

**COMMUNITY PERCEPTION AND  
PARTICIPATION FOR SUSTAINABLE HOMESTAY  
TOURISM:  
A STUDY OF BANDIPUR AND GHALEGAUN  
HOMESTAY**

A Thesis

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2023

## **DECLARATION**

I hereby declare that the thesis entitled “Community Perception and Participation for Sustainable Homestay Tourism, A Study of Bandipur and Ghalegaun Homestay” submitted to the Central Department of Economics, Tribhuvan University (TU), is entirely my original work prepared under the guidance and supervision of my supervisor. I have made acknowledgments to all the ideas and information borrowed from different sources while writing this thesis. The results of this thesis have not been presented or submitted anywhere else for the award of any degree or any other purposes. No part of the content of this dissertation has been published in any form before. I shall be solely responsible if any evidence is found against my declaration.

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## **LETTER OF RECOMMENDATION**

This thesis entitled “COMMUNITY PERCEPTION AND PARTICIPATION FOR SUSTAINABLE HOMESTAY TOURISM, A STUDY OF BANDIPUR AND GHALEGAUN HOMESTAY” has been prepared by MR. PUSHKAR GHIMIRE under my supervision. I hereby recommend this thesis for examination by the thesis committee as partial fulfillment of the requirements for the Degree of MASTER OF ARTS in ECONOMICS for final examination.

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Date: 3<sup>rd</sup> April, 2023

## **LETTER OF APPROVAL**

The thesis entitled “COMMUNITY PERCEPTION AND PARTICIPATION FOR SUSTAINABLE HOMESTAY TOURISM, A STUDY OF BANDIPUR AND GHALEGAUN HOMESTAY” prepared and submitted by MR. PUSHKAR GHIMIRE, to the Central Department of Economics, Faculty of Humanities and Social Sciences, Tribhuvan University, in the partial fulfillment of the requirement for the Degree of MASTER OF ARTS in ECONOMICS has been found satisfactory in scope and quality. Therefore, we accepted this thesis as a part of the said degree.

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## ABSTRACT

Tourism is an important industry for Nepal, given its rich natural and cultural resources. Homestay tourism, in particular, is being promoted by the Nepalese government as a poverty reduction strategy that creates employment opportunities. The study aimed to examine the perceptions of the community towards sustainable development in homestays in Bandipur and Ghalegaun, Nepal. The research utilized a descriptive research design to explain people's perceptions of sustainable homestay tourism in the two locations. The study universe was considered to be all individuals living in Bandipur and Ghalegaun, and 340 individuals were selected using the stratified sampling method. The primary data was collected through a questionnaire designed using Doxey's Irridex Model (1975), and descriptive statistics were used for data analysis.

The study revealed that among the respondents engaged in the tourism sector, 35.14% were government officers, 22.97% were hotel and restaurant businessmen, and 21.62% were local government representatives. The majority of respondents (41.89% and 37.84%) believed that their participation in homestay tourism contributed to environmental protection and cultural promotion, respectively. However, 40.54% of respondents felt that their participation did not contribute to the development of infrastructure. Additionally, 31.08% and 27.03% of respondents stated that their participation did not affect policy-making and coordination with the community, respectively. The study found that for sustainable tourism development, the participation, motivation, accessibility, and responsibility of the local community, benefit-sharing, government role, participation in promotional activities, and focus on local people or benefit-sharing with them were all vital. Improvements in facilities and the education of local people were also found to play an essential role. Overall, the study highlights the significance of community participation and perception towards sustainable development in homestay tourism in Bandipur and Ghalegaun. The findings provide insights that could assist policymakers and tourism stakeholders in developing and promoting sustainable homestay tourism.

**Key words:** *local participation, motivation, environmental protection, responsibility*

## **ACRONMS AND ABBREVIATIONS**

CBS	:	Central Bureau of Statistics
GDP	:	Gross Domestic Products
HHs	:	Households
MoFA	:	Ministry of Foreign Affairs
NTB	:	Nepal Tourism Board
UNWTO	:	United Nations World Tourism Organization
US	:	United States
WB	:	World Bank
WTTC	:	World Travel and Tourism Council

## TABLE OF CONTENTS

<b>DECLARATION.....</b>	<b>ii</b>
<b>LETTER OF RECOMMENDATION .....</b>	<b>iii</b>
<b>LETTER OF APPROVAL.....</b>	<b>iv</b>
<b>ACKNOWLEDGMENTS .....</b>	<b>v</b>
<b>ABSTRACT.....</b>	<b>vi</b>
<b>ACRONMS AND ABBREVIATIONS.....</b>	<b>vii</b>
<b>TABLE OF CONTENTS .....</b>	<b>viii</b>
<b>LIST OF TABLES .....</b>	<b>xi</b>
<b>CHAPTER I .....</b>	<b>1</b>
<b>INTRODUCTION.....</b>	<b>1</b>
1.1 Background of Study .....	1
1.2 Statement of Problems .....	3
1.3 Objectives of the Study .....	4
1.4 Significance of the Study .....	5
1.5 Limitation of the Study .....	5
1.6 Organization of the Study .....	6
<b>CHAPTER II.....</b>	<b>7</b>
<b>REVIEW OF LITERATURE.....</b>	<b>7</b>
2.1 Conceptual Review .....	7
2.1.1 Homestay in Nepal .....	8
2.1.2 Doxey’s Model and Exchange theory .....	10
2.2 Empirical Review.....	12
2.3 Concluding Remarks.....	16
<b>CHAPTER-III.....</b>	<b>17</b>
<b>RESEARCH METHODOLOGY .....</b>	<b>17</b>
3.1 Research Design.....	17
3.2 Universe and Sampling Methods .....	17
3.3 Conceptual Framework .....	18
3.4 Nature and Source of Data .....	18
3.5 Techniques and Tools of Data Collection.....	18



3.5.1	Schedule Interviews .....	19
3.5.2	Key Informant Interview .....	19
3.6	Tools of Data Analysis.....	19
<b>CHAPTER IV.....</b>		<b>21</b>
<b>PRESENTATION AND ANALYSIS OF DATA .....</b>		<b>21</b>
4.1	Demographic Information of Respondents .....	21
4.1.1	Sex Composition.....	21
4.1.2	Marital Status.....	21
4.1.3	Religion .....	22
4.1.4	Literature Status.....	23
4.1.5	Main Occupation of Respondents.....	24
4.1.6	Current Education Level .....	25
4.1.7	Family Size .....	26
4.1.9	Main Income Source .....	28
4.1.10	Tourism Activities .....	29
4.1.11	Effects and Contribution.....	30
4.1.12	Not Affected from Participation .....	31
4.2	Local Participation and Sustainability in Tourism.....	31
4.2.1	Participate in All Activities .....	31
4.2.2	Actively Working Organization .....	32
4.2.3	Participate as Active Member.....	33
4.2.4	Community Accessibility and Responsibility .....	34
4.3.5	High Motivation .....	35
4.2.6	Government focus on Participation .....	36
4.2.7	Roles Played by Provincial Government.....	37
4.2.8	Trust Work.....	38
4.2.9	Deprived the Proportional Participation.....	39
4.2.10	Ideological Conflict .....	40
4.2.11	Pressurized People.....	41
4.2.12	Participation Promote Tourism.....	42
4.2.13	Motivation for Participation .....	43
4.2.14	Distribute the Profit.....	44
4.2.15	Effective Role and Decision-making Power .....	45
4.2.16	Local should Prioritize.....	46

4.2.17 Active Participation .....	47
4.2.18 Suggestions and Cooperation of Experts .....	48
4.2.19 Participation of Local Entrepreneurs .....	49
4.2.20 Tourism Marketing .....	50
4.2.21 Need of Finance .....	51
4.2.22 Local Participation .....	52
4.2.23 Improvement in Education and Health .....	53
4.2.24 Environmental Sanitation .....	54
4.2.25 Wastes Products .....	55
4.2.26 Arrangement of Pure Water .....	56
4.2.27 Tourist Satisfaction .....	57
4.2.28 Local Community Satisfaction .....	58
4.2.29 Local Feel Proud .....	59
4.2.30 Practice of Exhibition and Display .....	60
<b>CHAPTER V .....</b>	<b>62</b>
<b>SUMMARY, CONCLUSION, RECOMMENDATIONS .....</b>	<b>62</b>
5.1 Summary .....	62
5.2 Conclusion .....	64
5.3 Recommendation from the Study .....	65
<b>References .....</b>	<b>67</b>
<b>Annex I: Survey Questionnaire .....</b>	<b>70</b>

## LIST OF TABLES

Table 4. 1 : Sex Composition	21
Table 4. 2: Marital Status	22
Table 4. 3: Religion	22
Table 4. 4 : Literate Status	23
Table 4. 5: Main Occupation	25
Table 4. 6: Literary of Respondent	25
Table 4. 7: Education Level of Respondents	26
Table 4. 8: Male Members in Family	27
Table 4. 9: Female Members in Family	27
Table 4. 10: Total Family Member	28
Table 4. 11: Main Income Source	29
Table 4. 12: Involvement in Tourism	30
Table 4. 13: Effects and Contribution (Multiple Choice)	30
Table 4. 14: Not Affected	31
Table 4. 15: Participation in All Activities	32
Table 4. 16: Active Organization Working in Field	33
Table 4. 17: Actively Participate for Promotion	34
Table 4. 18: Community Accessibility and Responsibility	35
Table 4. 19: Highly Motivated	36
Table 4. 20: Government Focus on Peoples Participation	37
Table 4. 21: Role of Provincial Government	38
Table 4. 22: Tourism Development Committee Work	39
Table 4. 23: Deprived the Proportional Participation	40
Table 4. 24: Ideological Conflict	41
Table 4. 25: Pressurized People	42
Table 4. 26: Participation Promote Tourism	43
Table 4. 27: Motivation for Participation	44
Table 4. 28: Distribution of Profit	45

Table 4. 29: Effective Role and Decision-making Power	46
Table 4. 30: Local Should be Prioritize	47
Table 4. 31: Active Local Participation	48
Table 4. 32: Suggestions and Cooperation of Experts	49
Table 4. 33: Participation of Local Entrepreneurs	50
Table 4. 34: Tourism Marketing	51
Table 4. 35: Financial Assistance for Investment	52
Table 4. 36: Local Participation Increase Livelihood	53
Table 4. 37: Improvement in Education and Health	54
Table 4. 38: Awareness about Environmental Sanitation	55
Table 4. 39: Management of Wastes Products	56
Table 4. 40: Arrangement of Pure Water	57
Table 4. 41: Tourist Satisfy with Local	58
Table 4. 42: Local Satisfy with Tourist	59
Table 4. 43: Local Feel Proud	60
Table 4. 44: Practice of Exhibition and Display	61

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Study

Tourism is a fast-growing biggest industry in the world. The tourism sector plays a robust and pivotal role in the process of economic development of several countries. It is one of the World's largest booming economic sectors. "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes" (UNWTO, 2010).

Prior to the pandemic, Travel & Tourism accounted for 1 in 4 of all new jobs created across the world, 10.6% of all jobs (334 million), and 10.4% of global GDP (US\$9.2 trillion) and international visitor spending amounted to US\$1.7 trillion in 2019 (WTTC, visited in February, 2022). Similarly, this sector suffered a loss of almost US\$4.5 trillion to reach US\$4.7 trillion in 2020, with the contribution to GDP dropping by a staggering 49.1% compared to 2019; relative to a 3.7% GDP decline of the global economy in 2020 where in 2019, the Travel & Tourism sector contributed 10.4% to global GDP; a share which decreased to 5.5% in 2020 due to ongoing restrictions to mobility (ibid). In 2020, 62 million jobs were lost, representing a drop of 18.5%, leaving just 272 million employed across the sector globally, compared to 334 million in 2019. The threat of job losses persists as many jobs are currently supported by government retention schemes and reduced hours, which without a full recovery of Travel & Tourism could be lost. Domestic visitor spending decreased by 45%, while international visitor spending declined by an unprecedented 69.4%.

Travel and tourism are vital for Nepal due to natural beauty, regions sites and adventitious tourism. Tourism is the lifeblood of the Nepalese economy. This sector is crucial for income and employment generating in the world. In Nepal, tourism is an appropriate industry because of its diverse natural resources and cultural heritage. On the one hand, the natural diversities such as high snow-capped mountains, fast-flowing gurgling rivers, beautiful lakes, glaciers, green hillsides, and forest resources can help for the development

of tourism which is enough existing in Nepal. On the other hand, ethnic, linguistic, and religious pluralism has enriched Nepalese culture. People move from one place to another due to push and pull reason that is influenced by economic, social, environmental, religious, geographical, etc. factors. The flow of tourists depends upon sanitation, hospitality, peace, and facilities in the destination. Environmental quality broadly is to capture the overall quality of the tourist environment (Johnston & Tyrrell, 2005).

In Nepal homestay tourism is also energy as alternative form. Nepal government promote homestay tourism as poverty reduction strategy. Nepal's tourism industry provides 371,140 jobs. This represents 11.5 percent of persons engaged in all industries in the country (Prasain, 2021). The report of CBS found that Bagmati Province, which includes Kathmandu Valley, accounts for the largest number of tourism personnel in the country, 161,674 persons or 43.6 percent followed by Province 1 comes second with an employment number of 56,782 persons or 15.3 percent. Lumbini and Gandaki provinces employ 47,827 and 47,447 persons, respectively. Similarly, Sudurpaschim Province has 17,195 tourism workers, Karnali has 14,123 tourism workers and Province 2 has 26,092 tourism workers (ibid).

In Nepal, Sirubari homestay is consider as first homestay program lunch by Nepal government followed by Ghale ghau homestay. Sirubary homestay of Syangja district is the first settlement to launch homestay facility for tourists focusing on hospility of typical Gurung settlement and was started during the first national tourism campaign of Visit Nepal Year 1998 (Thapa, 2019). Since then, many tourism entrepreneurs have started realising the need to develop model villages known for their natural and cultural richness and villages like Ghandruk, Sirubari, Ghalegaon, Dhampus, Sikles, Lwang Ghalel, among others, have already become popular homestays among international tourists (ibid).

The home stay program educates visitors to the local culture, wisdom and traditional way of life. The culture includes religion, vibrant customs, weaving, games, musical instruments etc. The home stay program educates visitors to the local culture, wisdom and traditional way of life. The culture includes religion, vibrant customs, weaving, games, musical instruments, dress, architecture, picking fruits in the orchard and involving in farming etc. Similarly, the wisdom includes the local history, fables and knowledge on traditional herbal medicines and other indigenous resource management system. Home

stay program is for those who wish to gain a greater understanding of each other's customs, culture and way of thinking through involving and experiencing the daily lives of local people. It creates an opportunity to aware tourists on socio-economic and cultural issues of the destination sites. Thus, the strategy ultimately supports for conservation of the destination culture, which has been considered as one of the major components of the local economy (Dhital, 2009).

In homestays, visitors get an opportunity to stay with the local, ethnic groups. This provides them a good chance to understand the people living there for centuries. Many backpackers and researchers find homestays extremely useful as they can directly interact with the local people. This helps them to collect information they want. Moreover, staying in homestays is not only cheaper but also full of excitement but it promotes the use of local resources (Thapa, 2019).

In this regard the study was conducted to the examine the community perception for sustainable development in the homestay located in Bandipur and Ghalegaun of Nepal.

## **1.2 Statement of Problems**

This study theoretically problematizes the issue of destination management and sustainability from the tourism perspective for the homestay. Most of the literature in tourism and homestay tourism agrees that destination is the ultimate product of the tourism industry. There is a larger agreement that local communities play a significant role in reviving and sustaining the homestay tourism destination (Mostafa & Mastura, 2006). But scholars are divided to delineate the particular factors that associate with the sustainability of the destination.

Homestay tourist is popular destinations in Nepal mostly for domestic tourists and it adds authentic sociocultural richness to the tourist's experience. For a nation that cannot make extensive infrastructural investment a priority but which possesses an abundance of tourism richness in remote communities, home stays are an attractive alternative tourism product. The essence of Nepalese tourism lies in naturally beautiful rural hills and mountains and its indigenous communities with their mystical lifestyle and culture (Acharya & Elizabeth, 2013). And for the protection of these culture the home tourism must be sustainable and local participation must be essential.

Home stay program as a community-based tourism product by many nations. Despite the enormous growth of the home stay program in Malaysia, the industry faces numerous new challenges. A moderate level of service quality was one of the main factors contributing to their poor performance. These phenomena can be observed in Nepalese home stays and have many issues related to the quality services. And for the sustainable homestay tourism homestay owner must participate for the collection of suggestion given by tourist and its implement for the promotion of sustainable tourism (Ismail et al., 2015). Scholars argue that for the sustainable development of tourism and homestay tourism business the local participation seem must. It not only includes the homestay owners and tracking agencies but also the local peoples who are not directly involve in tourism activities. Local farmers, small business person, social workers, members of CFUGs, Cooperatives, Mother's Groups and other are also the vital actors for sustainable homestay tourism development.

Degradation in environmental quality largely affects the visitors. Environmental quality promotes the area for attracting higher-paying tourists. 'For successful development in tourism, the government has to be in line with local needs and aspirations, maintain the cultural value of the place, conservation of the environment and the requirement of skilled manpower' (NTB, 2017).

In this regard, the study will be conducted with following research questions:

- What are the status of local participation in homestay business for tourism promotion?
- What is the attitude of local people towards homestay tourist and homestay program?

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

The general objectives of the study are to the examine the community participation and perception for sustainable development in the homestay located in Bandipur and Ghalegaun. Besides that, following are the specific objectives of the study:



- To examine the status of local participation about homestay tourism business in Bandipur and Ghalegaun.
- To find out the attitude of local people towards homestay tourist and homestay program.

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

In case of Nepal tourist is the fourth largest sector of job creation and its popularity is emerged as the source of earning of foreign currency. Homestay also is now a day gain popular which attract large number of domestic tourists along with foreign tourist. There is positive socio-economic contribution of homestay tourism to the local people as well as national economy. It acts as alternative form of tourism and Nepal government use it as the strategy or tools for poverty reduction. Thus, homestay is vital for the economic development of the nation. The key feature of the homestay concept is the opportunity to participate, learn from and enjoy the daily activities of locals and experience their traditions, cultures and festivities. Guests are also exposed to local food and may have an opportunity to learn how to cook regional delicacies. For the development of homestay, the local attitude and behaviour is must and the study aim to examine the attitude and belief of local for homestay tourism development.

The finding of the study helps for awareness rising about the potential benefit of homestay to the local people and helps for their support for the sustainable development of the homestay tourism in the country. The study also helps to find out the problems of homestay tourism program which helpful for the improvement and increase its effectiveness for sustainable tourism development. It attracts the tourist towards homestay which increase the livelihood of local people.

#### **1.5 Limitation of the Study**

Following are the main limitation of the study:

- The study is conducted in the small area (Bandipur and Ghalegaun homestay only) and there is unique feature in every homestay (cultural differences, geographical differences, religious differences and so on). Thus, the finding of the study is not able to generalized in whole homestay of Nepal.

- The study used cross-sectional methods and the behaviour or attitude of the people are changeable. Thus, study ignore the change in behaviour of local people toward sustainable homestay tourism.
- The use of statistical tools itself have their own limitation because it cannot be perfectly measuring the behaviour of people.

## **1.6 Organization of the Study**

The whole study report is divided into 5 chapters. Chapter I contains the introduction where the background of the study, statement of the problems, objectives of the study, significance of the study, limitation of the study and organization of study are written. In this chapter the purpose of the study, importance of the study, its limitations are written. Chapter II contains a review of literature where at first, conceptual reviews related to homestay in Nepal, Doxey's model and exchange theory, in second part the empirical reviews are written where review of homestay related studies by different scholars are reviewed. Chapter III content research methods where research design, universe and sample, nature and source of data, tools and techniques of data collection and analysis are written. Chapter IV contains presentation and analysis of data which include the demographic information, data related to variables focus by Doxey's model and exchange theory are written. Chapter V content summary conclusion and recommendation which includes summary of report, conclusion according to objectives and recommendation to local people and stakeholder.

## **CHAPTER II**

### **REVIEW OF LITERATURE**

#### **2.1 Conceptual Review**

Tourism is one of the mainstays of Nepalese economy and is also a major source of foreign exchange and revenue (MoFA, visited in February, 2021). The study of CBS also shows that it is the fourth most income generating sector of Nepal (Prasain, 2021). Possessing 8 of the 10 highest mountains in the world, Nepal is a hotspot destination for mountaineers, rock climbers and people seeking adventures and also the existence of Hindu, Buddhist and other cultural heritage sites of Nepal attract the religious tourist (MoFA, visited in February, 2021). 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 (ibid).

According to data supply from world bank in 2010 AD there were 603 thousand tourists arrived in Nepal, it is increase to 790 thousand in 2014 but decrease to 539 thousand in 2015. In 2018 AD the international tourist arrival was increase to 1173 thousands and reached to highest to 1197 thousands in 2019 but fall to 230 thousand in 2020 (WB, visited in February, 2022). The decrease in tourists in 2020 is due to lockdown and increase of COVID-19.

Nepal's major tourist activities include wilderness and adventure activities such as mountain biking, bungee jumping, rock climbing and mountain climbing, trekking, hiking, bird watching, mountain flights, ultralight aircraft flights, paragliding and hot air ballooning over the mountains of the Himalaya, hiking and mountain biking, exploring the waterways by raft, kayak or canoe and jungle safaris especially in the Terai region ( MoFA, visited in February, 2021). Nepal is a multi-religious society. The major religion in Nepal is Hinduism, and the Pashupatinath Temple, which is the world's one of the main Hindu religious sites is located in Kathmandu, attracts many pilgrims and tourists. Other Hindu pilgrimage sites include the temple complex in Swargadwari located in the Pyuthan district,

Lake Gosainkunda near Dhunche, the temples at Devghat, Manakamana temple in the Gorkha District, and Pathibhara near Phungling, Mahamrityunjaya Shivasan Nepal in Palpa District where biggest metallic idol of Lord Shiva is located. The World Heritage site Lumbini, which is the birthplace of Gautama Buddha, is an important pilgrimage site. Another prominent Buddhist site is Swayambhunath, the Monkey Temple, in Kathmandu. Dang valley is also a sacred place for Hindus as well as other religions. Kalika and Malika Devi in Chhillikot hill, Ambekeshawori temple, Krishna temple, Dharapani temple etc. are sacred place in Dang district. Chillikot hill is also a good place for sightseeing and also an ancient palace of a king. Muktinath is a sacred place for Hindus as well as Buddhists. The site is located in Muktinath Valley, Mustang district (ibid).

Kathmandu the capital city of Nepal is the city of temple and very rich in cultural heritage. Within 7 km radius there are 7 world heritage sites (Pashupatinath Temple, Baudhanath Stupa, Swayambhunath Stupa, Changunarayan Temple, Kathmandu Durbar Square, Patan Durbar Square and Bhaktapur Durbar Square) which cannot be found anywhere. Museums in Kathmandu have rich collections of archaeological, historical and artistic importance and galleries display art work of the past and present. Full of art, architecture and culture, the Kathmandu Valley is the prime destination for the tourists. As Nepal is a land of festivities and celebrations, visitors can experience how a culturally diverse and rich society of Nepal grows in harmony.

### **2.1.1 Homestay in Nepal**

Tourism industry is not a new phenomenon. It can be traced to the period of human origin. The nature of travelling activities may vary, however, it was from the early period in search of food and appropriate habitation. Ranjit (1976) states that noticeably there are differences between modern and past travelling but it is the habit of travelling which has originated the growth of this industry and the variance of travelling in the past and modern is between surviving and desire. Thus, homestay tourism provides the alternative form of tourism and give the unique test to the tourist. Ranjit further opines that travelling in those far off days was a must for the survival and existence of early men. But with the dawn of civilization and change in the human stance, the meaning of travelling has been shifted from the necessity to the desire of taking splendid journeys.

Gradually the tourism industry took a step forward but the major issue remains dissatisfactory that the tourism income is not distributed equally in all part of the Nepal. Industry centralized within the central region of the Nepal. Therefore, to address those issues and for the poverty alleviation from the rural area, government introduced the village tourism for the first time in 1997. Sirubari (Syangja District, west Nepal) and Ghalegaon (Lamjung District, north central Nepal) were the first two villages to implement the concept of community homestay which was a first effort to develop village tourism by the government of Nepal (Thapa 2010).

Homestay is an alternative name for village tourism, which means staying in someone's home and providing an opportunity for the visitors to experience a place in an authentic, comfortable and homely setting. In general, homestay provides visitors (Devkota, 2010) unique (one of a kind) opportunity to experience the rich and hospitable cultures of the village; an opportunity to see and experience astonishing objects no one else has seen or done before- especially amazing food; to meet and really connect with the local people from the host country, and not just see them through a bus window; become a part of a family, and an important part of a household, that is, a homely environment; learn about environments and cultures through other people's eyes, (vi) contribute directly to the rural economy and people in need and (vii) provide opportunities to support the community in conservation initiatives

A paying guest at one's home for short period is a home-stay tourist. The service related to such tourist is called home-stay tourism. But such guests are provided accommodation and services by individual family as well as community too. Thus, the home-stay directive has accepted it as managed by an individual or community (Timalsina, 2012). The home-stay seeks to draw tourists away from posh and crowded urban areas to the rural locality full of splendid natural surroundings, by providing them with clean, comfortable and budget-friendly accommodation and food. Thus, home-stay offers the traveler a unique local experience and possibilities of interaction with the host family. It offers the chance to experience new and untapped places which has enabled the government to popularize new tourist destinations, and provide alternative source of income to the rural folks (Gangotia, 2013). In home-stay tourism, visitors get a chance to spend time with the family observing

their customs, values and culture, which give them the opportunity to feel the taste of rural life (Devkota, 2010). Cultural heritage and its geographical structure make Nepal one of the famous destinations for home-stay tourism.

In home-stay tourism, both the environment and culture are commoditized; market value is created with the demand of visitors. It provides financial reward to the local indigenous community for conservation of the environment and their culture (Laurie & Radcliffe, 2005).

Under this approach, tourism is considered to be a component of development, giving emphasis to explore ways of expanding positive impacts and reducing negative impacts. Home-stay tourism is a major player when it comes to the reduction of rural poverty. It integrates all activities of tourism such as trekking, cultural tourism, agro-tourism, health tourism, and ecotourism (Devkota, 2010). It is a good source of earning foreign currency. It reduces the gap in the balance of payment, provides increased tax revenue, gives rise to economic development of the nation, and increases the employment opportunities. It may also provide new markets for local people to sell their products, such as agricultural products, livestock and others (Budhathoki, 2013). Growth in tourism motivates people to pursue higher education and to obtain new jobs, and it thus also increases the literacy rate. It provides opportunities for new generations to redefine and reclaim their cultural and ethnic identity. The villagers and other concerns were given trainings in hospitality and basic guiding skills to the local residents to provide them the opportunity to learn about hygiene, tourism and conservation techniques.

### **2.1.2 Doxey's Model and Exchange theory**

Although several models of tourism area development have been proposed, social exchange theory and Doxy's model have been identified as the most significant paradigms used to examine tourism development processes. There is a controversial impact on tourism regarding community participation for sustainable tourism development on cost and benefits analysis. The relationship between community attachment and tourism impacts are yet controversial. Some studies suggest that the longer an individual resides in a community, the more negative is the attitude towards tourism development (Harrill and

Potts, 2003; Lankford and Howard, 1994), other studies demonstrate that this relation is not true in every situation (Andereck et al., 2005). In support of the social exchange theory, many studies suggest that residents, who are economically dependent on the tourism industry, are generally, more favorably positioned towards tourism than those who are not (Andereck et al., 2007). However, some authors disagree with these statements and in different studies conclude that residents being economically dependent on tourism find more negative associations with the tourism industry revealing a strong negative attitude towards it (Williams and Lawson, 2001). Many experts doubt that although it is theoretically ideal to achieve sustainable tourism by considering community participation as an important approach to tourism planning, it is still extremely difficult in practice, especially in less developed countries. The impediments to implementing the community participatory tourism planning into practical work in developing countries are always bound with political, cultural, and economic issues. In general, residents in less developed countries have less opportunity to involve in decision- making process, since social decisions and developing plans are largely dominated by central government or local authorities.

On the other hand, Andereck et al. (2007) suggest that the more residents have knowledge about tourism and have intensive contact with tourists, the more they have a positive perception of the benefits gained through tourism. Conversely, Lankford, and Howard (1994) did not find any significant relation between residents' attitudes and the degree of contact with tourists. Tosun (2000) noted that the high level of autocratic public administration system would hamper the community participation in tourism the decision-making process at the operational level. There is a big "knowledge" and "communication" gap between the host community and decision-makers. And he claims that community participation in development paves the way for the implementation of principles of sustainable tourism development and creates better opportunities for local people to gain more benefits from tourism developments taking place in their localities. Indeed, "without benefits in proportion to the effort involved, communities are unlikely to participate" (Murphree, 1999). Those benefits need not always be financial. Often the intangible benefit of skills development, increased confidence, growing trust, and ownership of the project may be of greater value to the community (Clarke, 2002).

## **2.2 Empirical Review**

Budhathoki (2013) have conducted a study entitled “Impact of Homestay Tourism on livelihood: A case study of Ghaleguan” with the objectives of examining income generated from homestay tourism, percentage of income from tourism industry in total income of people, level of employment generated by such program and shift in agro-production system from traditional to modern system. In the study 106 households was selected as sample and schedule interview were conducted and exploratory data analysis techniques are used for presentation and analysis of data. It is found that tourism income contributed 23 % of the net total income, which is about three times more than livestock and agriculture income. The highest income share is from pension, which is 30%, and remittance contributes to 20.8%. Tourism income has a share of 31.6% to total income of the poorest group and share of tourism income to total income in rich income group is 46%. Tourism industry has played important role in income equaling among rural household. A reduction in number of tourist arrival and stay in the study village would greatly affect the welfare of the people and widen the income gap among households.

Bhan and Singh (2013) revealed that poor infrastructures mainly roads and communication, lack of skilled human resources, lack of marketing and promotional tactics, poor coordination among different tourism stake holders regarding homestay operations, poor awareness about conservation of natural and cultural heritage, improper resource management system, inadequate funds and lack of pro-poor tourism approach and poor maintenance of security are the major challenges that current home-stay operators are facing.

Wijesundara and Gnanapala (2016) highlighted the challenges that impede homestay development in Sri Lanka. According to them, misusing of the homestay concept, lack of youth participation, passive community initiations, lack of community leadership, lack of formal management system, lack of industry awareness, lack of facilities, lack of marketing and promotional skills, lack of networking, communication problems, community attitude, lack of incentives and other motives, , lack of proper education and training the lack of coordination and involvement of the key stakeholders and lack of government assistance



and political involvement for decision making are major challenges impeding Homestay development in Sri Lanka. They recommend proper planning and management and the active involvement of all the key stakeholders along with the active and honest role of the government in homestay market.

Karki (2016) has conducted a study entitled "Assessment of Home-stay Program at Amaltari Village of Nawalparasi, Nepal" which was carried out to identify the motivation for homestay adoption, explore the social, economic and environmental outcomes of home-stay, and the satisfaction level of eco-tourists with the home-stay program. Data for the study were collected using key informant survey, household survey with 21 numbers of households, and survey with 60 numbers of visitors at different dates in Amaltari village where the home-stay program is implemented on May 19, 2013. Three-point Likert scale (Agree to disagree) was employed in analyzing the level of satisfaction of the visitors. Improvement in family income (47.6 %) and the use of free time in constructive work (42.9%) were found to be the most important motivating factors to run the homestay program in the area. Homestay program contributes to increase the income of households running homestay, and in creating the jobs to local people. Homestay income was found more important to the poor households compared to the richer as the poor households generate around 70% of their cash income from homestay compared to only around 30% to that of richer households. Social contributions include the increase in community pride, women empowerment and improved community relationship. The contribution in environmental sector as perceived by the home-stay households were mainly the increment in plantation and conservation awareness activities. Visitors were more satisfied with the service and hospitality (100%), local environment (83%) and culture (80%) and least satisfied with the visitor information center (21.7%) and means of communication (13.3%). Quality of facilities and services and recreation activities were more important to increase in the level of satisfaction than decreasing the price of homestay.

Organizing homestay management trainings including sanitation and hygiene to the households, improvement in education of the community that may improve the information system and the capacity of local guide in interpreting the Tharu history, culture and lifestyle can help to obtain more benefits from homestay in the area. Linking the study village with

markets (tours and travel agencies in the capital and through webs) and the potential foreign visitors is utmost important for the improvement and growth of home-stay of the area.

Human (2019) have conducted a study entitled “Income, Expenditure and Profit of Homestay in Nepal” with the objectives to identify the income, expenditure, and profit of Homestay in Nepal. The study was conducted in 9 districts (Kaski, Kailali, Kavre, Kathmandu, Chitwan, Tanahun, Bhaktapur, Syangja, Nawalpur) of Nepal. The study had collected the data from 348 Homestay by using the structured questionnaire survey. The study was based on the quantitative design. The mean, standard deviation and correlation was run to analyze the data. The result shows that average monthly income was NR. 33.162 thousand, monthly expenditure was NR. 19.449 thousand, and monthly profit was NR. 13.540 thousand. It shows that every Homestay was in profit. The comparative data shows that the income of Nawalpur was higher than another district whereas Bhaktapur was lower. There was significant positive correlation between income, expenditure and profit of Homestay. There was positive contribution of Homestay in economic improvement of Homestay owners. The further researcher can study on the social contribution of Homestay.

Karki et. al. (2019) have conducted a study entitle “Assessment of Socio-economic and Environmental Outcomes of the Homestay Program at Amaltari Village of Nawalparasi, Nepal” using homestay program is one of key strategies for enhancing rural income and biodiversity conservation. In this study, researcher assessed the socio-economic and environmental outcomes of a community managed homestay program in Amaltari village of Nawalparasi, Nepal by collecting household level data from the 21 households and 60 visitors were interviewed visitors to assess their satisfaction level with the services they are offered. Homestay income was found to have contributed more to the poor households than to the richer ones. Social contributions included increase in community pride, women empowerment and improved community relationship. The contribution in environmental sector was mainly the increase in environmental education and plantation activities. Visitors (n=60) were more satisfied with the hospitality and culture and least satisfied with the available means of communication. Linear regression models did not show any significant effect of age, sex and prior experience of visitors with homestay program on their overall satisfaction score which ranged from -10 to +10 ( $\beta_{age} =$

-0.003±0.02;  $\beta_{\text{sex.male}} = 0.003 \pm 0.02$ ;  $\beta_{\text{first.time}} = -0.003 \pm 0.02$ ). Linking the home stay village with markets (e.g., travel agencies) and capacity building training for the homestay owners on management and marketing could be crucial to increase socio-economic and environmental outcomes of the homestay.

Dahal et al. (2020) have conducted a study entitled “Environmental Impacts of Community-Based Homestay Ecotourism in Nepal” with the objectives of assess the environmental impacts of community-based homestay tourism of Amaltari Madhawarti Homestay in the Nawalpur District of Nepal. The Twenty-four houses running homestays and same number of houses without homestay operation were surveyed and representative of the management committee were interviewed in this study. Solid waste production in these 24 homestays was quantified. Proper awareness towards waste management reduces the threat to environmental purity. Further, the role of proper waste management, energy use, and water use becomes a great asset to develop a sound ecotourism around homestays. Socio-economic benefits were received by the homestay in the form of increased income and preserved culture. People were able to make money to upgrade their living standard from their culture, hospitality, foods, and costumes. This boost in the economy had reduced dependence on natural resources and increased forest area and movement of wild animals. Bhandari et al. (2022) have conducted a study entitled “Socio-economic and Cultural Impact of homestay tourism in Sirubari Village Syanja Nepal” with the objectives of exploring the socio-economic and cultural impact of homestay tourism in the local community of Sirubari village in Nepal. The study has used descriptive and analytical research design using both qualitative and quantitative data from primary and secondary data sources determining samples from the population. The study selected samples using random sampling among the homestay operators and convenient sampling among the non-homestay households. For the primary data collection, the study has used both structured questionnaires and open interviews with the respondents. For the data analysis, the study used SPSS. The study concluded that the trend of tourists' arrival was increasing until 2019-20 AD. However, due to the influence of the global pandemic COVID-19, the trend of tourists' arrival appeared to be reduced remarkably, as it has been reduced by 58.95% in the year 2020-21. Likewise, homestay tourism in Sirubari noticed to be a pioneer to the socio-economic and cultural empowerment in the local community, as the homestay

households increased to twenty-three from seventeen during these recent five years as compare to the period earlier to this study that there were only 17 homestay households until 2015-16 AD. Finally, the study observed that most of the key factors socio-economic and cultural assistance of local community is highly appreciated.

### **2.3 Research Gap**

All these empirical reviews found that there is positive socio-economic impact as well as problems face by homestay program on the livelihood of the rural people. Budhathoki (2013), Wijesundara and Gnanapala (2016), Bhandari et al. (2022) are focus on socio-economic impact of homestay tourism. Dahal et al. (2020) focus on environmental impacts of homestay tourism; Karki et al., (2019) and Karki (2016) focus on assessment of homestay program. The literature review is related to the sustainability and environmental impact of homestay and no literature reviews were not direct focus on people perception and participation for sustainable development of tourism. But objectives are to highlight the local people perceptions and participation of sustainable homestay tourism development so there is gap in the literatures and our objectives. Thus, there is significance reasons for conducting our study.

## **CHAPTER-III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

Research design is the road map and mind map of concerned investigation. The study was carried out to examine the community perception and participation for sustainable homestay tourism development of homestay. Thus, the descriptive research design was used for the study. the rationale of using descriptive research design was that the study use model and the variables use in the model was linked for analysis of sustainable homestay tourism development in Nepal and people's perception about sustainable homestay tourism development. In the study primary data source was use to collected where questionnaire was developed following Doxey's Irridex Model (1975). Most of the collected data were quantitative in nature which were prepared in Likert scale and demographic information are qualitative in nature.

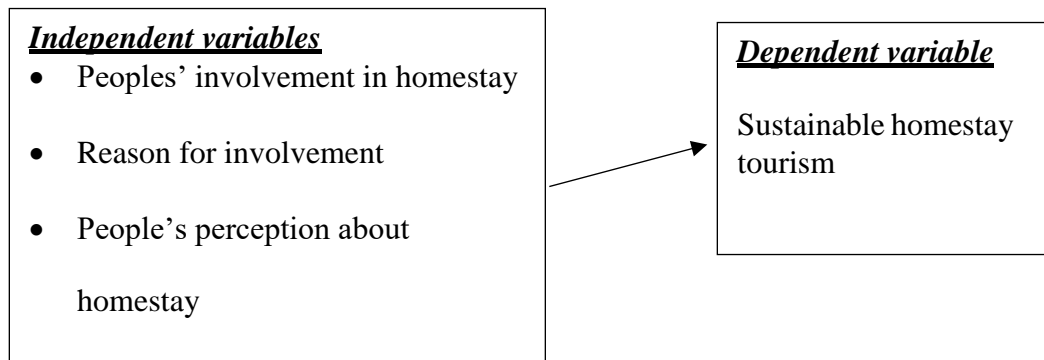
#### **3.2 Universe and Sampling Methods**

All the people living in Bandipur and Ghalegaun were consider as the universe of the study. According website visited in February, 2022 the total population of Bandipur rural municipality was 9102 and ghalegaun was 7012 which are the universe of the study because tourism is link not only with area where homestay is present but also impact the surrounding area, thus, who people of Bandipur rural municipality and ghalegaun was consider as universe. In the study, stratified sample method has been used for selection of sample. In stratified sampling method, the strata of HHs who are directly engaged in homestay business has been developed and other strata of HHs who are not directly engaged in tourism business are selected. In the study, 340 sample was selected which include people engaged and not engaged in tourism activities. In the study individual respondents are consider as sample units. Besides that, 5 key informants are selected for interview.

### 3.3 Conceptual Framework

The study was carried out to examine the community perception and participation for sustainable homestay tourism development of homestay. For the sustainable homestay tourism development involvement of tourism, perception about tourism, reason for participation of tourism was vital and consider as independent variables of the study. in the study sustainable tourism development was the dependent variable of the study. the conceptual framework of the study is present in following figure:

**Figure 3.1: Conceptual Framework**



### 3.4 Nature and Source of Data

The data related to demographic information of the respondents and their family were measure in qualitative terms such as binary scale and categorical scale. The data related to community participation for sustainable tourism development in the homestay used Doxey's Irridex Model (1975) where statements was developed using 5 points Likert scale. Thus, it was measure in quantitative scale where 1 was given for strongly disagree to 5 for strongly agree. Besides that, the data from key informants' interview were measure in qualitative scale. In the study, all the data were collected from primary sources.

### 3.5 Techniques and Tools of Data Collection

In the study survey methods (techniques) of data collection was used. To collect reliable and authentic data, the researcher was used various research tools such as schedule

interview and key informant interviews. The tools used for data collection was explain below:

### **3.5.1 Schedule Interviews**

At first questionnaires was formulated to collect all the information which needs to fulfill the objectives of the study. In the questionnaire demographic variables and variables identified by Doxey's Irridex Model are written. Likewise, some additional questions to find out the future possibility of tourism activities was also be design. For the study, research visit Bandipur and Ghalegaun homestay and met all respondents for data collection. For the data collection at first, researcher explain all the purpose of conducting study and give right to the respondents to drop the question if they were feeling uncomfortable to give information.

### **3.5.2 Key Informant Interview**

Unstructured interviews with the key informants were also be conducted to get more information about the environmental management of the Bandipur rural municipality and Ghalegaun. Indeed, interviews with different people was conducted in a different corner based on the subject matter. For the study at first two member of Homestay management community, 1 individual who runs hotel, 1 member of rural municipality and 1 old local people will be selected and interview with they will be conducted for additional information.

### **3.6 Tools of Data Analysis**

For the analysis both quantitative and qualitative, a set of valid and reliable measurement tools was consulted looking at dimensions of predictability, exploration, and analysis of the set variables against the measurement of the relationship of community participation and destination management attributes. The individual field records will be analyzed to draw up a meaningful finding and connect with the findings of the quantitative study. Statistical Package for Social Science (SPSS) version 20 was used to analyze the data for descriptive and inferential analysis. The responses derived

from qualitative tools (i.e. interviews and group discussions) was analyzed through the narrative analysis.



## CHAPTER IV PRESENTATION AND ANALYSIS OF DATA

### 4.1 Demographic Information of Respondents

In this part the demographic information of the respondents like sex, age group, religion, family number, main occupation, education level, years of living in the local area, yearly earning are present.

#### 4.1.1 Sex Composition

In the study the sex composition (gender) is categorized into male, female and other. The response of the respondents is present in table 4.1:

**Table 4.1**

Gender of Respondents

	Engaged in tourist		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Male	60	17.65	211	62.06	266	79.21
Female	14	4.12	55	16.18	67	20.29
Total	74	21.76	266	78.24	340	100

*Source:* Field Survey, 2023

The table 4.1 shows that out of 340 respondents, majority of them were 266 (79.21%) male and remaining (20.29%) were female. The table also shows that 62.06% of respondents who were male are not engaged in tourism industry but 17.65% of respondents who were male were engaged in tourism industry. 16.18% of respondents who were female are also not engaged in tourism industry.

#### 4.1.2 Marital Status

In the study the marital status of the respondents is categorized into married, divorce, separated, Widower/widow and single. In the data there are 3 divorce and 1 separate respondent so we merge them in one category and name divorced. Following table shows the marital status of the respondents:

**Table 4. 2****Marital Status of Respondents**

	Engaged in tourist		Not engaged in tourism		Total	
	Respondent s	Percent	Respondents	Percent	Respondents	Percent
Married	66	22.84	223	77.16	289	100
Divorced	3	75	1	25	4	100
Widower/ widow	1	6.25	15	93.75	16	100
Single	4	12.03	27	87.97	31	100
Total	74	21.76	266		340	100

*Source:* Field Survey, 2023

The data shows that majority of 289 respondents (85%) are married followed by 31 respondents (9.12%) are single and 16 respondents (4.7%) are widower/widow. Among the married respondents, 77.16% are not engaged in tourism but 22.84% are engaged in tourism industry. Similarly, among the single respondents, 87.97% are not engaged in tourism industry but 12.03% are engaged in tourism industry. Among widower/ widow 93.75% are not engaged in tourism but 6.25% are engaged in tourism industry.

**4.1.3 Religion**

In the study religion is categorized into Hindu, Buddhist, Muslim and Christian. The response is summarized into table 4.3:

**Table 4. 3****Religion of Respondents**

	Engaged in tourist		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Hindu	34	20.48	132	79.52	166	100
Buddhist	40	22.85	135	77.14	175	100
Christian	-	-	1	100	1	100
Total	74	21.02	266	78.98	340	100

*Source:* Field Survey, 2023

The data shows that majority 175 respondents (51.47%) follow Buddhist followed by 166 (48.82%) of respondents follow Hindu religion. Out of respondents who follow Bhuddhist, 22.85% are engaged in tourism activities but majority (77.14%) are not engaged in tourism

industry. Similarly, out of Hindu people, 20.48% respondents are engaged in tourism industry but majority 79.52% are not engaged in tourism activities.

#### 4.1.4 Literature Status

In the study the literacy of the respondents is at first categories into illiterate and literate and later the literate respondents are categorized into basic level, secondary level and higher secondary level. The response of the literature status is present in following table 4.4:

**Table 4. 4**

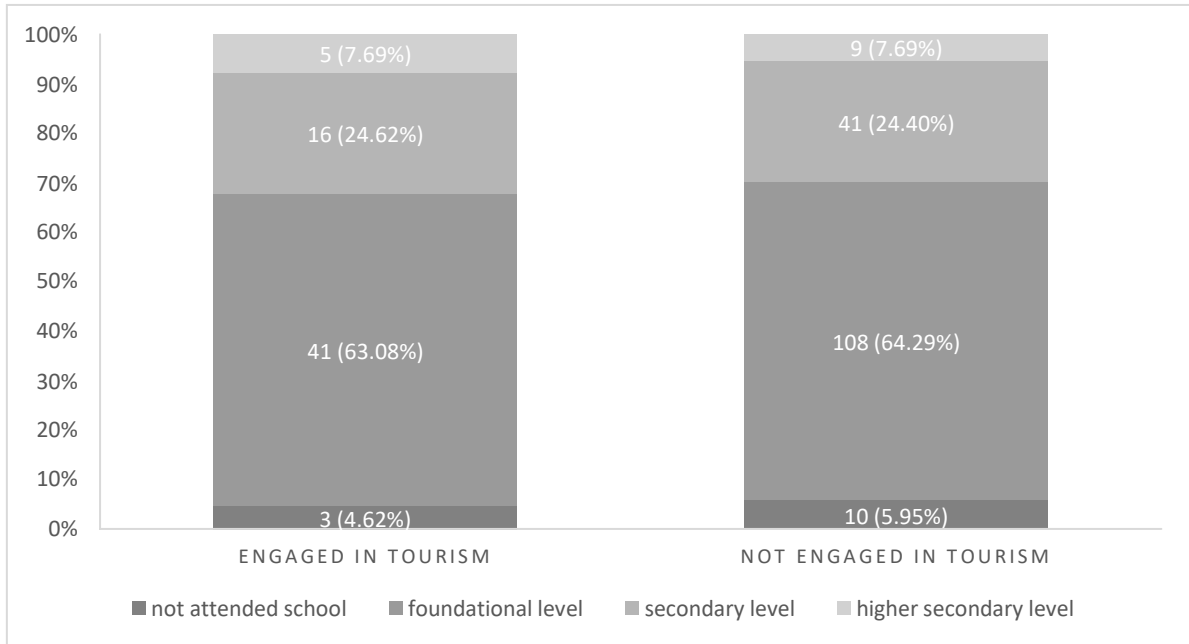
Literate Status of Respondents

	Engaged in tourist		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Literate	65	27.90	168	72.10	233	100
Illiterate	9	8.41	98	91.59	107	100
Total	74	21.76	266	78.23	340	100

*Source:* Field Survey, 2023

The data shows that majority (68.52%) of the respondents are literate and 31.47% of respondents are illiterate. among the literate respondents, 72.10% are not engaged in tourism industry but 27.90% are engaged in tourism industry. Similarly, among the illiterate respondents, 92.59% are not engaged in tourism industry and only 8.41% are engaged in tourism industry.

Following figure shows the level literacy of literate respondents:



Source: Field Survey, 2023

**Figure 4. 1: Literacy Level of Literate Respondents**

Among the literate respondents who are engaged in tourism, highest 63.08% (41 respondents) only study foundation level followed by 24.62% (16 respondents), 7.69% (5 respondents) study secondary level and higher secondary level respectively. Among literate respondents who are engaged in tourism 4.62% (3 respondents) never goes to schools but able to read and write. Similarly, literate respondents who are not engaged in tourism, highest 64.29% (108 respondents) only study foundation level followed by 24.40% (41 respondents), 7.69% (9 respondents) study secondary level and higher secondary level respectively.

#### **4.1.5 Main Occupation of Respondents**

The main occupation is divided into five categories but respondents give job total mainly. The response of the job like driver, foreign employment, labor is merge into service sector and the business is merge in industrial sector. The response of the respondents is summarized into table 4.5:

**Table 4. 5**

## Main Occupation

Occupation	Engaged in tourism		Not Engaged in Tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Agriculture Industries or business	41	12.06	178	52.35	182	53.53
Service sector	31	9.11	81	23.82	112	32.94
Total	74	21.76	266	78.24	340	100

*Source:* Field Survey, 2023

The table shows that majority of respondents are engaged on agriculture sector and among then 12.06% of the respondents are also engaged in tourism sector. Likewise, 31 (9.11%) respondents who are engaged in service sector are also engaged in tourism but 52.35% respondents whose family main occupation was agriculture were not engaged in tourism.

**4.1.6 Current Education Level**

The question about if they are educated or illiterate was asked to the respondents. Educated respondents are those who are at least able to read and write and the education level of response is summarized into following table:

**Table 4. 6**

## Literary of Respondent

Educated	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Literate	65	19.12	165	48.53	230	67.65
Illiterate	9	2.65	101	29.71	110	32.35
Total	74	21.76	266	78.24	340	100

*Source:* Field Survey, 2023

The table 4.6 shows that majority (67.65%) of respondents are educated and 32.35% of the respondents are uneducated. The table also shows that 48.53% of the respondents who are not engaged in tourism are educated and 19.12% of the respondents who are engaged in

tourism are also educated.

In the study the education level of the respondents is categorized into basic, secondary and higher education. In the study those respondents who can read and write or just study up to lower secondary is consider as basic education, those respondents who pass SLC is consider as secondary level and who study above SLC level consider as higher education level. Following table 4.6 shows the education level of 230 educated respondents:

**Table 4. 7**

Education Level of Respondents

Education level	Engaged in tourism sectors		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Basic education	44	19.13	105	45.65	149	64.78
Secondary Level	10	4.35	50	21.74	60	26.09
Higher Education	8	3.48	13	5.65	21	9.13
Total	62	26.96	168	73.04	230	100

*Source:* Field Survey, 2023

The table 4.7 shows that among the educated respondent's majority (64.78%) of respondent's study only basic level followed by 26.09% study secondary level and only 9.13% study higher education. The table also shows that 45.65% of respondents who study basic level are not engaged in tourism sector and 21.74% of the respondent's study secondary level and also not engaged in tourism sector. But, 19.13% respondents who only study basic level are engaged in tourism sector and 4.35% of the respondents who are engaged in tourism study secondary level.

#### **4.1.7 Family Size**

The question related to number of numbers of male member in family was waked to the respondents and the number of male members is summarized in following table 4.8:

**Table 4. 8**

## Male Members in Family

Male members	Engaged		Not engaged		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Up to 3	34	10	144	42.35	178	52.35
4 to 6	30	8.82	85	25	115	33.82
7 and above	10	2.94	37	10.88	47	13.82
Total	74	21.76	266	78.24	340	100

(Source: Field Survey, 2023)

The table 4.8 shows that majority (52.35%) of family have up to 3 male members in family, 33.82% of the respondents have 4 to 6 male members in their family and 13.82% of the respondents have 7 and more male member in their family. The table also shows that 42.5% of the respondents who have up to 3 members are not engaged in tourism sector and 25% of the respondents who have 4 to 6 male members in their family are also do not engaged in tourism sector.

The question related to number of female members in member in family was waked to the respondents and the number of male members is summarized in following table 4.9:

**Table 4. 9**

## Female Members in Family

Female members	Engaged		Not engaged		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Up to 3	28	8.24	141	41.47	169	49.71
4 to 6	34	10	94	27.65	128	37.65
7 and above	12	21.70	31	9.12	43	12.65
Total	74	21.76	266	78.24	340	100

Source: Field Survey, 2023

The table 4.9 shows that higher (49.71%) of family have up to 3 female members in family,

37.65% of the respondents have 4 to 6 female members in their family and 12.65% of the respondents have 7 and more female member in their family. The table also shows that 41.47% of the respondents who have up to 3 female members are not engaged in tourism sector and 27.65% of the respondents who have 4 to 6 female members in their family are also do not engaged in tourism sector.

The data also shows that in 74 family who are engaged in tourism sector there are in total 290 male members and 307 female members (table 4.11) and 266 family who are not engaged in tourism have 999 male member and 975 female members (table 4.9). Thus, there are large number of people who are not involve in tourism sector and for the sustainable tourism development these unengaged family must be gradually participate in tourism industry in Lumbini.

**Table 4. 10**

Total Family Member

Total members	Male	Female	Total
Engaged in tourism (74 family)	290	307	614
Not engaged in tourism (266 families)	999	975	1987
Total	1289	1282	2601

*Source:* Field Survey, 2023

#### **4.1.9 Main Income Source**

The question about the main occupation of the respondents' family was asked. Some of the respondents selected more than one options and the response is present in table 4.11 below:



**Table 4.11****Main Income Source**

Main occupation	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Service	31	9.11	81	23.82	112	32.94
Business	-	-	6	1.76	6	1.76
Agriculture	43	12.56	179	52.65	222	65.29
Total	74	21.76	266	78.24	340	100

*Source: Field Survey, 2023*

The table shows that 65.29% of the respondents' family main income source were agriculture followed by 32.94% respondents' family main income source was service, job and remittances. Similarly, 12.56 % and 9.11% of the respondents' family main income comes from service sector and agricultural sector respectively are also engaged in tourism activities. Likewise, 52.65 % and 23.82% of the respondents' family main income comes from service sector and agricultural sector respectively are not engaged in tourism activities.

#### **4.1.10 Tourism Activities**

The question is asked to the respondent about their involvement in tourism activities where 74 respondents said that they are involve in tourism activities and remaining 266 respondents are not engaged in tourism activities. Further question about particular tourism activities they involve was asked to them and the response is categorized into following table 4.12:

**Table 4.12****Involvement in Tourism**

Involvement	Respondents	Percent
Homestay Owner	26	35.14
Hotel and restaurant businessman	17	22.97
Tourism management committee	4	5.41
Local government representatives	16	21.62
Member of political parties	7	9.46
Other	4	5.41
Total	74	100

*Source:* Field Survey, 2023

The table shows that among the respondent who are engaged in tourism sector, 35.14% are homestay, followed by hotel and restaurant businessman (22.97%) and local government representatives (21.62%). Similarly, 9.46% are local government representatives and 5.41% are from tourism management community. There are 5.41% of the respondents who are engaged in tourism sector said that they are businessman, cleaner, driver and labour (work for wages).

**4.1.11 Effects and Contribution**

The question about due to your participation, what do they think about their effects and contribution in holistic development of tourism in this locality and the response is summarized into following table:

**Table 4. 13**

*Effects and Contribution (Multiple Choice)*

Effects and contribution	Respondents	Percent
Policy making	14	18.92
Marketing of tourism	12	16.22
Cultural promotion	28	37.84
Environmental protection	31	41.89
Resource management	44	59.46
Other	-	-

*Source:* Field Survey, 2023

The table 4.13 shows that 9.46% of the respondents who are engaged in tourism sector saidthat due

to their participation the local resource is managed followed by 41.89% and 37.84% of the respondents think that due to their participant there is environmental protection, cultural promotion respectively. Similarly, 18.92% and 16.22% of the respondents think that they can contribute for policy making and marketing due to participation in tourism.

#### **4.1.12 Not Affected from Participation**

The question was asked to the respondents that there any reason for involvement in tourism development that are not affected by their participation and the response is summarized in following table 4.14:

**Table 4. 14**

Not Affected

Area	Respondents	Percent
Policy making	23	31.08
Development of infrastructure	30	40.54
Coordination with community	20	27.03
Other	1	1.35

*Source:* Field Survey, 2023

The table 4.14 shows that 40.54% of the respondents said that they participation in tourism do not affect in development of infrastructure followed by 31.08% and 27.03% of the respondents said that their participation did not effect on policy making and coordination with community respectively.

## **4.2 Local Participation and Sustainability in Tourism**

### **4.2.1 Participate in All Activities**

The statement of I participate in almost all the activities of tourism development was asked to the respondents and the summarized response is present in following table:

**Table 4.15****Participation in All Activities**

	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	17	5	76	22.35	93	27.35
Disagree	18	5.29	86	25.29	104	30.59
Neutral	15	4.41	34	10	49	14.41
Agree	13	3.82	44	12.94	57	16.76
Strongly agree	11	3.24	26	7.65	37	10.88
Total	74	21.76	266	78.24	340	100
Mean	2.77		2.466		2.532	
St. deviation	1.371		1.318		1.336	

*Source:* Field Survey, 2023

The table 4.15 Shows that 30.59% of the respondents disagree the statement followed by 27.35% and 16.76% are strongly disagree and agree in the statement. The table also found that 25.29% of respondents who disagree with the statement are not engaged in tourism activities and 22.35% who disagree the statement also are not engaged in tourism but 5.29% of respondents who disagree on the statement are engaged in tourism industry.

The mean of the respondents who are engaged in the tourism is 2.466 on the statement which are less than mean score of respondents (2.77) who are not involve in the tourism sector.

#### **4.2.2 Actively Working Organization**

The statement of there are active organizations working in the field of tourism in my locality was asked to the respondents and the summarized response is present in following table:

**Table 4.16****Active Organization Working in Field**

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	2	0.59	24	7.06	26	7.65
Disagree	4	1.18	66	19.41	70	20.59
Neutral	1	5.29	88	25.88	106	31.18
	8					
Agree	4	12.06	75	22.06	116	34.12
	1					
Strongly agree	9	2.65	13	3.82	22	6.47
Total	7	21.76	26	78.24	340	100
	4		6			
Mean	3.689		2.951		3.112	
St. deviation	0.853		1.041		1.048	

*Source:* Field Survey, 2023

The table 4.16 Shows that 34.12% of the respondents agree the statement followed by 31.18% and 20.59% are neutral and disagree on the statement. The table also found that 25.88% of respondents who are neutral with the statement are not engaged in tourism activities and 22.06% who agree the statement also are not engaged in tourism but 12.06% of respondents who disagree on the statement are engaged in tourism industry.

The mean of the respondents who are engaged in the tourism is 2.951 on the statement which are less than mean score of respondents (3.689) who are not involve in the tourism sector.

### **4.2.3 Participate as Active Member**

The statement of I participate in tourism promotional activities as active member was asked to the respondents and the summarized response is present in following table:

**Table 4.17****Actively Participate for Promotion**

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	5	1.47	37	10.88	42	12.35
Disagree	1 2	3.53	79	23.24	91	26.76
Neutral	2 2	6.47	67	19.71	89	26.18
Agree	1 7	5	62	18.24	79	23.24
Strongly agree	1 8	5.29	21	6.18	39	11.47
Total	7 4	21.76	26 6	78.24	34 0	100
Mean	3.419		2.816		2.947	
St. deviation	1.208		1.170		1.204	

*Source:* Field Survey, 2023

The table 4.17 Shows that 26.76% of the respondents disagree the statement followed by 26.18% and 23.24% are neutral and agree respectively on the statement. The table also found that 23.24% of respondents who are disagree with the statement are not engaged in tourism activities and 19.71% who are neutral on the statement also are not engaged in tourism but 16.47% and 5.29% of respondents who are neutral and strongly agree respectively on the statement are engaged in tourism industry.

The mean of the respondents who are engaged in the tourism is 2.816 on the statement which are less than mean score of respondents (3.419) who are not involve in the tourism sector.

#### **4.2.4 Community Accessibility and Responsibility**

The statement of community accessibility and responsibility promote the tourism was asked to the respondents and the summarized response is present in following table:

**Table 4.18****Community Accessibility and Responsibility**

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	6	1.76	13	3.82	19	5.59
Disagree	5	1.47	9	2.65	14	4.12
Neutral	2	6.18	83	24.41	10	30.59
	1				4	
Agree	2	6.76	134	39.41	15	46.18
	3				7	
Strongly agree	1	5.59	27	7.94	46	13.53
	9					
Total	7	21.76	266	78.24	34	100
	4				0	
Mean	3.595		3.575		3.575	
St. deviation	1.173		0.899		0.965	

*Source:* Field Survey, 2023

The table 4.18 Shows that 46.18% of the respondents agree the statement followed by 30.59% and 13.53% are neutral and strongly agree respectively on the statement. The table also found that 39.41% of respondents who are agree with the statement are not engaged in tourism activities and 24.41% who are neutral on the statement also are not engaged in tourism but 6.76% and 6.18% of respondents who are agree and neutral respectively on the statement are engaged in tourism industry.

The mean of the respondents who are engaged in the tourism is 3.575 on the statement which are less than mean score of respondents (3.595) who are not involve in the tourism sector.

#### **4.3.5 High Motivation**

The statement of the locals is highly motivated to participate in the tourism development through physical, human and economic resources was asked to the respondents and the summarized response is present in following table:

**Table 4.19****Highly Motivated**

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	12	3.53	45	13.24	57	16.76
Disagree	6	1.76	30	8.82	36	10.76
Neutral	18	5.29	49	14.41	67	19.71
Agree	21	6.18	44	12.94	65	19.12
Strongly agree	17	5	98	28.82	115	33.82
Total	74	21.76	266	78.24	340	100
Mean	3.338		3.451		3.426	
St. deviation	1.348		1.492		1.462	

*Source:* Field Survey, 2023

The table 4.19 Shows that 33.82% of the respondents strongly agree on the statement followed by 19.71% and 19.12% are neutral and agree respectively. The table also found that 28.82% of respondents who are strongly agree with the statement are not engaged in tourism activities followed by 14.41% who are neutral on the statement also are not engaged in tourism but 6.18% and 5.29% of respondents who are agree and neutral respectively on the statement are engaged in tourism industry.

The mean of the respondents who are engaged in the tourism is 3.451 on the statement which are more than mean score of respondents (3.338) who are not involve in the tourism sector.

#### **4.2.6 Government focus on Participation**

The statement of the locals is Nepal government has focused on people's participation for the development of tourism was asked to the respondents and the summarized response is present in following table:



**Table 4.20****Government Focus on Peoples Participation**

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	25	7.25	62	18.24	87	25.59
Disagree	18	5.24	69	20.29	87	25.59
Neutral	10	2.94	49	14.41	59	17.35
Agree	19	5.59	76	22.35	95	27.94
Strongly agree	2	0.59	10	2.94	12	3.53
Total	74	21.76	266	78.24	340 (100%)	100
Mean	2.392		2.635		2.582	
St. deviation	1.261		1.223		1.235	

*Source:* Field Survey, 2023

The table 4.20 shows that 27.94% of the respondents agree on the statement followed by 25.59% each are disagreed and strongly disagree respectively. The table also found that 22.35% of respondents who are agree with the statement are not engaged in tourism activities followed by 20.39% who are disagree on the statement also are not engaged in tourism but 5.59% and 5.24% of respondents who are agree and disagree respectively on the statement are engaged in tourism industry.

The mean of the respondents who are engaged in the tourism is 2.635 on the statement which are more than mean score of respondents (2.392) who are not involve in the tourism sector.

#### **4.2.7 Roles Played by Provincial Government**

The statement of I am satisfied with roles played by the provincial government for the development of tourism was asked to the respondents and the summarized response is present in following table:

**Table 4.21****Role of Provincial Government**

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	1	3.53	62	18.24	74	21.76
Disagree	2	10.88	10	30.29	140	41.18
Neutral	3	6.18	83	24.41	104	30.59
Agree	4	1.18	18	5.29	22	6.47
Total	7	21.76	26	78.24	340	100
Mean	4	2.30	6	2.224		2.218
St. deviation		0.781		0.877		0.857

*Source:* Field Survey, 2023

The table 4.21 Shows that 30.59% of the respondents are disagreed on the statement followed by 30.59 % are neutral. The table also found that 30.29% of respondents who are disagree with the statement are not engaged in tourism activities followed by 24.41% who are neutral on the statement also are not engaged in tourism but 10.88% and 6.18% of respondents who are disagree and neutral respectively on the statement are engaged in tourism industry.

The mean of the respondents who are engaged in the tourism is 2.224 on the statement which are less than mean score of respondents (2.30) who are not involve in the tourism sector.

#### **4.2.8 Trust Work**

The statement of tourism development communities has worked well in the field of empowerment and tourism management in order to promote people's participation was asked to the respondents and the summarized response is present in following table:

**Table 4.22**

## Tourism Development Committee Work

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	2 6	7.65	13 1	38.53	15 7	46.18
Disagree	1 9	5.59	55	16.18	74	21.76
Neutral	1 6	4.71	51	15	67	19.71
Agree	9	2.65	26	7.65	35	10.29
Strongly agree	4	1.18	3	0.88	7	2.06
Total	7 4	21.76	26 6	78.24	34 0	100
Mean	2.27		1.929		2.003	
St. deviation	1.211		1.082		1.121	

*Source:* Field Survey, 2023

The table 4.22 shows that 46.18% of the respondents are strongly disagreed on the statement followed by 21.76 % express as neutral. The table also found that 38.53% of respondents who are strongly disagree with the statement are not engaged in tourism activities followed by 16.18% who express disagrees on the statement also are not engaged in tourism but 7.65% and 5.59% of respondents who are strongly disagree and disagree respectively on the statement are engaged in tourism industry.

The mean of the respondents who are engaged in the tourism is 1.929 on the statement which are less than mean score of respondents (2.27) who are not involve in the tourism sector.

#### **4.2.9 Deprived the Proportional Participation**

The statement of community organizations has deprived the proportional participation of locals was asked to the respondents and the summarized response is present in following table:

**Table 4.23****Deprived the Proportional Participation**

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	11	3.24	72	21.18	83	24.41
Disagree	1	0.29	17	5	18	5.29
Neutral	34	10	80	23.53	114	33.53
Agree	21	6.18	13	3.82	34	10
Strongly agree	7	2.06	84	24.71	91	26.76
Total	74	21.76	266	78.24	340	100
Mean	3.162		3.075		3.094	
St. deviation	1.115		1.566		1.480	

*Source:* Field Survey, 2023

The table 4.23 shows that 33.53% of the respondents are neutral on the statement followed by 26.76% and 24.41% express as strongly agree and strongly disagree respectively. The table also found that 24.71% and 21.18% of respondents who are strongly agree and strongly disagree respectively with the statement are not engaged in tourism activities but 10% and 6.18% of respondents who are neutral and agree respectively on the statement are engaged in tourism industry.

The mean of the respondents who are engaged in the tourism is 3.075 on the statement which are less than mean score of respondents (3.162) who are not involve in the tourism sector.

#### **4.2.10 Ideological Conflict**

The statement of There is ideological conflict in tourism development among the people was asked to the respondents and the summarized response is present in following table:

**Table 4.24**

## Ideological Conflict

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	13	3.82	83	24.41	96	28.24
Disagree	4	1.18	15	4.41	19	5.59
Neutral	30	8.82	78	22.94	108	31.76
Agree	15	4.41	52	15.29	67	19.71
Strongly agree	12	3.53	38	11.18	50	14.71
Total	74	21.76	266	78.24	340	100
Mean	3.122		2.801		2.871	
St. deviation	1.262		1.425		1.398	

*Source:* Field Survey, 2023

The table 4.24 Shows that 31.76% of the respondents are neutral on the statement followed by 28.24% and 19.71% express as strongly disagree and agree respectively. The table also found that 22.941% and 24.41% of respondents who are neutral and strongly disagree respectively with the statement are not engaged in tourism activities but 8.82% and 4.41% of respondents who are neutral and agree respectively on the statement are engaged in tourism industry.

The mean of the respondents who are engaged in the tourism is 2.801 on the statement which are less than mean score of respondents (3.122) who are not involve in the tourism sector.

#### **4.2.11 Pressurized People**

The statement of Community organizations has pressurized the people for the tourism development was asked to the respondents and the summarized response is present in following table:

**Table 4.25**

## Pressurized People

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	14	4.12	146	42.94	160	47.06
Disagree	7	2.06	20	5.88	27	7.94
Neutral	26	7.65	72	21.18	98	28.82
Agree	17	5	11	3.24	28	8.24
Strongly agree	10	2.94	17	5	27	7.94
Total	74	21.76	266	78.24	340	100
Mean	3.027		1.996		2.221	
St. deviation	1.273		1.249		1.324	

*Source:* Field Survey, 2023

The table 4.25 Shows that 47.06% of the respondents are strongly disagree on the statement followed by 28.82% and 8.24% express as neutral and agree respectively. The table also found that 42.94% and 21.18% of respondents who are strongly disagree and neutral respectively with the statement are not engaged in tourism activities but 7.65% and 5% of respondents who are neutral and agree respectively on the statement are engaged in tourism industry.

The mean of the respondents who are engaged in the tourism is 1.9961 on the statement which are less than mean score of respondents (3.027) who are not involve in the tourism sector.

#### **4.2.12 Participation Promote Tourism**

The statement of I think people's participation promotes tourism was asked to the respondents and the summarized response is present in following table:

**Table 4.26**

## Participation Promote Tourism

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	-	-	3	0.88	3	0.88
Disagree	10	2.94	4	1.18	14	4.12
Neutral	27	7.94	83	24.41	110	32.35
Agree	16	4.71	12	38.53	147	43.24
Strongly agree	21	6.18	43	12.65	64	18.82
Total	74	21.756	266	78.24	340	100
Mean	3.649		3.784		3.754	
St. deviation	1.032		0.77		0.837	

*Source:* Field Survey, 2023

The table 4.26 Shows that 43.24% of the respondents are agree on the statement followed by 32.35% and 18.82% express as neutral and strongly agree respectively. The table also found that 38.53% and 24.41% of respondents who are agree and neutral respectively with the statement are not engaged in tourism activities but 7.94% and 6.18% of respondents who are neutral and strongly agree respectively on the statement are engaged in tourism industry.

The mean of the respondents who are engaged in the tourism is 3.784 on the statement which are more than mean score of respondents (3.649) who are not involve in the tourism sector.

#### **4.2.13 Motivation for Participation**

The statement of motivation is needed for the increase of people's participation in tourism was asked to the respondents and the summarized response is present in following table:

**Table 4.27**

## Motivation for Participation

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	1	0.29	10	2.94	11	3.24
Disagree	-	-	12	3.53	12	3.53
Neutral	1 3	4.12	28	8.24	42	12.35
Agree	3 4	10	12 7	37.35	16 1	47.35
Strongly agree	2 2	7.35	89	26.18	11 4	33.53
Total	7 4	21.76	26 6	78.24	34 0	100
Mean	4.108		4.026		4.044	
St. deviation	0.798		0.979		0.943	

*Source:* Field Survey, 2023

The table 4.27 shows that 47.35% of the respondents are agree on the statement followed by 33.53% and 12.35% express as strongly agree and neutral respectively. The table also found that 37.35% and 26.18% of respondents who are agree and strongly agree respectively with the statement are not engaged in tourism activities but 10% and 7.35% of respondents who are agree and strongly agree respectively on the statement are engaged in tourism industry.

The mean of the respondents who are engaged in the tourism is 4.026 on the statement which are less than mean score of respondents (4.108) who are not involve in the tourism sector.

#### **4.2. 14 Distribute the Profit**

The statement of the community organizations distributes the profit of tourism equitably among the local people was asked to the respondents and the summarized response is present in following table:



**Table 4.28**

## Distribution of Profit

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	38 (11.18%)	11.18	189 (55.59%)	55.59	227 (66.76%)	66.76
Disagree	2 (0.59%)	0.59	32 (9.41%)	9.41	34 (10%)	10
Neutral	5 (1.47%)	1.47	20 (5.88%)	5.88	25 (7.35%)	7.35
Agree	22 (6.47%)	6.47	16 (4.71%)	4.71	38 (11.18%)	11.18
Strongly agree	7 (2.06%)	2.06	9 (2.65%)	2.65	16 (4.71%)	4.71
Total	74	21.76	266	78.24	340	100
Mean	2.423		1.586		1.771	
St. deviation	1.56		1.077		1.249	

*Source:* Field Survey, 2023

The table 4.28 shows that 66.76% of the respondents strongly disagree the statement followed by 11.18% and 4.71% agree and disagree in the statement. The table also found that 55.59% of respondents who strongly disagree with the statement are not engaged in tourism activities but 11.18% of respondents who strongly disagree on the statement are engaged in tourism industry.

The mean of the respondents who are engaged in the tourism is 2.423 on the statement which are greater than mean score of respondents (1.586) who are not involve in the tourism sector.

#### **4.2.15 Effective Role and Decision-making Power**

The statement of the effective role and decision-making power of local community is needed for the development of tourism was asked to the respondents and the summarized response is present in following table:

**Table 4.29****Effective Role and Decision-making Power**

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	1	0.29	4	1.18	29	1.47
Disagree	7	2.06	22	6.47	29	8.53
Neutral	1 6	4.71	51	15	67	19.71
Agree	4 0	11.76	14 1	41.47	18 1	53.24
Strongly agree	1 0	2.94	48	14.12	58	17.06
Total	74	21.76	266	78.24	340	100
Mean	3.689		3.778		3.759	
St. deviation	0.869		0.888		0.889	

*Source:* Field Survey, 2023

The table 4.29 Shows that 53.24% of the respondents agree on the statement followed by 19.71% and 17.06% neutral and agree in the statement. The table also found that 41.47% of respondents who are agree with the statement are not engaged in tourism activities and 15% who are natural are also not engage in tourism but 11.76% of respondents who agree on the statement are engaged in tourism industry.

The mean of the respondents who are engaged in the tourism is 3.778 on the statement which are greater than mean score of respondents (3.689) who are not involve in the tourism sector.

#### **4.2.16 Local should Prioritize**

The statement of the Local people should prioritize in all the activities of tourism development was asked to the respondents and the summarized response is present in following table:

**Table 4.30**

Local Should be Prioritize

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	4	1.18	4	1.18	8	2.35
Disagree	0	-	8	2.35	8	2.35
Neutral	9	2.65	38	11.18	47	13.82
Agree	39	11.47	169	49.71	208	61.18
Strongly agree	22	6.47	47	13.82	69	20.29
Total	74	21.76	266	78.24	340	100
Mean	4.014		3.929		3.947	
St. deviation	0.951		0.755		0.803	

*Source:* Field Survey, 2023

The table 4.30 Shows that majority 61.18% of the respondents agree on the statement followed by 20.29% and 13.82% are agree and neutral in the statement. The table also found that 49.71% of respondents who are agree with the statement are not engaged in tourism activities and 13.82% who are strongly agree are also not engage in tourism but 11.47% of respondents who agree on the statement are engaged in tourism industry.

The mean of the respondents who are engaged in the tourism is 3.929 on the statement which are greater than mean score of respondents (4.014) who are not involve in the tourism sector.

#### **4.2.17 Active Participation**

The statement of the active participation of locals helps in the formulation of effective policies was asked to the respondents and the summarized response is present in following table:

**Table 4.31****Active Local Participation**

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	2	0.59	8	2.35	10	2.94
Disagree	2	0.59	15	4.41	17	5
Neutral	13	3.82	56	16.47	69	20.29
Agree	39	11.47	141	41.47	180	52.94
Strongly agree	18	5.29	46	13.53	64	18.82
Total	74	21.76	266	78.24	340	100
Mean	3.932		3.759		3.797	
St. deviation	0.875		0.907		0.903	

*Source:* Field Survey, 2023

The table 4.31 Shows that majority 52.94% of the respondents agree on the statement followed by 20.29% and 18.82% are neutral and strongly agree in the statement. The table also found that 41.47% of respondents who are agree with the statement are not engaged in tourism activities and 16.47% who are neutral are also not engage in tourism but 11.47% of respondents who agree on the statement are engaged in tourism industry.

The mean of the respondents who are engaged in the tourism is 3.759 on the statement which are less than mean score of respondents (3.932) who are not involve in the tourism sector.

#### **4.2.18 Suggestions and Cooperation of Experts**

The statement of the it is essential to suggestions, advices and cooperation of experts for making tourism polices and development was asked to the respondents and the summarized response is present in following table:

**Table 4.32****Suggestions and Cooperation of Experts**

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	1	0.29	12	3.53	13	3.82
Disagree	2	0.59	8	2.35	10	2.94
Neutral	1 3	3.82	61	17.94	74	21.76
Agree	3 9	11.47	10 7	31.47	14 6	42.94
Strongly agree	1 9	5.59	78	22.94	97	28.53
Total	7 4	21.76	266	78.24	340	100
Mean	3.986		3.868		3.894	
St. deviation	0.814		1.016		0.976	

*Source:* Field Survey, 2023

The table 4.32 Shows that 42.94% of the respondents agree on the statement followed by 28.53% are strongly agree in the statement. The table also found that 31.47% of respondents who are agree with the statement are not engaged in tourism activities and 17.94% who are neutral are also not engage in tourism but 11.47% of respondents who agree on the statement are engaged in tourism industry.

The mean of the respondents who are engaged in the tourism is 3.868 on the statement which are less than mean score of respondents (3.986) who are not involve in the tourism sector.

#### **4.2.19 Participation of Local Entrepreneurs**

The statement of the local tourism entrepreneurs participates in the seminar, conferences and training and interactions was asked to the respondents and the summarized response is present in following table:

**Table 4.33**

## Participation of Local Entrepreneurs

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	8	2.35	14	4.12	22	6.47
Disagree	13	3.82	32	9.41	45	13.34
Neutral	34	10	18	53.82	217	63.82
Agree	11	3.24	26	7.65	37	10.88
Strongly agree	8	2.35	11	3.24	19	5.59
Total	74	21.76	266	78.24	340	100
Mean	2.97		2.955		2.959	
St. deviation	1.090		0.769		0.85	

*Source:* Field Survey, 2023

The table 4.33 Shows that 63.82% of the respondents are neutral on the statement followed by 13.24% are disagree in the statement. The table also found that 53.82% of respondents who are neutral in the statement are not engaged in tourism activities and 10% who are neutral are engage in tourism.

The mean of the respondents who are engaged in the tourism is 2.955 on the statement which are less than mean score of respondents (2.97) who are not involve in the tourism sector.

**4.2.20 Tourism Marketing**

The statement of the tourism market is growing day by day in this region was asked to the respondents and the summarized response is present in following table:

**Table 4.34**

## Tourism Marketing

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	-	-	7	2.06	7	2.06
Disagree	-	-	8	2.35	8	2.35
Neutral	1	0.29	15	4.41	16	4.71
Agree	27	7.94	17 2	50.59	199	58.53
Strongly agree	46	13.53	64	18.82	110	32.35
Total	74	21.76	266	78.24	340	100
Mean	4.608		4.045		4.168	
St. deviation	0.515		0.808		0.789	

*Source:* Field Survey, 2023

The table 4.34 shows that 58.53% of the respondents are agreed on the statement followed by 32.35% are strongly agree in the statement. The table also found that 50.59% of respondents who are agreed in the statement are not engaged in tourism activities and 13.53% who are strongly agree on the statement are engaged on the tourism sector.

The mean of the respondents who are engaged in the tourism is 4.045 on the statement which are less than mean score of respondents (4.608) who are not involve in the tourism sector.

#### **4.2.21 Need of Finance**

The statement of there is need of financial assistance for the investment to the locals in order to promote tourism business was asked to the respondents and the summarized response is present in following table:

**Table 4.35**

## Financial Assistance for Investment

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	0	-	6	1.76	6	1.76
Disagree	1	0.29	8	2.35	9	2.65
Neutral	2	0.59	7	2.06	9	2.65
Agree	17	5	136	40	153	45
Strongly agree	54	15.88	169	32.06	163	47.94
Total	74	21.76	266	78.24	340	100
Mean	4.676		4.256		4.347	
St. deviation	0.595		0.833		0.806	

*Source:* Field Survey, 2023

The table 4.35 shows that 47.94% of the respondents are strongly agreed on the statement followed by 45% are agree in the statement. The table also found that 40% of respondents who are agreed in the statement are not engaged in tourism activities and 32.06% who are strongly agree on the statement are not engaged on the tourism sector. But 15.88% who strongly agree on the statement are also engaged in tourism sector.

The mean of the respondents who are engaged in the tourism is 4.256 on the statement which are less than mean score of respondents (4.676) who are not involve in the tourism sector.

#### 4.2.22 Local Participation

The statement of local's participation in the tourism has helped to increase their livelihoods was asked to the respondents and the summarized response is present in following table:



**Table 4.36**

## Local Participation Increase Livelihood

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	-	-	7	2.06	7	2.06
Disagree	-	-	23	6.76	23	6.76
Neutral	19	5	104	30.59	123	35.59
Agree	41	12.06	114	33.53	155	45.59
Strongly agree	16	4.71	16	4.71	32	9.41
Total	74	21.76	266	78.24	340	100
Mean	3.986		3.413		3.538	
St. deviation	0.668		0.835		0.836	

*Source:* Field Survey, 2023

The table 4.36 shows that 45.59% of the respondents are agreed on the statement followed by 35.59% are neutral in the statement. The table also found that 33.53% of respondents who are agreed in the statement are not engaged in tourism activities and 30.59% who are neutral on the statement are not engaged on the tourism sector. But 12.06% who agree on the statement are also engaged in tourism sector.

The mean of the respondents who are engaged in the tourism is 3.413 on the statement which are less than mean score of respondents (3.986) who are not involve in the tourism sector.

#### **4.2.23 Improvement in Education and Health**

The statement of there is improvement in the field of education and health due to involvement in tourism sector comparatively in these days was asked to the respondents and the summarized response is present in following table:

**Table 4.37****Improvement in Education and Health**

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	-	-	4	1.18	4	1.18
Disagree	-	-	16	4.71	16	4.71
Neutral	23	6.76	119	35	142	41.76
Agree	39	11.18	106	31.18	144	42.35
Strongly agree	13	3.82	21	6.18	34	10
Total	74	21.76	266	78.24	3401	100
Mean	3.865		3.466		3.553	
St. deviation	0.684		0.786		0.782	

*Source:* Field Survey, 2023

The table 4.37 Shows that 42.35% of the respondents are agreed on the statement followed by 41.76% are neutral in the statement. The table also found that 31.18% of respondents who are agreed in the statement are not engaged in tourism activities and 35% who are neutral on the statement are not engaged on the tourism sector. But 11.18% who agree on the statement are also engaged in tourism sector.

The mean of the respondents who are engaged in the tourism is 3.466 on the statement which are less than mean score of respondents (3.865) who are not involve in the tourism sector.

#### **4.2.24 Environmental Sanitation**

The statement of local community is aware about the environmental sanitation was asked to the respondents and the summarized response is present in following table:

**Table 4.38**

## Awareness about Environmental Sanitation

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	9	2.65	25	7.35	34	10
Disagree	12	3.53	63	18.53	75	22.06
Neutral	14	4.12	116	34.12	130	38.24
Agree	27	7.94	56	15	78	22.94
Strongly agree	12	3.53	1	3.24	23	6.76
Total	74	21.76	266	78.24	340	100
Mean	3.284		2.850		2.944	
St. deviation	1.258		0.973		1.057	

*Source:* Field Survey, 2023

The table 4.38 Shows that 38.24% of the respondents are neutral on the statement followed by 22.94% are agreed on the statement. The table also found that 34.12% of respondents who are neutral on the statement are not engaged in tourism activities and 15% who are agreed on the statement are also not engaged on the tourism sector. But 7.94% who agree on the statement are engaged in tourism sector.

The mean of the respondents who are engaged in the tourism is 2.850 on the statement which are less than mean score of respondents (3.284) who are not involve in the tourism sector.

#### 4.2.25 Wastes Products

The statement of local community has managed well the wastes produced from the tourism activities was asked to the respondents and the summarized response is present in following table:

**Table 4.39****Management of Wastes Products**

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	10	2.94	66	19.41	76	22.35
Disagree	18	5.29	87	25.59	105	30.88
Neutral	16	4.71	63	18.53	79	23.24
Agree	23	6.76	41	12.06	64	18.82
Strongly agree	7	2.06	9	2.65	16	4.71
Total	74	21.76	266	78.24	340	100
Mean	2.986		2.398		2.526	
St. deviation	1.214		1.117		1.164	

*Source:* Field Survey, 2023

The table 4.39 Shows that 30.88% of the respondents are disagree on the statement followed by 23.24% are neutral and 22.35% are disagree on the statement. The table also found that 25.59% of respondents who are disagree on the statement are not engaged in tourism activities and 18.53% who are neutral on the statement are also not engaged on the tourism sector. But 6.76% who agree on the statement are engaged in tourism sector.

The mean of the respondents who are engaged in the tourism is 2.398 on the statement which are less than mean score of respondents (2.986) who are not involve in the tourism sector.

#### **4.2.26 Arrangement of Pure Water**

The statement of there is arrangement of pure drinking water at the houses of locals was asked to the respondents and the summarized response is present in following table:

**Table 4.40**

## Arrangement of Pure Water

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	4	1.18	27	7.94	31	9.12
Disagree	9	2.65	40	11.76	49	14.41
Neutral	20	5.88	84	24.71	104	30.59
Agree	34	10	93	27.35	127	37.35
Strongly agree	7	2.06	22	6.47	29	8.53
Total	74	21.76	266	78.24	340	100
Mean	3.419		3.162		3.218	
St. deviation	1.0		1.1		1.085	

*Source:* Field Survey, 2023

The table 4.40 Shows that 37.35% of the respondents are agree on the statement followed by 30.59% are neutral and 14.41% are disagree on the statement. The table also found that 27.35% of respondents who are agree on the statement are not engaged in tourism activities and 24.71% who are neutral on the statement are also not engaged on the tourism sector. But 10% who agree on the statement are engaged in tourism sector.

The mean of the respondents who are engaged in the tourism is 3.162 on the statement which are less than mean score of respondents (3.419) who are not involve in the tourism sector.

#### 4.2.27 Tourist Satisfaction

The statement of tourists is satisfied with the local community was asked to the respondents and the summarized response is present in following table:

**Table 4.41**

Tourist Satisfy with Local

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	3	0.88	17	5	20	5.88
Disagree	15	4.41	46	13.53	61	17.94
Neutral	31	9.12	168	49.41	199	58.53
Agree	20	5.88	31	9.12	51	15
Strongly agree	5	1.47	4	1.18	9	2.65
Total	74	21.76	266	78.24	340	100
Mean	3.122		2.846		2.906	
St. deviation	0.944		0.763		0.813	

*Source:* Field Survey, 2023

The table 4.41 Shows that 58.53% of the respondents are neutral on the statement followed by 17.94% are disagree and 15% are agree on the statement. The table also found that 49.41% of respondents who are neutral on the statement are not engaged in tourism activities and 13.53% who are disagree on the statement are also not engaged on the tourism sector. But 9.12% who are neutral on the statement are engaged in tourism sector.

The mean of the respondents who are engaged in the tourism is 2.846 on the statement which are less than mean score of respondents (3.122) who are not involve in the tourism sector.

#### **4.2.28 Local Community Satisfaction**

The statement of local community is satisfied with the tourists was asked to the respondents and the summarized response is present in following table:

**Table 4.42****Local Satisfy with Tourist**

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	4	1.18	13	3.82	16	4.71
Disagree	6	1.76	41	12.06	59	16.47
Neutral	35	9.41	16	47.65	193	56.76
Agree	27	7.94	39	12.06	61	17.94
Strongly agree	5	1.47	9	2.65	14	4.12
Total	74	21.76	26	78.24	340	100
Mean	3.311		2.970		3.003	
St. deviation	0.914		0.799		0.835	

*Source:* Field Survey, 2023

The table 4.42 Shows that 56.76% of the respondents are neutral on the statement followed by 17.94% are agree and 16.47% are disagree on the statement. The table also found that 47.65% of respondents who are neutral on the statement are not engaged in tourism activities and 12.06% who are disagree on the statement are also not engaged on the tourism sector. But 9.41% who are neutral on the statement are engaged in tourism sector. The mean of the respondents who are engaged in the tourism is 2.970 on the statement which are less than mean score of respondents (3.311) who are not involve in the tourism sector.

**4.2.29 Local Feel Proud**

The statement of locals feel proud over their traditional values and activities was asked to the respondents and the summarized response is present in following table:

**Table 4.43**

## Local Feel Proud

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	-	-	4	1.18	4	1.18
Disagree	2	0.58	3	0.88	5	1.47
Neutral	7	2.06	13	3.82	20	5.88
Agree	42	12.39	106	31.47	149	43.82
Strongly agree	23	6.76	138	40.88	162	47.65
Total	74	21.76	266	78.24	340	100
Mean	4.162		4.406		4.353	
St. deviation	0.698		0.766		0.759	

*Source:* Field Survey, 2023

The table 4.43 Shows that 47.65% of the respondents are strongly agreed on the statement followed by 43.82% are agree and 5.88% are neutral on the statement. The table also found that 40.88% of respondents who are strongly agree on the statement are not engaged in tourism activities and 31.47% who are agree on the statement are also not engaged on the tourism sector. But 12.39% who are neutral on the statement are engaged in tourism sector. The mean of the respondents who are engaged in the tourism is 4.406 on the statement which are more than mean score of respondents (4.162) who are not involve in the tourism sector.

#### 4.2.30 Practice of Exhibition and Display

The statement of there is practice of exhibition and display of local arts, culture and religious activities to tourists belonging to local people. was asked to the respondents and the summarized response is present in following table:



**Table 4.44**

## Practice of Exhibition and Display

Statement	Engaged in tourism		Not engaged in tourism		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Strongly disagree	15	4.41	11	32.35	12	36.76
			0		5	
Disagree	10	2.94	16	4.71	26	7.65
Neutral	11	3.24	45	13.24	56	16.47
Agree	24	7.06	31	9.12	55	16.18
Strongly agree	14	4.12	64	18.82	78	22.94
Total	74	21.76	26	78.24	34	100
			6		0	
Mean	3.162		2.711		2.809	
St. deviation	1.414		1.646		1.61	

*Source:* Field Survey, 2023

The table 4.44 Shows that 36.76% of the respondents are strongly disagreed on the statement followed by 16.47% are neutral and 16.18% are agreed on the statement. The table also found that 32.35% of respondents who are strongly disagree on the statement are not engaged in tourism activities and 18.82% who are strongly agree on the statement are also not engaged on the tourism sector. But 7% who are neutral on the statement are engaged in tourism sector.

The mean of the respondents who are engaged in the tourism is 2.711 on the statement which are less than mean score of respondents (3.162) who are not involve in the tourism sector.

## **CHAPTER V**

### **SUMMARY, CONCLUSION, RECOMMENDATIONS**

#### **5.1 Summary**

Tourism is a fast-growing biggest industry in the world. The tourism sector plays a robust and pivotal role in the process of economic development of several countries. It is one of the World's largest booming economic sectors. Travel and tourism are vital for Nepal due to natural beauty, regions sites and adventitious tourism; is an appropriate industry because of its diverse natural resources and cultural heritage. In Nepal homestay tourism is also energy as alternative form. Nepal government promote homestay tourism as poverty reduction strategy by creating more jobs in an economy. The home stay program educates visitors to the local culture, wisdom and traditional way of life. The culture includes religion, vibrant customs, weaving, games, musical instruments etc. The home stay program educates visitors to the local culture, wisdom and traditional way of life. In this regard the study was conducted to the examine the community perception for sustainable development in the homestay of Bandipur and Ghalegaun of Nepal with the objectives to the examine the community participation and perception for sustainable development in the homestay of Bandipur and Ghalegaun of Nepal.

In the study descriptive research design was used to explain the people's perception of sustainable of homestay tourism considering all the people living in Bandipur and ghalegaun are consider as the universe of the study. In the study, stratified sample method will be used for selection of sample taking sample size of 340 people which include people engaged and not engaged in tourism activities. In the study primary data was collected from questionnaire methods and developed question from Doxey's Irridex Model (1975). Most of the collected data are quantitative in nature which are prepared in Likert scale and demographic information are qualitative in nature. For the data analysis descriptive statistics was used.

In the study, 79.21% of respondents are male and 17.65% of respondents who are male are engaged in tourism industry; 85% of respondents are married and 22.84% married respondents are also engaged in tourism industry; 51.47% of the respondents are Buddhist;

68.52% of the respondents are literate and among the literate respondents, 27.90% are engaged in tourism industry. Similarly, majority of respondents are engaged on agriculture sector and among them 12.06% of the respondents are also engaged in tourism sector. 52.35% of family have up to 3 male members in family and 49.71% of family have up to 3 female members in family; 65.29% of the respondents' family main income source were agriculture; 12.56 % and 9.11% of the respondents' family main income comes from service sector and agricultural sector respectively are also engaged in tourism activities.

The study found that among the respondent who are engaged in tourism sector, 35.14% are government officer, followed by hotel and restaurant businessman (22.97%) and local government representatives (21.62%); 41.89% and 37.84% of the respondents think that due to their participant there is environmental protection, cultural promotion respectively. Similarly, 40.54% of the respondents said that they participation in tourism do not affect in development of infrastructure followed by 31.08% and 27.03% of the respondents said that their participation did not affect on policy making and coordination with community respectively.

The study also found that the mean and standard deviation of participate in almost all the activities of tourism development were 2.53 and 1.34 respectively. The mean and standard deviation of statement of there are active organizations working in the field of tourism in my locality was asked to the respondents were 3.11 and 1.048 respectively. The mean and standard deviation of statement of I participate in tourism promotional activities as active member was 2.95 and 1.20 respectively. The mean of the respondents on statement of community accessibility and responsibility promotes the tourism who are engaged in the tourism is 3.575 on the statement which are less than mean score of respondents (3.595) who are not involve in the tourism sector.

The mean of the respondents on statement of the locals is highly motivated to participate in the tourism development through physical, human and economic resources who are engaged in the tourism is 3.451 on the statement which are more than mean score of respondents (3.338) who are not involve in the tourism sector. The mean of the respondents on statement of the locals is Nepal government has focused on people's participation for the development of tourism who are engaged in the tourism is 2.635 on the statement which are more than mean score of respondents (2.392) who are not involve in the tourism sector.

From the study the mean of the respondents on the statement of I am satisfied with roles played by the provincial government for the development of tourism who are engaged in the tourism is 2.224 on the statement which are less than mean score of respondents (2.30) who are not involve in the tourism sector. The mean of the respondents on statement of tourism development communities has worked well in the field of empowerment and tourism management in order to promote people's participation who are engaged in the tourism is 1.929 on the statement which are less than mean score of respondents (2.27) who are not involve in the tourism sector.

The mean of the respondents on statement of community organizations has deprived the proportional participation of locals who are engaged in the tourism is 3.075 on the statement which are less than mean score of respondents (3.162) who are not involve in the tourism sector. The mean of the respondents on statement of there is ideological conflict in tourism development among the people who are engaged in the tourism is 2.801 on the statement which are less than mean score of respondents (3.122) who are not involve in the tourism sector. The mean of the respondents on statement of Community organizations has pressurized the people for the tourism development who are engaged in the tourism is 1.9961 on the statement which are less than mean score of respondents (3.027) who are not involve in the tourism sector. The mean of the respondents on statement of I think people's participation promotes tourism who are engaged in the tourism is 3.784 on the statement which are more than mean score of respondents (3.649) who are not involve in the tourism sector.

## **5.2 Conclusion**

Homestay was introduced in Nepal with the propose to give maximum benefit to the local people especially for poor people to uplift then from poverty. For effective working of the concept use by Nepal government local participation and sustainability of tourism is must. Tourists initially experience a stage of euphoria and excitement when visiting a new destination and for sustainable development of tourism involvement of local for tourism activities are must. It increases the hospitality to tourism and promote sustainable tourism development. In case of homestay in Nepal few peoples are participate in tourism activities. Main income source of these HHs was service sectors and dependency in agriculture-on-

agriculture sector was reduce. Homestay owners are the main participants in tourism activates but the people running hotels, local government representative and member of political parties are also involved in tourism activities. They contribute for policy making, cultural promotion, resources management and homestay tourism promotion. Low level of development of infrastructure, poor coordination and stakeholders are still lacking in sustainable homestay tourism development.

For making sustainable tourism development participation of local people, motivation for participation, community accessibility and responsibility, benefit sharing, government role, participation on promotional activities, focus to local people or benefit sharing to local people seem vital. Improvement of facilities and education of local people also plays vital role. Perception of local people related to homestay tourism also play vital role but local who are not involved in tourism activities was not positive towards different dimensions like participation, environmental protection, motivation, actively engaged in tourism promotion which must be reduce for promotion of tourism.

### **5.3 Recommendation from the Study**

For the homestay owner

- They must increase their participation for tourism development and promotion of tourism activities.
- They must cooperate for building infrastructure and inform to the local authorities for the maintenance of road and other infrastructure.
- They must increase the facilities that tourist/visitors need like opening of general store, selling handicraft products and so on.
- They must develop good relation to the people of main markets and try to developed the link to them for tourist inflow.

For the homestay committee

- They must coordinate with main market for tourist inflow which increase the income of homestay owners as well as committee. They must encourage local people for participation in tourism replat activities.
- They must coordinate with local authority for the infrastructure development.

- They must coordinate with other homestay committee like Sirubari and government for tourism promotion.

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## Annex I: Survey Questionnaire

### SECTION A: Demographic Information

1. Name of Respondent: .....
2. Age : .....
3. **Gender:**
  - a. Male
  - b. Female
  - c. Others
4. **Marital Status**
  - a. Married
  - b. Divorced
  - c. Separated
  - d. Widow
  - e. Unmarried
5. **Religion**
  - a. Hindu
  - b. Buddhism
  - c. Islam /Muslim
  - d. Christianity
  - F. other
6. **Total number of family:**
  - a. Male: .....
  - b. Female: .....
  - c. Others: .....
7. **Occupation/ Business profile**
  - a. Agriculture
  - b. Industry
  - c. Service
8. **Education**
  - a. literate. level: .....
  - b. Illiterate
9. what is the main source of your family income?
  - a. Salary, wages and Remittance
  - b. Business
  - c. Agriculture
  - d. Others

## SECTION B: COMMUNITY PARTICIPATION

Q. No.	Questions	Answers
10	Do you involve in the tourism activities in Lumbini?	Yes No
11	If yes, what are the activities you are involve in tourism?	a) Homestay owner b) Hotel and restaurant business c) Tourism management community d) Local government representatives e) Member of political parties f) Other (specify).....
12	From your participation what do you think about their effects and contribution in holistic development of tourism in their locality?	a) Policy making b) Marketing of tourism c) Cultural promotion d) Environmental protection e) Resources management f) Other (specify):.....
13	Are there any reasons of homestay tourism development that are not affected by your participation? Please mention some of them.	a. Policy making b. Development of infrastructure c. Coordination with community d. Others

## SECTION C: Perception of local people towards sustainable tourism

Please tick mark (√) the appropriate number according to the following given indicator						
<b>Indicator:</b>						
1. Strongly disagree		2. Disagree	3. Neutral	4. Agree	5. Strongly agree	
Q. No.	Perceptions	Scale				
		1	2	3	4	5
14	I participate in almost all the activities of homestay tourism development					

15	There are active organizations working in the field of tourism in my locality					
16	I participate in tourism promotional activities as active member					
17	Community accessibility and responsibility promote the tourism					
18	The locals are highly motivated to participate in the tourism development through physical, human and economic resources.					
19	Nepal government has focused on people's participation for the development of homestay					
20	I am satisfied with roles played by the provincial government for the development of homestay tourism					
21	Homestay tourism development committee has worked well in the field of empowerment and tourism management in order to promote people's participation.					
22	Community organizations have deprived the proportional participation of locals					
23	There is ideological conflict in tourism development among the people					
24	Community organizations have pressurized the people for the tourism development					
25	In your opinion people's participation promotes tourism					
26	Motivation is needed for the increase of people's participation in tourism					
27	Community organizations distribute the profit of tourism equitably among the local people					
28	The effective role and decision-making power of local community is needed for the development of tourism					
29	Local people should prioritize in all the activities of tourism development					
30	Active participation of locals helps in the formulation of effective policies					
31	It is essential to suggestions, advices and cooperation of experts for making tourism policies and development					
32	Local tourism entrepreneurs participate in the seminar, conferences and training and interactions					
33	Tourism market is growing day by day in this region					
34	There is need of financial assistance for the investment to the locals in order to promote tourism business					
35	Locals' participation in the tourism has helped to increase their livelihoods.					

36	There is improvement in the field of education and health due to involvement in tourism sector comparatively in these days					
37	Local community is aware about the environmental sanitation					
38	Local community has managed well the wastes produced from the tourism activities					
39	There is arrangement of pure drinking water at the houses of locals					
40	Tourists are satisfied with the local community					
41	Local community is satisfied with the tourists					
42	Locals feel proud over their traditional values and activities					
43	There is practice of exhibition and display of local arts, culture and religious activities to tourists belonging to local people.					