is View on Prospect of Tourism in Solukhumbhu District

The researcher has taken local peoples view to identify problems and prospective of tourism in Solukhumbhu. Table 4.13 shows the public’s view on the prospect of tourism in Solukhumbhu district among the 100 respondents.

Table 4.13

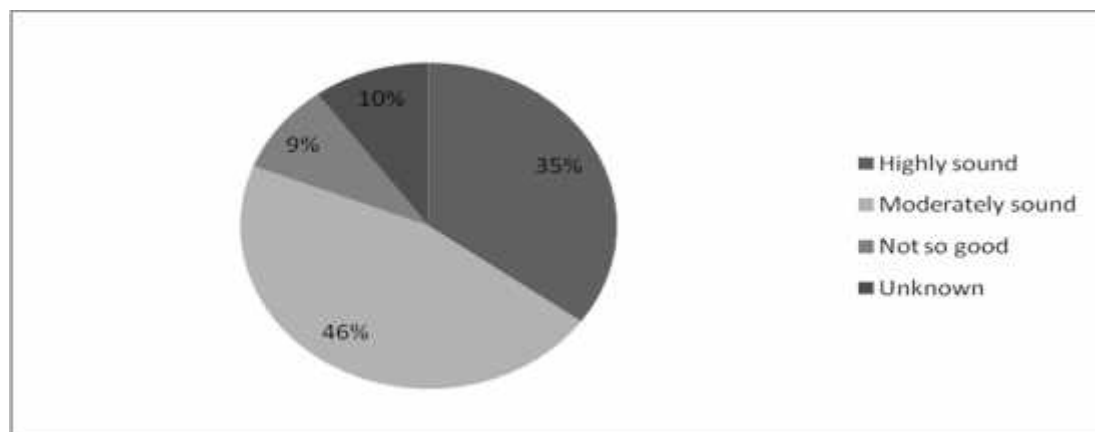
Public Views about Prospect of Tourism in Solukhumbhu District

S.N	Views	Respondents	Percentage
1	Highly sound	35	35%
2	Moderately sound	46	46%
3	Not so good	9	9%
4	Unknown	10	10%
Total		100	100%

Source: Field Survey, 2016

Figure 4.12

Public Views about Prospect of Tourism in Solukhumbhu District



Source: Field Survey, 2016

The above table and figure depict that, Out of 100 people 46% people opined the prospect of tourism in Solukhumbhu district is moderately sound and 35% believe highly sound among 100 of 10 respondent do not have any idea about prospects of tourism in Solukhumbhu 9% also opined tourist prospective in Solukhumbhu district is not so good.

Tourist Visiting by Purposes in Solukhumbhu

Tourists visit in Solukhumbhu for different purposes which may be classified into pleasure and relax in natural beauty, Climbing, cultural attraction, Hubs attraction, study and research and other purpose etc. For this a set of questions was asked to 100 visitors who have visited Solukhumbhu district to identify the purpose of visit.

Table 4.14

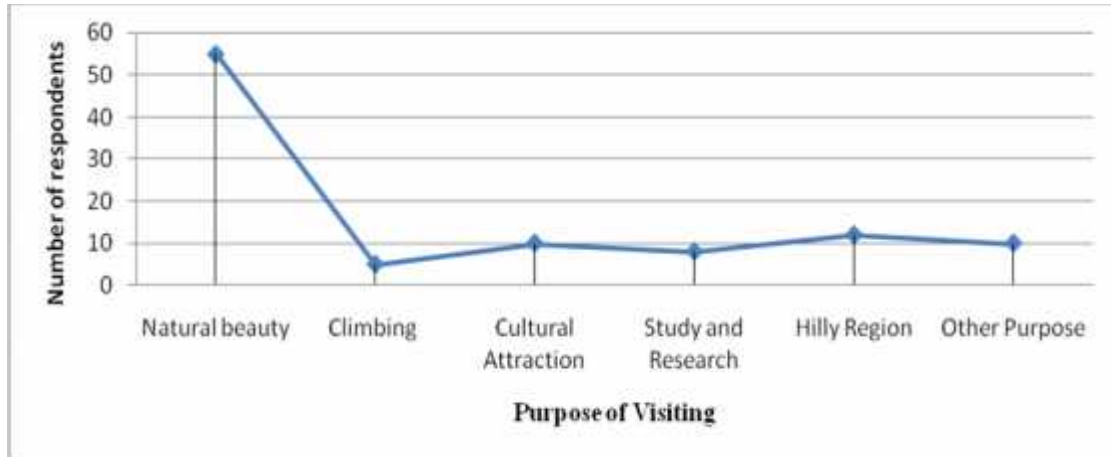
Tourist Arrivals by Purposes in Solukhumbhu District

Purpose of Visit	Number of Respondents	Percentage
Natural beauty	55	55%
Climbing	5	5%
Cultural Attraction	10	10%
Study and Research	8	8%
Hilly Region	12	12%
Other Purpose	10	10%
Total	100	100%

Source: Field Survey, 2016

Figure 4.13

Tourist Arrivals by Purposes in Solukhumbhu District



Source: Field Survey, 2016

From the above figure clear that most (55%) of the tourist visit this district for the purpose of Natural Beauty, and 12% respondents views on Hilly region, and then comes cultural attractions which is 10% .Similarly Other purpose is 10% and only 8% tourists visit on Research study in Solukhumbhu respectively.

4.4.4 Tourist Arrivals by Age and Sex Composition in Solukhumbhu District

Table 4.15

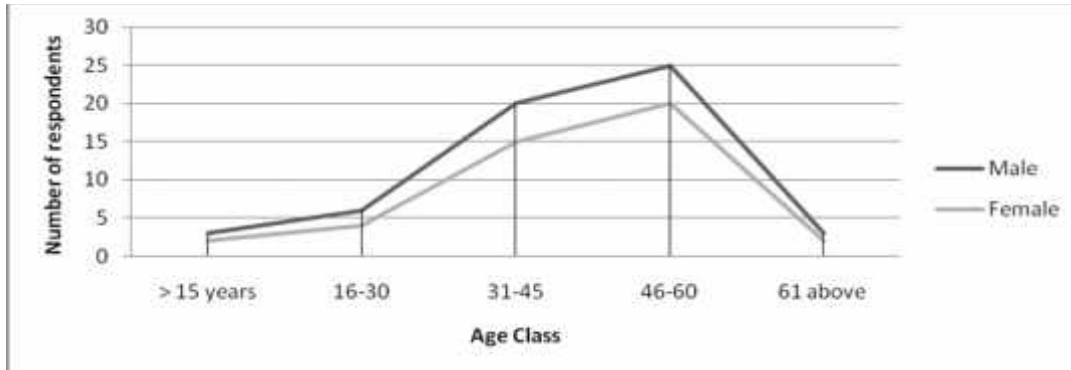
Tourist Arrivals by Age and Sex Composition

Age class	No of respondent	Percentage	Male	Female
> 15 years	5	5%	3	2
16-30	10	10%	6	4
31-45	35	35%	20	15
46-60	45	45%	25	20
61 above	5	5%	3	2
Total	100	100%	57	43

Source: Field Survey, 2016

Different age and sex group of tourists visited Solukhumbhu District which is presented Table 4.15.

Figure 4.14
Tourist Arrivals by Age and Sex Composition



Source: Field Survey, 2016

The figure reveals that the majority of tourists belongs to the 46-60 years age group, which has preferred to visit Solukhumbhu. This constitutes 45% percent of total. Likewise, 31-45 years occupy 35 percent, less than 15 years and 61 and above occupy 5 percent, likewise 35 percent of visitors are of 31-45 years. On the other hand, the figure shows that among visitors, the number of males is greater than females.

4.4.5 Means of Transportation used by Visitors/Tourists to reach Solukhumbhu District

The various means of transportation like airplane, local buses, cars, bicycle and private vehicles are available for tourists to travel from different parts of Nepal to Solukhumbhu District. Transportation used by the visitors who have visited Solukhumbhu is presented in Table 4.16.

Table 4.16
Means of Transportation Used by Tourists to reach Solukhumbhu

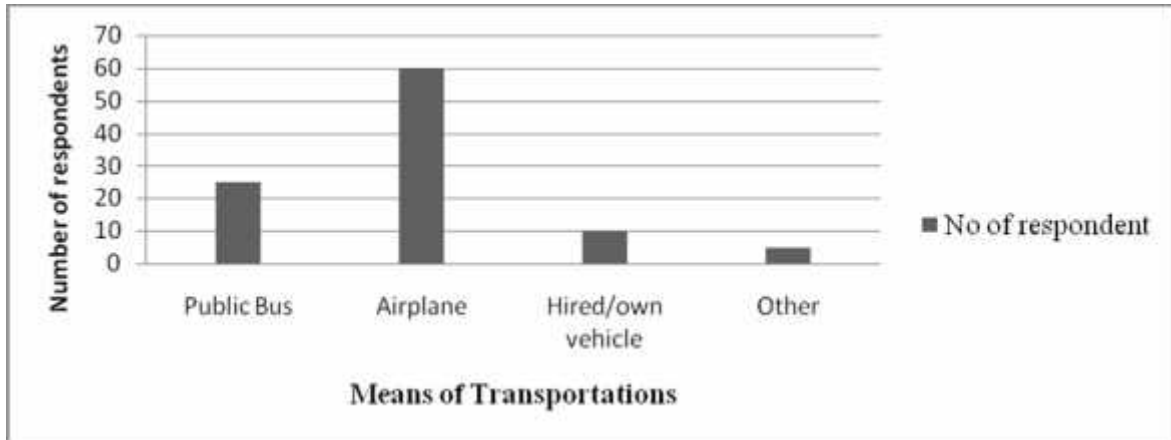
Means of transportation	No of respondent	Percentage
Public Bus	25	25%
Airplane	60	60%
Hired/own vehicle	10	10%
Other	5	5%
Total	100	100%

Source: Field Survey, 2016

Table 4.16 represents that the majority of tourists 60percent visited Solukhumbhu by airplane, 25 percent of tourist used public vehicle to reach here, like wise 10 percent used hired or own car and 5 percent of the tourist has used other means of transportation.

Figure 4.15

Means of Transportation Used by Tourists to Reach Solukhumbhu



Source: Field Survey, 2016

4.4.6 Level of tourist satisfaction in Solukhumbhu District

Guest's satisfaction is very important for the host country, the industry depend on the service to the guest and their satisfaction.

Table 4.17

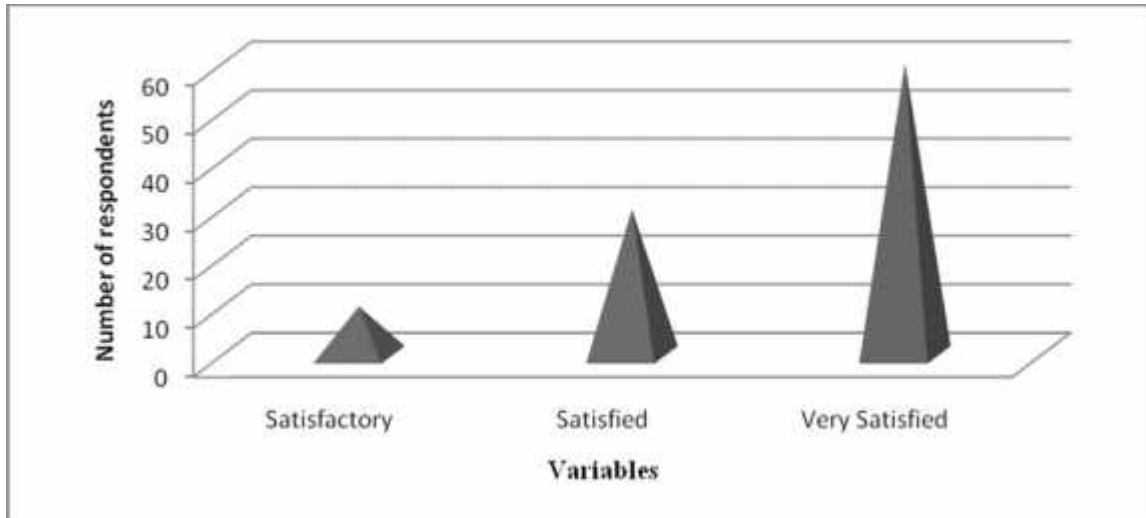
Level of tourist Satisfaction in Solukhumbhu

Variables	Number of Respondents	Percentage
Satisfactory	10	10%
Satisfied	30	30%
Very Satisfied	60	60%
Total	100	100%

Source: Field Survey, 2016

Figure 4.16

Level of Tourist Satisfaction in Solukhumbhu



Source: Field Survey 2016

From the figure and the table show that 60 percent tourist visiting Solukhumbhu are very satisfied for their beauties nature and 30% respondent are agree on satisfied and then rest percentage visitor views on satisfactory level .

4.4.7 Promotion of Tourism Products of Solukhumbhu District

This is the time of advertisement and promotion; these factors play the key role in the business of tourism industry.

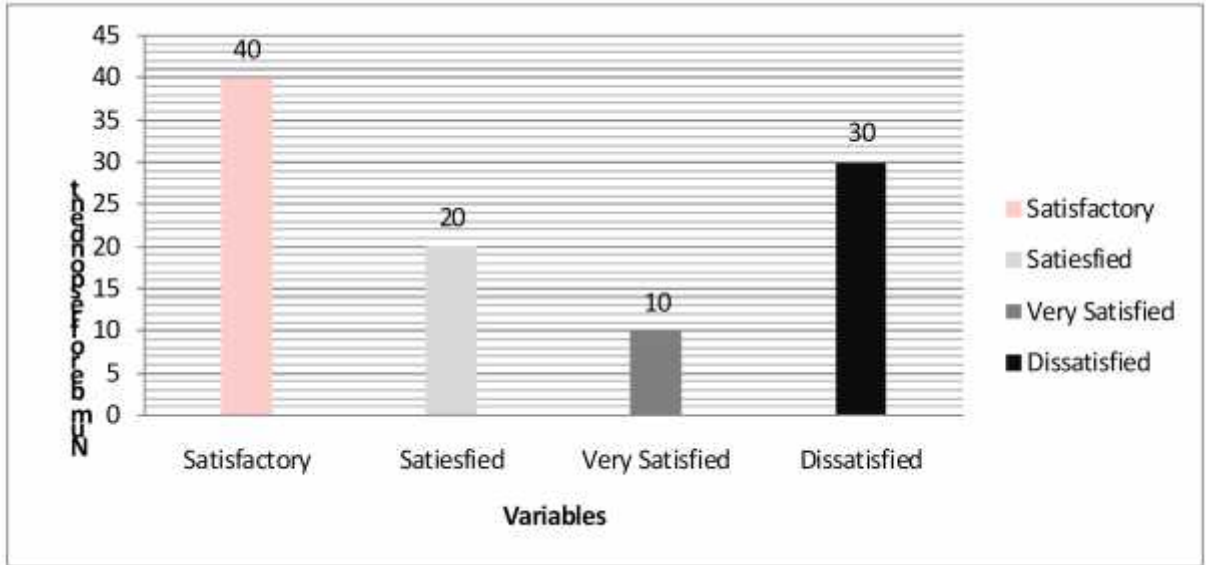
Table 4.18

Promotion of tourism products of Solukhumbhu District

Variables	Number of Respondents	Percentage
Satisfactory	40	40%
Satisfied	20	20%
Very Satisfied	10	10%
Dissatisfied	30	30%
Total	100	100%

Source: Field Survey, 2016

Figure 4.17
Promotion of tourism products of Solukhumbu District



Source: Field Survey 2016

Table 4.19 and figure 4.17 depict that 40% respondents are satisfactory in the above statement, and 30% respondents are dissatisfied towards tourism products and rest 20 and 10 percent respondents are satisfied and very satisfied with tourism product.

CHAPTER -V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of findings

From the past few decades, tourism has seen a steady expansion all over the world. Tourism is the sum total of operations mainly of economic in nature. It is directly related to the entry, stay, movement of foreigners inside and outside a certain territory. But eco-tourism goes a step forward whereby not only the various activities of tourists are involved at the same time elements such as the conservation of ecosystems and sustainable developments are also included.

Solukhumbu District a part of the Sagarmatha Zone, which is one of the seventy-five districts of Nepal a land lock country of South Asia. It consists on the sub regions Solu and Khumbhu. The district, with Sallery as its headquarters, covers an area of 3,312 km² and had a population 107,686 in 2001 and 105,886 in 2011. Mount Everest is in the northern part of this district, within Sagarmatha National Park. Indigenous ethnic Rai and hill Caste Chhetri are the main groups living in the mid-hills, while Sherpa's occupy high mountains. There is a notable hiking trail known as the Solukhumbu Trail. The population census 2011 shows that the total population of 105,886 whereas 35 Village Development Committee. s

The Tourist inflows rate of tourist is decline by 3.84% in the year 2015 A.D. causes of Earthquake and roads, hotel, etc. According to the Sagarmatha National Park, Namche, the highest number of tourists from the third world countries visiting the areas from Australia during the period. The highest number Indian tourists from SAARC countries visited the area during the last fiscal year. The mostly Tourists come from different 36 countries including the China, India, USA, Germany, Japan, Australia, Israel, and India have visited the district, informed the Park administration. Khumbu and langtang region are most popular destinations for trekkers visiting Nepal. Most of the tourists come from china (i.e 50%) above statement at the end of the fiscal year 2015, 30% comes from India

at the end of the fiscal year 2015 in Solukhumbhu District as a Tourist, 42% people lived on Hinduism and 29% people lived on Buddhist and 28% lived in Kirati and rest (1%) percentage lived in other religion's people in Solukhumbhu district. The highest number of population of Rai, Limbu, are 20.44, 13.53 respectively, Baraman 11.96, Chetree 9.11 and rest Tamang, Magar, Lama, Kami, Gurung Kami and others are 5.98, 4.47, 3.16, .2.93, 2.93, 25.51 respectively in Solukhumbhu District. There are 64 house hold are 10-14, 52071 house hold head are 15-59 age group and rest house head are above 60 age, 62% male are literate and rest 38% male are illiterate. in Solukhumbhu district.

Lukla Airport also known as Tenzing Hillary airport located at the elevation of 2860 meters which is the most dangerous airport in the world. Namche Bazer located at the altitude of 3440 meters in the solukhumbu district. A Sherpa community village Namche Bazer is the main getaway for Everest Trekking, pick Climbing, Expedition or others activities in Everest region. Namche bazer is the Point especially for altitude acclimation for high Himalaya. Kalapattar (The black rock) is the main view point of the Everest trekking. Located at the attitude of 5555 meters Kala Patthar provides a panoramic vision of the surrounding mountains and the esmerizing Gokyo Lakes. Everest Base Camp (5360 meters) is probably the best Trekking route In the world. Every year thousands of trekkers visited the Everest base camp. Famous for its spectacular mountain peaks and the loyalty and friendliness of its inhabitants (the Sherpas), the Everest region (Khumbu) is one of the most popular destinations for tourists in Nepal. Gokyo Lake located at the altitude of 4700 meters in khumbu Himalaya.

A number of constraints have affected the tourism development process in the lack of physical and institutional infrastructure, while others result from shortage of skilled technical and professional human resources. Despite great potentials and promising prospects, tourism in Solukhumbhu has been facing various problems. Unless solved these problems rural tourism cannot be promoted as we expect, the major problem associated with tourism in the Solukhumbhu district are as follow:

i. Inadequate physical infrastructure hampers the growth of tourism. The accommodation, accessibility, hospitality and amenities are generally affected due to lack of fundamental facilities in the tourism sites such as Lukla, Namche, Kalapattar, and Everest base camp etc.

ii. Transportation is the backbone of the tourism industries. It enables people to visit destinations. It means overall areas transportation is not available to tourism destinations of Solukhumbu. Transportation is the most difficult problem in this region. During recent years, some of the places in this region like Taplejung, Lamidanda, Faplu, Jomsom, Shyangboche, Jumla, etc. have been connected by air services.

iii. Agriculture is the main source of income of the people living in this region. They cultivate maize, millet, potatoes, fruit and vegetables. Animal farming is one of the main occupations. They rear cows, sheep, mountain-goats (Chyangra), yaks, etc. which give them milk, cheese, butter, meat, etc.

iv. There are some cottage industries. They produce carpets, blankets, etc. from the raw wool of the sheep. They also make thick woolen jackets for their use. Cheese, butter, ghee are made from animal products. Mustang and Jumla districts are famous for apple. There are apple related industries as well.

Communication is also one of the major facilities in rural tourism industry. Rural tourism is developed in the rural areas generally in remote village. The telephone service is not properly in all part of the VDCs of the Solukhumbu district. There is proper telephone service in district headquarter and its periphery but no good network accessibility till now in whole district. Accommodation is another most effective factor in tourism industry. Accommodation facilities are insufficient and not available in all tourism destinations of Solukhumbu district. Few available lodge and hotel is located in Namche bazaar. Other parts of this district lack these facilities. Although in the district headquarter of Solu-Sallari, there is few small size hospital but in other VDCs there are only primary health services. They are not well equipped in terms of Emergency and even for the general health services. It is causing a great deal of insolvencies to the locals

as well as tourist visiting the district. Therefore insufficient facilities of health services should be considered as a problem for promotion of rural tourism. Electricity is also major component of tourism development. There is no sufficient facility of whole of Solukhumbhu district

There is dominance of the Hindu religion and secondly the people adopted the Buddhists and thirdly the people adopted Kirati, 46% people opined the prospect of tourism in Solukhumbhu district is moderately sound and 35% believe highly sound among 100 of 10 respondent do not have any idea about prospects of tourism in Solukhumbhu 9% also opined tourist prospective in Solukhumbhu district is not so good, 55% respondents agree on the government supportive policy, 55% of the tourist visit this district for the purpose of Natural Beauty, and 12% respondents views on Hilly region, and then comes cultural attractions which is 10% .Similarly Other purpose is 10% and only 8% tourists visit on Research study, 60% visited Solukhumbhu by airplane, 25 percent of tourist used public vehicle to reach here, like wise 10 percent used hired or own car and 5 percent of the tourist has used other means of transportation, 60 percent tourist visiting Solukhumbhu are very satisfied for their beauties nature and 30% respondent are agree on satisfied and then rest percentage visitor views on satisfactory level, 40% respondents are satisfactory with tourism product.

5.2 Conclusion

There is a huge growth prospect of tourism sector development in Solukhumbhu. Nature product motivates to visit and experience certain things in destination for the visitors. Solukhumbhu is also known as the beautiful Himalayan nation which is famous for its natural beauty; it possesses highest mountains of the World.

Basic infrastructures such as accommodation, transportation, promotion and communication are gradually in improving trend which will attract even more potential visitors to the potential tourist destinations. On the basis of research study finds out these Points:

- i. The study of tourism in Solukhumbhu district revealed the absence of government policy and long term planning; there are no long term planning exercises for tourism development in Solukhumbhu district.
- ii. Therefore, policy and long-term tourism planning at the micro level should be given due emphasis. Majority of the people have lower education therefore there need to be initiated educational based programs by government and nongovernment agencies. There is no connection between education and tourism because the more number of educated people helps the development activities like in tourism because it plays significant role in its promotion and publicity within the short span of time.
- iii. Majority of the people are involved in Tourism Business, and remaining other population adopts nonagricultural activities like Agriculture, services and students that why there is high potentiality to run agro-based industries and eco-agro tourism.
- iv. The Infrastructure of transportation is serving by Airplane and Public vehicle. If the government and local people draw their attention for the establishment such types of industries and tourism hand in hand the income level of people will be increased. By the conventional tourism the majority of benefits are generally retained in the central and city areas and no share reaching the villages and area like Solukhumbhu.
- v. Emerging local people in new tourism activities starts with tourism awareness and then requires capacity building and skill training. Therefore capacity building and skills training is a core activity to promote tourism. The local culture and religious site agro based product emerges as being s key product in tourism.
- vi. The beneficiaries can be women and deprived people with awareness and skill training. In order to access tourism products it is necessary to upgrade and maintain roads, trails, bridges and other essential infrastructure. These improvements not only help tourists; but also ease the live holds of local people. For tourism infrastructure development, the successfully concluded partnerships between the government, communities; local bodies and NGOs is generating in

some districts are already showing a good will and are generating a feeling of ownership among the local users and other local population.

5.3 Recommendations

Earthen and gravel road network to be converted into blacktopped to facilitate the convenient and luxurious travel. Additional trekking trails to be explored developed and promoted to attract the trekkers. Seasoned airport network to be converted in to all weathered airport for the dependable air transportation. Heavy dependency on Airplane to be diversified, exploring the other suitable avenues. Concept of regional level to be carried out for the better tourist circulation and focused development. Concept of safe and hygienic accommodations equipped with the all necessary facilities like as safe water supply, electricity, toilet, hygienic foods along with the adequate social to be provisioned for the better result. Neglected zone (as highlighted by concern authority) to be highlighted to exploit the prospects of the area.

In gist, Solukhumbhu District has the very sound prospect for the tourism development for which significant initiation has already been started from the concerns. If present infrastructural support can be maintained with necessary expansion, Solukhumbhu will be one of the best tourism hubs in the world. Government should encourage and welcome more investment in the tourism industry by creating an environment which will guaranty the investment is safe. This is possible only through the political stability in the country. Modern climate and weather sensors or devices are very important for the Himalayan region which has recently seen many deaths due to avalanche and other natural disasters. Depending upon my study the following recommendations should be followed:

- a. Prepare immediate action plan to preserve and conserve sites with historical, religious and cultural importance places in Solukhumbhu district.
- b. Government assistance is required for promotion and infrastructure development.
- c. Conduct mass awareness programs to create conducive environment for tourism development.

- d. Priority should be given to the development rural tourism destination In order to reduce poverty and promote equality.
- e. Home stay model and Nepalese type accommodation facilities should be built and established in the area of tourism destination.
- f. Organic farming, Hubs should be encouraged at the satellite area of major tourism spots.
- g. Development of minor forest products such as aromatic and medical herbs ferns, orchids are in high demand.
- h. Provide education and training that encourages local skill enhancement and natural resources management capacity of local people.
- i. An integrated approach among government agencies such as NGOs, INGOs working in the Sagarmatha Zone is needed in order to make resources enhancement program effective.

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APPENDIX – I

Dear Respondents,

I am a student of Bhawana Parajuli where I am going to be conducting “Problem and Prospects of Tourism in Solukhumbhu District”. For Partial Fulfillment of the requirements for the Degree of Master of Arts in Economics. So, I request you, to take a few minute times and assure you, that all your response will be kept confidentially and your opinion will be used only for my research study and it would make a great valuable research. Please fill up by tick-mark () one of the best answer of these questions as you think.

Respondents Name...

Address...

Email...

Q.1 Personal details

(a) Name-

(b) Age-

(c)Sex- (d) Nationality-

(e) Educational Status-

Q.2 which countries are mostly coming as a Tourist in Solukhumbhu by Nationality?

Please tick () the appropriate option below.

(a) China

(b) India

(c) Others

Q.3 Which Religion's Population covers in Solukhumbhu District? Please tick () the appropriate option below.

(a) Hindu

(b) Buddhist

(c) Kirati, (Andre)

Q.4 Which Caste and Ethnic Groups are living in the Solukhumbhu District? Please tick

() the appropriate option below.

(a) Rai (b) Limbu (c) Braman

(d) Chhitri (e) Tamang

(f) Magar

(g) Lama (h) Gurung

(i) Kami

(j) Others

Q.5 what is your gender wise Educational Status of Study Area? Please tick () the appropriate option below.

- (a) Male (b) Female

Q.6 Which Age Group are directing as a Household Head in Study Area? Please tick () the appropriate option below.

- (a) 10 – 15 Years (b) 15-59 year (c) Above 60 years.

Q.7 What is your Profession? Please tick () the appropriate option below.

- (a) Agriculture (b) Tourism Business (c) Job (Gov.)
(d) Labor (e) Others

Q.8 How much earn as a Annual Income? Please tick () the appropriate option below.

- (a) Less than Nrs.20, 000 (b) 20,000-40,000 (c) 40,000-60,000
(d) Above 60,000

Q.9 How Proportionate Role of Organization for Development of Tourism? Please () the appropriate option below.

- (a) Government agencies (b) Local Institutions (c) INGOs (d) All of Above

Q.10 What kinds of Role play by the Tourism for Employment Creation? Please tick () the appropriate option below.

- (a) Positive Role (b) No Role (c) Known

Q.11 What kinds of Hoteliers Opinion for the Development of Tourism in Solukhumbhu District?

Please tick () the appropriate option below.

- (a) Government supportive policy (b) Hotel facility (c) Advertisement
(d) Local People should be active (e) Road facility (e) Training to local people

Q.12 How many Employees are working in Business House Related with Tourism Industries? Please tick () the appropriate option below.

- (a) Hotel (b) Travels and Tours (c) Handcraft industries

Q.13 What kinds of Problems face by Solukhumbhu District for Development of Tourism? Please tick () the appropriate option below.

- (a) Lack of Transportation facilities (b) Lack of information (d) Problems of trained Manpower (e) Hotel facility (f) others

Q.14 what are the Public Views towards the t Prospect of Tourism in Solukhumbhu District? Please tick () the appropriate option below.

- (a) Highly sound (b) Moderately sound (c) Not so good (d) Unknown

Q.15 Which Purpose, the Tourist Visiting in Solukhumbhu District? Please tick () the appropriate option below.

- (a) Natural beauty (b) Climbing (c) Cultural Attraction (d) Study and Research (e) Hilly Region (d) Other Purpose

Q.16 Which Age and Sex Composition Tourist Arrivals by in Solukhumbhu District? Please tick () the appropriate option below.

- (a) >15 Years (b) 16-30 Years (d) 31-45 Years (e) 46-60 Years
(f) 61 Years Above

Q17 which types of Transportation used by Visitors/Tourists to reach Solukhumbhu District? Please tick () the appropriate option below.

- (a) Public Bus (b) Airplane (c) Hired/own vehicle (d) Others

Q.18 Are the tourists satisfaction in Solukhumbhu District? Please tick () the appropriate option below.

- (a) Satisfactory (b) Satisfied (d) Very Satisfied

Q.19 Are the tourist's satisfaction towards Tourism Products in Solukhumbhu District? Please tick () the appropriate option below.

- (a) Satisfactory (b) Satisfied (c) Very Satisfied (d) Dissatisfied