

CHAPTER-I

INTRODUCTION

1.1 Background

Many factors motivate people to engage in tourism that are pleasure, relaxation rest and recreation, health, participation in sport, curiosity and culture, ethnic and family, spiritual and religious and professional or business.

Tourism is labor intensive industry. Tourism in Nepal is primarily based on mountain tourism, worship in different temples, natural scene sight, adventure traveling & trekking, different cultures and jungle safaris to national parks and other protected areas and so on. Protected areas alone attract more than 50% of the total foreign tourists in Nepal. In Nepal there are 10 National Park, 3 wildlife reserves, 1 hunting reserves and 6 conservation area. Besides, religious tourism, natural sight scene, Mountain climbing, adventure trekking, different socio-economic cultural and eco-tourism, religion and pilgrimage tourism are the properties of Nepal and Panchthar district for visitors.

Cultural tourism is one of the burning and perplexing issues in the current arena. There is a possibility for the cultural tourism. Nepal is variety of variety caste and ethnic groups, which is interesting feature. Phidim Municipality of Panchathar district is also great possibility for cultural tourism area development.

Panchthar district lies in the Eastern part and Province number one of Nepal and shares its borders with Sikkim and Darjeeling of India. Taplejung district lies to the north, Ilam and Morang districts are to the south while Tehrthum and Dhankuta lie to the west of the district. The altitude of Panchthar district ranges 383 Meter to 4575 Meter from the sea level. The district lies within the geographical location of latitude N 26⁰ 29' -26⁰59' North and Longitudes E 80⁰ 2' - 87⁰ 30' East having 1241 Square Kilo Meter. The district has one Municipality and 7 Rural Municipalities with 41,196 households. According to the Census 2011, the total population is 191,817 with 90,186 male and 101,631 female. The district has varied climatic conditions ranging

from a temperate in the low lying areas, via cool temperate to an alpine climate. In Panchthar about 49% land is covered by agricultural land while 46% is covered by forest land. (District Profile of Panchthar District: 2073). .

District Coordination Committee (DCC) Panchthar has published “Tourism Development Master Plan of Panchthar district-2072”. The Master plan has appraised on tourism development in Nepal due to several of possibility for the tourism development. This Master plan covers the general introduction of Panchthar district and present situation of tourism development in the district. Moreover, in this plan there is a little analysis regarding on tourism development Problems, Prospects and cultural tourism as well as implementation strategies. So this plan is quite useful and informative to know more about the tourism and its possibilities in Panchthar district and is the most important document also as Local Level Government owns this plan.

The tourism is big area of economic growth sectors of country and so as in Panchthar district. In spite of this in Panchthar district has not been studied and researched yet on this sector for further information collection, possibility studies, problems, prospects and cultural tourism identifying. So that in my concern, this thesis would be significant for furthermore activities are planning, strategy making, information dissemination and suitable places identifying for tourism development and promotion in Panchthar district. This thesis would fulfill gaps to tourism interested persons and entrepreneurs for promotion. In Addition, out of 100%, 42% people are Limbu and rest is others 58% in Panchthar. Limbu are one of the major indigenous people in Nepal. The population of Limbu is around 42% of the total population in Panchthar district. They have their own typical culture and customs as well as traditional life style. So Panchthar is the potential district for cultural tourism. (District Profile of Panchthar District: 2073). .

Phidim Panchthar district is one of the better districts in Nepal in education and others. The literacy rate of this district stands at 75.4% overall. Major occupation of the district is agriculture with almost 88% of the total population depending on it and foreign employment. The lowest altitude of Panchthar district is Tomor river side whereas 383 Meter and the highest altitude is Mahavara Mountain ranges whereas

4575 Meter. Panchthar district is about 460 Kilo Meter far from Kathmandu by air and about 700 Kilo Meter far from Kathmandu by vehicle. Diversified landscape with remarkable scenic beauty, bio-diversity, habitat and socio cultural life of the people have created tourism magnetic atmosphere in Panchthar district (District Profile of Pacchthar District: 2073).

Kirat communities are celebrating the festival Chasok Tangnam and Sakela Osman: All four kinds (Limbu, Rai, Yakha and Sunuwar) communities are celebrate some similar and different festivals throughout the year. Some common festivals Udhauli, Ubhauli and New Year called Yele Tangbe.

The Limbu Kirat celebrates Udhauli Chasok Tangnam on the day of Mangsir Purnima and Ubhauli (Yokwa Tongnam) in the month of Baisakh. Other Kirats (Yakkha and Sunuwars) also celebrate in their own way. Sakela celebration is the prayer to Goddess of Nature for good crops and protection from natural calamities.

Sakela is the main festival of Khambu Kirat which is celebrated twice a year distinguished by two names Ubhauli and Udhauli. SakelaUbhauli is celebrated during Baisakh Purnima (full moon day, which lies in the month of Baisakh in calendars of the Indian Subcontinent.) (Limbu: 2001) and Sakela Udhauli is celebrated during the full moon day in the month of Mangh.

1.2 Statement of Problems

Phidim Panchthar district area is like the paradise with infinite variety of interesting things to see and do. Panchthar district covers Phidim Municipality and seven rural Municipalities, respectively Yangrak, Hilihang, Falelung, Falgunanda, Kummayak, Tumbewa and Miklajung. There are many types of historical, religion, traditional cultures, societies and pilgrimage places. Besides these, in Panchthar traditional ethnics, cultures, temple, flora, fauna, natural scene sight, trekking route, religious places, rafting, picnic spots, natural places and socio-cultural attractions. However, Lack of research, publicity, information dissemination and infrastructure Panchthar district is still not developed as a tourist hub.

Panchthar district area deserves high potentiality for the development of mountain tourism in Eastern Region Development of Nepal. In spite of its great potentiality, the arrival of tourist to this area is very low. In this context the study aiming to appraise the natural and socio-cultural tourism resources of Panchthar area will be beneficial to researcher and tourism promoters, the study analysis and provokes hidden paradise of Eastern Development Region of Nepal (EDRN). This study has attempted to explore the tourism resource and prospect along the trekking route around the Panchthar district area and identify major places for tourism promotion.

There is no study regarding potentialities of tourism in Phidim Panchthar area even though it is a cute destination. This study is a helpful to identify the present situation of tourism in Phidim area, which can help the tourism planners and policy makers to frame appropriate policies and program to improve the tourism industry further.

Behind its potentialities in tourism industry, this destination is in shadow. Geographical structure, short length of stay, lack of evergreen transportation, low facilities, less participation of private sectors and lack of local people awareness are major combating factors for the development of this area. To dig out its problem and prospects for the economic development of this area, this study provides the valuable streams. As a result, this problem is identified by the researcher.

- a) What are major cultures and socio-economic background of Phidim Panchthar district?
- b) What are the major cultural tourism products in Phidim Panchthar district?
- c) What are the cultural tourism related potentialities in Phidim Panchthar district?

1.3 Objective of the Study

The general objective of the study is to analyze the cultural tourism about phidim Panchthar district. The specific objectives of the study are:

- a) To identify major cultures and Socio-economic background of Phidim Panchthar district.
- b) To identify major cultural tourism products in Phidim Panchthar district.
- c) To study the cultural tourism related potentialities in Phidim Panchthar district.

1.4) Significance of the Study

Tourism is an important source of revenue collection for both national and local levels, the first appearance of tourism in the world had a cultural motivation and tourism has always stood as a unique vehicle for cultural propagation that is necessary to a deeper understanding of People (Bhatia, 2004). Nepal is the country of mountain. Mountain tourism is highly potential in Nepal. Nepal is one of the most famous tourist destinations of the world. There is great potential for tourism in Phidim Municipality of Panchthar district.

In Panchthar district has great bio-diversity and natural scenes. Phidim Panchthar district area is the most valuable for historical places and Limbus religious and customs attractions. Panchthar district area is one of the main potential tourist areas among the Jhapa, Ilam, Taplejung, Morang, Terthum and Dhankuta districts. Unfortunately key facilities are not properly developed yet.

It help to generate income and reduce poverty of a country. So its popularity is increasing day by day. Nepal is one of the most favored tourist destinations of this world. Tourism effects on different sector and sub sectors of the economy, hence the economy is developed and changed by it.

This study provides basic information and help to the local people, planner, tourist and other concerned agencies about the way of sustainable tourism development.

This is a research work which has the following significance:

-) This study helpful for Nepal tourism year to find out new destination of Phidim Panchthar.

-) This study support for researchers, scholars, explorers and other who are concerned to get detailed information about the tourism in this area.
-) This study a good reference for the government, local and other development organizations to formulate tourism policy in the future.
-) It also important for the Limbu cultures. It provides the affluent heritages of the cultural as well as biodiversity.
-) The study highlights the basic infrastructure condition and major tourist sites of Phidim Panchthar district and along the trekking route and natural sight scene.
-) The study provides the way to develop sustainable cultural and Socio-Economic tourism in Eastern part of Nepal.
-) The study explores the major problems and prospects to promote tourism in Phidim Panchthar district area.

1.5 Limitation of the Study

This study conducted within limited time, geography, demography and cost as the part of academic degree. The study was focused on the cultural tourism Phidim Panchthar district tourism areas. The Findings was based on the study from Phidim Panchthar district's different places.

The major limitations of the study are:

1. Information based on primary data and secondary data.
2. The study covered only Cultural and Socio-Economic problems and prospects of tourism in Phidim Panchthar District of Nepal in targeted area.
3. The time and budget constraint, this study may not be comprehensive.
4. Data collections based on the respondent's answers.

5. The study related with existing conditions.
6. The suggestions entirely base on the data.

1.6 Organization of the Study

The research has been planned to include the five chapters. They are Introduction, Literature Review, Research Methodology, Data Presentation and Analysis and Summary, Findings, Conclusions and Recommendation.

The first chapter is about the background information, statement of problem was presented shortly and the objectives of the study were determined. Limitations regarding this research were written in sub heading.

The second chapter deals with review of scholars, different books, reports dissertation and journals- articles related to the topic of research.

The third chapter was about research methodology. This chapter presents the whole procedure of this research work i.e. research design, source of data, population and sample, method of data collection and analysis.

In fourth chapter, the available data were analyzed and presented based on data collected from the respondents.

The last chapter presents the brief summary of whole research study and its conclusion. This chapter also supplies some useful recommendation.

CHAPTER – II

LITERATURE REVIEW

Literature review is an important process of research work which helps us to bridge the gap between the existing problem and past research work in subject matter. Review of the related literature refers to the study of theories from the previously carried out researcher studies etc. In other words the study of other related topics that help the desired topic to be effective and more experimental is called literature review. This section includes the previously done researcher report, objective, method, and findings of these researchers that can help the present researcher to develop new ideas and identify the new aspects of the research problems.

2.1 Theoretical Literature

Defining the term ‘culture’ To define cultural tourism first of all we have to determine the meaning of the term culture. In this chapter we do not intend to investigate this very complex concept from different aspects and approaches or with a very detailed analysis but we wish to provide an insight and a starting point since we feel that the determination of the context provides us the basics for the researches on cultural tourism. So in this approach first of all we intend to highlight one of the first scholars who dealt with the identification of culture by providing a classic approach which is widely accepted in the scope of social sciences researchers. According to Tylor (1871) culture is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society” (Tylor, 1871.) This definition seems to be a www.intechopen.com 202 Strategies for Tourism Industry – Micro and Macro Perspectives favorable approach to our investigations as well since the determination can be used in a wide content opening the possibilities to the possible connection with other disciplines, and at the same time the definition is exact and concrete. When analyzing the meaning of culture we also would like to provide the approach and definition of the Webster’s New Encyclopedic Dictionary which states that culture is “the characteristic features of a civilization including its beliefs, its artistic and material products, and its social

institutions.” (Webster’s New Encyclopedic Dictionary, p. 244) On the other hand we also wish to explain that there is a strong and maybe everlasting debate on the definition of this very complex term. Anthropology originally stated that culture and cultures are “unique bounded entities with limits and specific characteristics. Cultures were static, in that they could be captured by anthropological analyses. Their customs, habits, mores, relationships, uniqueness’s could all be detailed, and in doing so, the ways in which each culture was separate from all others could be seen.” (<http://www.sccs.swarthmore.edu/users/00/ckenned1/culture.html>) On the other hand recent trends of the research on culture show that culture is not a bounded, unchanging entity. Cultures are not separated from each other providing a chance to continuously interact and contact with each other. Of course this trend would also strongly determine the formation and development of cultural tourism as well. From the more recent perspective we intend to highlight the definition of Hofstede (1997) who states that: “Culture refers to the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving” (Hofstede, 1997). Manifestation of Culture at Different Levels of Depth (HOFSTEDE 1997) <http://www.tamu.edu/faculty/choudhury/culture.html> www.intechopen.com

2.2 Tourism Concepts and Definition

Generally, tourism denotes the movement or journey of human beings from one place to another, whether it is within one’s own country or other countries, for various purposes. The popular word “Tourism” of the present day is derived from the French word “Tourisme” which originated in 19th century and was popularized in 1930s, but its significance was not fully realized until totally when tourism has a wider meaning and significance (Gurung, 2007).

“Tourism isn’t a new phenomenon for Hindus. In Sanskrit literature we find three terms for tourism derived from the root which means leaving home for some time to other places.” According to Negi (Cited in: Upadhayay, 2003) the three terms are:

) Paryatna: It means going out for pleasure and knowledge.

-) Desatna: It means going out of the country primarily for economic gains.
-) Tirthatna: It means going out to places of religious merits.

World Tourism Organization has defined tourist in precise term as “Any person who travels to a country other than that in which s/he has his/her usual residence, but outside his/her usual environment, for a period of at least one night but not more than one year and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited. The term includes people traveling for leisure, recreation and holidays; visiting friends and relatives, business and professional; health treatment;

Religion/pilgrimages and others; purposes.” Whereas any person who stays less than twenty four hours in the place outside his/her usual habitat s/he is called excursionist (Gurung : 2007)

Tourism is studied and understood from six different prospective, tourism as a human experience, tourism as a social behavior, tourism as geographical phenomena, tourism as a resource, tourism as business and tourism as industry (Smith 1998). It is managed from four different levels; Government, NTO, Business Organizations and locals (Ghimire, 2007).

Various scholars have defined the word tourism in different ways and yet there is no universally accepted definition. Austrian economist Herman Von Schullard gave the first definition of tourism in 1910 as, “The sum total of operations mainly of economic nature, which directly related to the entry, stay and movement of foreigners inside and outside a certain country, city or region” (Satyal, 2002).

The definition of tourism given by two Swiss professors Walter Hunsinker and Kurt Krapf in 1942 is broad in nature as, “tourism is the sum of the phenomena and relationship arising from the travel and stay of non-resident, in so far as they do not lead to permanent resident and aren’t connected with any earning activity (Bhatia, 1994)

Likewise, the tourism society of Britain had also attempted to clarify the concept of tourism in 1976. It defined tourism as “the temporary short term movement of people to destinations outside the places where they normally live and work and their activities during the stay at these destinations, it includes movement for all purposes, as well as day visits or excursion.” (Shrestha, 2009)

Similarly, Kunwar defines “tourism is the temporary movement of people to destinations outside their normal places to work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs” (Kunwar, 2006)

The concepts of tourism characterized by Tewari (1994) are as follows.

-) A movement of people to various destinations and has two components, journey and stay both of which take place outside the normal area of residence and work.
-) A movement is of a temporary nature and for a short duration, which distinguished it from migration.
-) It gives rise to activities at the destination, which are different from those of the resident population of the place visited.
-) The main motive for participation in tourism is largely recreation and the visit is made for the purpose other than seeking permanent residence or employment remunerated from within the place visited.
-) Tourism in the pure sense is essentially a pleasure activity and involves a discretionary use of freely disposable incomes and free time.

Concept and Principle of Rural Tourism

The concept of rural tourism was first developed in African nation the lower Casamance regions of Senegal in 1976. It was the best examples of planned and programmed rural tourism in the world. This project was aimed at exposing tourists to traditional rural life, providing for spontaneous interaction between the tourists and

residents, dispelling tourists often erroneous preconceptions about the local environment and culture, and encouraging a sense of cultural pride on the part of residents. The project was designed to bring direct economic benefits to the rural, including employment for young people to reduce their migration to urban area. The model called for simple lodgings to be built by the rural, using traditional materials, methods and styles then owned and managed by them. (Kunwar 1997).

In fact rural tourism is not totally a new concept. The rural tourism of the 1970s, 80s and 90s is, however differs in several ways. It is revealed that over 70 percent of all American now participate in rural recreation. Likewise, many other developed countries also exhibit similar levels of participation. Growth in rural tourism is difficult to quantify, because few counties collect statistics in a way which separates purely rural from other forms of tourism. However, most national tourism administrations agree that it is growth sectors.

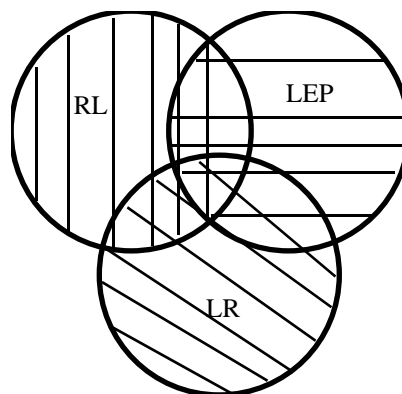
Rural tourism refers to tourists staying in or near rural, often traditional rural in remote area, and learning about the rural way of life. The rural may also serve as a base from which tourists explore nearby areas (McIntyre, 1993). This kind of tourism involves provision of local style accommodation; locally produced food items and tourists menus and the organizations of tourist participation in rural activities. The rural build own inns and operate the tourist facilities and services and received direct economic benefits from the tourist expenditures. Successful rural tourism does not required large capital investment but does need to be carefully planned and programmed; the rural must be trained to manage and operate facilities and services, and small loans may need to be made to the rural with technical advice avoided for the initial development (Idid, 63). Rural tours must be carefully organized and controlled to minimize negative socio culture impacts. (Kunwar, 1997).

Rural tourism is a complex multi-faceted activity: it is not just farm or agriculture based tourism. It includes farm based holidays but also comprises special interest nature, holidays and ecotourism, walking, climbing and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritage tourism and in some areas, cultural and ethnic tourism (Pandy, 2008. No doubt that

these all forms of tourism are alternative forms of tourism which lead to help sustainable tourism in general and rural development in particular.

Surendra Bhakta Pradhanga one of the activists of rural tourism, has defined as "rural tourism is a grass-root level tourism designated at its own Nepali rural style, mobilized by Nepali people themselves, their skill and resources displayed as rural life style and environment involved by groups of rural tourists, assigned by Nepali adults authorities positively within its balance of social and environmental function and strengthen the rural and rural economy."

The ultimate goal of the rural tourism is to create and familiarize extravagant people with rural setting and uplift the rural lives. Sometimes it is also called community tourism. Nepal offers an immense scope for rural tourism (Pandey, 2005). The foundation mode or base of the rural tourism is treasures of nature, manmade heritage and culture, naturally sheer environment and boon or contributions of the nature. It is a need based and demand driven concept. The interplay (Intersection) of local resources (Lr), receptive or readiness of locale (RL) and interests of extravagant people (lep) helps to originate or promote rural tourism (Vt). (Sharma, 2008)



Besides, the policy and programs of the government are equality conducive factors for the enhancement of the mission of VT. It is originates/comes up with local needs and typical interests of the local people, the sustainability and the charm remain high forever. Naturally, it can not originate from a vacuum. A tourist or foreigner visits such a place or sport where his/her lunched desires or interests are quenched. She/he is a fabulous man having lot of money in his/her purse. A tourist spot is such a

destination which has caring capacity of diverse interests (groups). Multiplicity of feeds or place which can satisfy all sorts of visitors of different aims and hobbies is a desirable pre-requisite. Food, shelter, local hospitality, heritages of knowledge gain, happiness of ultimate eternal peace, thirsts of youthness and so others are the fundamentals of attraction of tourism. The entrepreneurs/local hosts or beneficiaries of rural tourism must have awareness, skill and knowledge of alluring the visitors sans hurting a single ambition of him.

At mid 1980s a group of young tourism entrepreneurs of Thamel Kathmandu led by Surya Prakash Shrestha came up with a vision and mission of the rural tourism. Its main objective was/is to expand urban centric tourism business toward rural areas and explore the noble potentialities of rural areas of Nepal. Though about similar concept was coined by Mrs. Angurbaba Joshi at 1970s in the name (concept) of Taragaun Vikash which was to develop a tourist resort or sport where tourists could experience all the mosaic cultures, traditions and Nepalese rural setting. Due to various factors, it hardly materialized rather than the dream turned into five Star Hotel Hyatt regency. Few Taragaun resorts such as Kakani, Nagarkot, Godawori, Pokhara, Lamatar and Operating anyway. (Sharma, 2008)

But today the concept of rural tourism has been picked up or reflected in Ghandruk, Sirubary, Panchamul, Sauraha, Chitwan, Ghalegaun Ghana okhara, Bnadipur and around the periphery of Kathmandu Valley. So the credit goes to rural tourism promotion forum which visualized the concept and consequently happened to come into begin, Nepal government in support with international donor institutions (UNDP) subsequently initiated a rural tourism development package TRPAP (Tourism for rural poverty alleviation Programme) with the assistance of UNDP. VIToF- Nepal, TRPAP, NTB are such program and organization which act for promote VT during this time. VT cannot develop sans the joint venture/partnership of three stakeholders i.e., public/government, private sectors/entrepreneurs and reinforcements INGOs along civil society (Sharma 2008:16).

Globally, rural tourism found to define differently as per their geographic conditions. The most popular terminology given for rural tourism is rural tourism, eco-tourism,

green tourism, cultural, tourism, river tourism, sustainable tourism, alternative tourism and so on. It does not matter how it is designated; the basic question lies have much benefit it could accrue for the upliftment of the local community. (Pandey, 2005). The UNWTO estimated that by 2020. Tourism could be the world's largest single industry. International tourist arrival has increased from 25 million in 1950 to an estimated forecast of 1000 millions in 2010. Likewise, Nepal has also experienced significant growth in tourist arrival in 1962 with 6179 numbers of visitors to an estimated one million in 2011.

No doubt that Nepal has a huge potentiality to promotion rural tourism. More than 36000 rural have a unique potentiality to promote rural tourism. In our country 85% of total populations are living in rural areas from them 78% of population are halted in organic/non-organic agriculture production due to rampant poverty, unequal distribution of land, unemployment problems. Rural tourism could be a great socio-economic force that is why Nepal is a land for all seasons and all reasons. If the rural tourism promotes in 36000 rural of Nepal it will definitely contributes in GDP by 40% (Pardhang, 2010).

2.3 History of Tourism in Nepal

In respect to Nepal, Chinese visitor Huen Tsang is believed to have visited Nepal in 637 A.D. during lichhavi period and can be considered as first recorded visitor in the history of Nepal. Later, other empirical envoys from China like Li-Y-Piao I and Wang Hiventse II visited Nepal and wrote their experiences about the wonders of Nepal. Chinese history of the T-ang Dynasty gives details about Nepal from 643 A.D. to 651 A.D. The Malla kings who succeeded Lichharis give a new turn to 1480 A.D. The three kingdoms Kathmandu, Patan and Bhaktapur of Malla kings during medieval period virtually transformed in to open museum of art, culture and architecture. The craftsmanship was at the top level, the evidences of which are the pagoda style temples, places, houses and many other things of artistic character (e.g. thanka painting, fresco art etc.) all over three cities. Since ancient times, Nepal is known as “Abode of the Gods” as such many visitors from china and India visited Nepal as pilgrims to worship at pilgrimage places like Lumbini, Pashupatinath, Muktinath,

Baraha Chhetra, Swayambhunath, Boudha Nath and many other sites of religious and cultural interest. (Upadhayay, 2008)

Prior to the Sugauli treaty of 1816 A.D. with East India Company, Nepal was virtually isolated and closed to outside world for centuries and closed to outside world for centuries. In 1817 a British resident Dr. Wallich was appointed representative from British government in Kathmandu after the treaty of 1816. He and his officials were allowed to visit and areas and assigned to them as tourists. British visitors like Mr. Schaguitweit, Daniel Wright, Sir Britain Hodgform, Sir Joseph Hooker, E.A. Smythie and others visited Nepal during the period of Jung Bahadur and later as British resident, researcher, explorer, medical doctor, writer etc. Nepali has always been regarded as sportsman paradise and was famous for wildlife activities including big game shooting as such king George visit Nepal for his famous shoot in 1911 A.D. and the prince of Wales also visited in 1921 A.D. either the visit of these limited state dignitaries, Nepal was thus completely in a state of secession from outside world (Ibid)

Nepalese tourism sector began to walk at snail's pace after the relied of Rana regime in 1950s when the country opened its border to the foreigners. The political revolution of 1950/51 marked a new era for tourism in Nepal. People were librated from Rana regime and the gates of Nepal were opened to the foreign visitors. The great revolution of 1951 proved to be a boom for tourism sector in Nepal. After the successful ascents by two French national Movrice Herzog and Lovis Lachenal of Mt Annapurna-I (8,091m) on 3 June 1950, many mountaineers were attracted to Nepal. The successful ascent of Annapurna-I was significant in this respect. The year 1953, marked the another successful victory over Mt. Everest (8848m) by two historical heroes, Sir Edmund Hillary and Tenzing Norga Sherpa. Since the Nepal has introduced all over the world (Gurung, 2007)

MOF (2008/09) had published economic survey in which tourism has been calculated as the main industry of Nepalese economy. It analyzes that the number of tourists visiting Nepal, their growth trend and length of stay, the number of tourist has increased by 37.2 percent to 526,705 during the fiscal year 2007/08. The number of

tourists in the calendar year 2008 totaled 500,277 with a decline of 5 percent. In 2006, the average length of stay of a tourist was 11.96 days but this has come down to 11.78 days in the calendar year 2008.

It has reported that most of the tourists arriving to Nepal are found to be pursuing recreation, trekking and mountaineering. Of the tourist visiting Nepal in 2008 A.D. 30.6 percent visited for recreation, 20 percent for trekking and mountaineering, 4.6 percent for adventure, and 8.6 percent for formal visit and rest for different purposes.

2.4 Tourism in Development Plans

Planned development of tourism in Nepal began as soon as Nepal interred for national planning in 1956. When the international tourism was in boom, Nepal was one of the new attractions during 1950s and 1960s. Realizing the immense potentialities for tourism development, tourism has been getting a high attraction from the very beginning of the economic planning in Nepal. Since the first plan, tourism sector has been accorded a high priority in every plan periods. Though, hundred percent set targets are not achieved objective of tourism development is always a preference in all development plans till today.

First Plan (1956-1961)

First plan had given adequate emphasis to build infrastructures like road, water, electricity and construction of air ports that is essential for tourism development. During the plan period, Nepal acquired membership of different tourism related organization. Tourist development board was established in 1957 under the development of industry. The setting up of hotels of various standards, establishment of travel agencies, development of Tribhuvan International Airport, and tourist guide training and some of the achievements of the first plan. RNAC as the national flag carrier was established in 1959.

Second Plan (1962-1965)

During this plan period, collection of information on tourist arrival was initiated which has proved very helpful to have authoritative data base for further planning and policy formulation in developing tourism sector in the country.

Specially, the sightseeing services, trained guide, increasing publicity of Nepal in the international market were priority accorded by the second plan. The enactment of the tourism Act 1964 (2021 B.S.) was notable development for tourism during second plan.

Third Plan (1965-1970)

The third plan aimed to increase the number of foreign tourists there by increasing foreign exchange earnings. The prime focus during the plan was again on the establishment of hotels of international standard in Kathmandu, Pokhara and Biratnagar. During the plan period, for international marketing film on Nepalese attractions of tourism and tourists iterative ware produced and distributed. Nepalese art and architectures provide attraction to tourist, there for, steps were taken to preserve and maintain temples and historical places. Preparation of master plan for Lumbini development was pronounced during the plan period.

Fourth Plan (1970-1975)

The fourth plan had assumed tourism as the prime source of foreign exchange earnings in the economy. This plan was actually the turning point in the history of tourism development in Nepal by formulation Nepal tourism master plan 1972 with the join co-operation of the government of federal republic of Germany in 1971. The main objectives of Nepal Tourism Master Plan 1972 were:

-) To develop international tourism which will provide sustained economic benefit of Nepal?

-) To induce economic activity through tourism that would assist in the development of agriculture industry infrastructure foreign exchange e.g. earning and employment opportunities and
-) To develop tourism in manner that would preserve the enhance the social cultural and historical values of Nepal

Fifth Plan (1975-1980)

The ministry of tourism became a full-fledged ministry during this plan period in 1977. The fifth five year plan had spent out the following objectives for the development of tourism. They are? Tourist is increasing the foreign exchange earnings and these by improving balance of payment situation.

Increasing employment opportunity in tourism sector by developing skill and ability
Achieving balanced regional development by establishing tourist carters in different part of the country.

Sixth Plan (1980-1985)

The sixth plan adopted and integrated approach with the following objectives:

-) To earn foreign exchange
-) To increase the number of tourists and length of their stay
-) To replace foreign goods by domestic products.
-) Provide employment opportunity through tourism related industry.

Seventh Plan (1985-1990)

The plan had the policy to attract investment from both the public and the private sector in tourism. Emphasis had been laid to develop mountaineering and trekking tourism. The main objectives of the plan were as follows:

-) To improve balance of payment situation through increased foreign exchange earnings by attracting upper class tourist.

-) To create new employment opportunity by utilizing tourism industry to the fullest capacity.
-) To increase the length of stay by extending tourism related activities and business where tourism infrastructure is available and
-) To encourage the use of local goods required for tourist there by reducing imports gradually.

Eight Plan (1992-1997)

The eight plans recognized tourism in Nepal as having great significant in considering the national economy of the country. The eight plans had reviewed the progress made during the seventh plan. The eight plan also reviewed the progress made during the fiscal year 1990/1991 and 1991/1992. During these two years, some of the notable change had been observed such as previously d\restricted areas namely. Manang and mustang were opened for trekking.

For the first time in the history of tourism planning, the eighth plan had identified the existing problems of tourism sector and initiated to develop tourism as one of the major sector of the economy.

Government had adopted liberal economy policy and priority has given to private foreign investors to invest in tourism industry. In order to attract foreign private investors necessary atmosphere would be created and suitable policies formulated. The objectives of the eighth plan were as follows.

-) To earn more foreign currency by developing tourists industry.
-) To increase the employment opportunities through expansion of tourism industry thereby improving the living standard of the people.
-) To improve the quality of tourism services and to promote and preserve environmental, historical and cultural heritage.
-) To encourage the use of local materials and services in tourism industry.

Ninth Plan (1997-2002)

The ninth plan has recognized high prospect of tourism, thus the plan has proposed to developed tourism in accordance with the natural, socio-cultural and religious environment of the country. The objectives spells out in the plan were guided by the long term concept of tourism development.

-) Priority will be given to tourism as one of the most important sector for economic development of the country.
-) Effective promotion and publicity will be made to establish Nepal “An Exclusive Tourism Destination” and
-) To increase employment and foreign exchange earnings from tourism and to provide this benefits up to the rural levels.

The main objective of the plan was poverty alleviation through tourism in the rural and backward regions by utilizing the ethnic cultural heritage as an attractive tourism potential. The plan shall lock forward to promote regional tourism especially in SAARC countries. For the promotion of tourism, diplomatic missions, friendship associations, airline offices and Nepalese organizations abroad would be made to take active participation. Hi-tech media like internet, homepage, e-mail, international television channel would be used for market promotion.

The achievements of this plan are as given below:

-) Lunched ‘Visit Nepal Year 1998’ as a national campaign.
-) Reached a record number of additional air agreement with different countries for air services, seats and routes.
-) Added airport infrastructures in the hilly and relatively busy local airports.
-) Improved the standard of Tribhuvan international airport runway, its equipment, parking area, terminal building and five extinguishing services.

-) External flight permits have been granted to some domestic airlines and some opportunity will be made available to other airlines as well
-) Civil aviation authority of Nepal has been established and is functioning well.
-) Established Nepal Tourism Board by dissolving the department of tourism.

Tenth Plan (2002-2007)

Tenth plan has targeted an integrated approaching to the background and foreword market linkage in the tourism economy. Effective marketing, re-establishment of Nepal's tourism image, employment opportunities, increases in foreign currency earning and to channel the benefits derived from tourism sector to the rural areas are the major targets of the Tenth plan.

The major objectives of Tenth plan are as given below:

-) Sustainable and qualitative development of tourism sector and promotion of its right markets.
-) Conservation of historical, cultural, religious and archaeological heritage and enhancing their practical use for income generating purposes.
-) To make air transportation services easily available, secure, reliable and standardized.

Three Years Interim Plan (2008-2010)

The interim plan envisaged enhancing the contribution of tourism in national economy by promoting international and domestic tourism through the development of international and national air services and urban and rural tourism destinations. Potential tourism products and destinations is focus on increasing employment regional balance and social incision.

Physical infrastructure needed to support tourism was developed and improved. Initial works to construct second international airport was carried out. Nepal will be

established as a major tourist destination in the international level so as to enable tourism sector to develop as important segment of the national economy.

This plan seeks to develop reliable and competitive air service through the expansion of domestic and international air services by involving the private sector in the constructor, development, expansion and operation of infrastructure related to the air transport sector.

Fourteenth Plan Approach paper (2014-2018)

This plan approach paper enhancing the contribution of tourism in national economy by promoting international and domestic tourism through the development of international and national air services and urban and rural tourism destinations. Potential tourism products and destinations is focus on increasing employment regional balance and social incision on behalf of province state basis through the provinces policies, plan and strategies.

Physical infrastructure needed to support tourism was developed and improved. Initial works to construct second international airport was carried out at Lumbini Kapilbastu. Nepal will be established as a major tourist destination in the international level so as to enable tourism sector to develop as important segment of the national economy.

This plan seeks to develop reliable and competitive air service through the expansion of domestic and international air services by involving the private sector in the constructor, development, expansion and operation of infrastructure related to the air transport sectors and others tourism related industries.

The major objectives of 14th plan approach are as given below:

-) Initiation for Sustainable and qualitative/quantitative development of tourism sector and promotion of its right markets new areas to identify.
-) To increase International tourists around 12 lakh up to this plan end.
-) To increase International tourists staying days up to 15 days with the 60 dollars expenses per day in average.

-) To increase Tourism sector was contributed 4 percent GDP as well as 1,10,000 persons will be employed direct in tourism related industries.
-) To carryout plan, policies and strategies under the provinces and local level governments.

2.5 Empirical Review

Pradhanang (2009) has highlighted on various aspects of Village Tourism in his book entitled "*Village: The New Tourist Destination of Nepal*". The book provides a cash plan and innovative research-based thought for the economic growth of developing countries, like Nepal. This concept of Nepalese social structure is a novel development model to take Nepal's village to national and international levels connecting and exploring the digital economy to support the development of the world economy. Beginning with microeconomics and global economics, it creates an engine of economic power in terms of domestic and foreign currency earnings. He has perfectly analyzed several aspects of village tourism in national and international discipline.

When the demand for international tourism in the developed countries increases, the tourist flow to the tourist receiving countries also increases. As a result, income is increase in the countries. The developing countries need foreign exchange earnings for economic development. Village tourism, in fact, is income elastic. The economic effect of village tourism is significant. Village tourism decreases the gap between the rich and poor. From the development of village tourism, the local tea-shop owners, yak herders, porters, local guides, villagers etc. is get benefit. The marginalized groups of people with low income also get benefit. For example, thousands of village households from Sirubari, Ghandruk, Khumbu, Namche bazaar etc. have been economically benefited and raised their standard of living. Similarly, Solukhumbu village developed by tourism is encouraging.

According to before introducing village tourism concept, villagers were considered and used as commodities that satisfy tourists and tourism entrepreneurs. But now it has dramatically changed tourism host and profession as villager's rights and duties.

In the Everest region, the tourist flow in Sagarmatha National Park has amounted to 20,051 in 2004. Analytically, tourism, conservation and development cannot go on in isolation. They have to join together in relation to village tourism as an access corridor with local people. Similarly, Sherpa the ethnic group of people has been the model person benefiting from tourism. The Annapurna Conservation Area Project (ACAP) is the village based conservation area in Nepal. ACAP lies within the boundary of Annapurna region in Western Nepal, North of Pokhara.

Village tourism represents the national tourism as a whole. The concept is that if the village is developed, the country is ultimately developed. On the principle of village as a nation and world as a global village, the national economy through tourism development is discussed. Today tourism is, no doubt, a big economic force in the world. Tourism business has been a major economic activity recognized by almost all the countries of the world.

Nationally, tourism is as a catalyst of national development pumping out more foreign exchange earnings to support national economy. Tourism earning for developing countries is highly more significant than those for developed countries. For developing countries like Nepal, primary resources as well as products are main sources of income which are relatively concerned with tourism. There will be several items of income generated from visible and invisible sources that are highly significant and have very strong support and positive impact to the national economy.

He also alerts us to the danger and dark side of village tourism if it is undesirable misplaced or mislead in society. The dark side of Nepal's village tourism, a superb summary of the topic, is his modern analysis of village-based adventurous thinking.

Village tourism has pros and cons regarding the socio-cultural structure of the country. Talking about the cons of village tourism, we spell out decline in the traditional norms and values, increase in crime, social conflicts, wave of materialism, over dependence on money, heavy traffic of tourists, loss of calm and quiet environment, degradation of natural environment, and dependency on industrialized and developed countries. The traditional values of host countries may be gradually weakened owing to the impact of tourism in the village. The other important thing is

the loss of indigenous village identity deprived of wonderful rites and lifestyles. The similar type of culture will be undesirably copied out in other regions too. There is danger that the identified and untouched zone will also be exposed badly. The loss of identity bears risk on the specialty village tourism by fading the village tourism product. The charm of villages and villagers will gradually go down. The personal and family value and relationship will be unnaturally calculated in terms of the sum of money. The system of 'paying guest' is indigestive to rigid villagers and also against the social laws and religious practices. Guests are honoured as God by providing delicious food and accommodation on free of cost. Village tourism unlikely breaks the traditional practice, which is the demerit and risk to the downfall of traditional culture. Breaking human relation and love in terms of the sum of money towards the guests are the threats. Religiously, commercialization in human relationship is a danger for village tourism. The money matter looses and cuts intimacy in human relation. The traditional cultural values are badly marked by money in the unique culture of the village and village economy.

Upadhyay (2008) in his report entitled “A Study of Rural Tourism in Nepal, Measures to Minimize the Negative Impacts” has given much influence to tourism products of Nepal, mostly located in villages or rural areas of the country and tourism development in such areas can prove to be an effective vehicle for sustainable economic growth of this sector. However, the people residing these areas are not getting appropriate benefits. He has also highlighted on the requirement to make a very conscious efforts to rural sectors of the country as they are living in a terrible poverty. He has described that it is the right of the people to promote their life standard through the optimum utilization of resources as most of the resources needed for economic development lie in the rural areas. Tourism development in rural areas needs special proactive planning and to come intervention from local government bodies and from national level also. The tourism development until now has not brought effective economic, socio-cultural and environmental impact as per the expectation of people. He has defined Rural Tourism as the tourism showcasing the rural life, art and heritage at rural locations, thereby benefits the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience. He has organized it under different

sorts of models. The major ones are: Sirubari Community based Tourism Model, Ghalegaun Rural Tourism Model, Ghandruk Rural Tourism Model, Bandipur Village Tourism Model and TRPAP Model. He further opined that adoption of approaches that TRPAP looks for the empowerment of rural community with multidimensional concepts like pro-poor, pro-women, pro-environmental and pro-community seems very effective to address the pervasive poverty in a community, but caution about the receptive capacity of a community involvement and acceptance of the product by private sector, sustainable marketing and promotion of the product of the product must be taken from the very beginning of product development process.

Ghimire (2008) in her MA thesis entitled “Problems and Prospects of Rural Tourism in Western Development Region with special reference to Gulmi District” has written Western Development Region is highly potential for the tourism as it is a storage area of nature and living culture. The region has been a role model for rural tourism development in the country. Gulmi, which is also rich in cultural heritage, beautiful natural scenery, colourful fair and festivals, views of breathtaking mountains, pristine natural beauty, hospitable people and ancient religious and historical monuments make this district one of the most wonderful tourist destinations, is carrying for its proper attention. The researcher has used both qualitative and quantitative method to present the data. She has recommended that the promotion sustainable tourism development which could generate maximum alternative employment opportunities to unemployed people of this district or to reduce poverty, enhance income level and to make better lifestyle of this district, the local people along with the local and central governments need to work together with mutual cooperation. Identification of the major tourist destinations in the district with the stoppage points and take leaders and entrepreneurs in those spots to familiarization trips to the established rural tourism destination in the Western Development Region. Gulmi District Development Committee, in participation with the local tourism entrepreneurs, Nepal Tourism Board and the Ministry of Tourism and Civil Aviation should immediately start a plan with robust strategies to make use of visit Nepal 2011 campaign successful in the Gulmi District by attracting welcoming and accommodating unprecedented number of tourists. Nepal Tourism Board, in consultation with the District Development Committee Gulmi and the surrounding districts should help in preparing tourism

packages. NTB should also promote major tourist destinations of those places in its promotional materials.

Iwahang (2006) in his MA thesis entitled, “Prospect of Developing Rural Tourism in Dhankuta District (A Case Study of Danda Bazar VDC)” has written Dhankuta is a place where there are many popular places and products. Danda Bazar is such a place that has high potential from the tourism point of view. But it lacks the proper promotion and development of the places due to the lack of effective government plans and policies for the local level. The researcher has used both qualitative and quantitative methods. Major findings of the study showed that the business tourism of Danda Bazar VDC has been booming phase. There are active tourism organizations. They have been working with up to date by expanding the membership in local level from which business tourism can be made advance. Local stakeholders are working for thorough development of tourism through community cooperation in the tourism management and extension. So, it will be better in the form of community based village tourism like in Sirubari. He has recommended that is the improvement of basic infrastructures, roads, and accommodations are very essential factors to attract the tourists. Further advancement of institutional management among related (VDC/DDC/NTB) agencies can be best motivated for the development of tourism area. Participation of community has created positive result, so still it should be continued for further advancement. Airport is one of the best ways for excess of foreign tourists. Tourists' satisfaction should be made providing facilities and services. Security should be excess to maintain peace and security.

Sharma (2001) in his PhD dissertation named “Tourism Development and Planning in Nepal” has attempted to deliver through the role and impact of tourism on the economic development process of Nepal. He has made a thorough analysis on the impact of tourism in Nepal on government revenue, gross domestic product, exports and balance of payments with data for the period of 1974-1996, which has shown very positive results. His study has shown positive correlations between gross saving of the country and an increase in tourism return. Likewise, Sharma has also analyzed employment patterns of trekking sector in Nepal which shows that Western Development Region (WDR) alone generates 56 per cent followed by the Eastern

Development Region (EDR) as 36 per percent. Viewing it by destinations Kanchanjanga and Manaslu have created highest rate of employment per trekker that is 3.7 and 2.8 persons respectively. By purpose of visit, the conference, culture and business tourists are the highest per day spenders. They have found spending \$109, \$91 and \$73 respectively. Cultural tourists and trekkers are the high spenders in accordance with per visit i. e. \$1,040 and \$860 respectively. Indeed pleasure and trekking tourism is one of the major sources of tourism income in Nepal.

Gurung (2000) in his article, "Tourism and Tirtha" has elaborated certain unique features of tourism in the context of a land locked country like Nepal. Dr. Gurung in his lectures in "International Conference on Himalayan Biodiversity, 2002" has elucidated triangle conservation, tourism and development as mutually interconnected factors. Conservation gives asserts to tourism and takes revenue, tourism provides resources for development and takes framework while conservation ensures sustainability of development by taking its physical and social enhancement. Gurung concludes that conservation promotes tourism, tourism generates revenue for conservation and development enhances sustainability of conservation.

The rural tourism is the best tool to alleviate the poverty in developing countries like Nepal through community based rural tourism. It also helps to employ the local people in the tourism activities to generate income for livelihood as well. The foreign exchange earnings is possible when the culture, nature, biodiversity can be conserved and linked with the domestic as well as international tourists in the active participation of local people on behalf of local and central governments.

Shrestha (1999), in her Ph.D. dissertation is concerned with the problems and prospect of tourism in Nepal. The main findings of her study are: (i) Tourism has emerged as a major segment a Nepalese economy contributing substantially to the foreign exchange earnings (ii) employment generation and (iii) overall economic development of the country. The main tourist generating regions are Nepal, Asia and Western Europe. There is lack of psychological infrastructure in tourism spots. Most of the service infrastructures are mainly concentrated in major urban areas and in few population trekking routes, majority of the tourists had expressed that there is a great

prospects of tourism in Nepal. Nepal Airlines should increase its air seat capacity and solve its problems on a long-term basis, otherwise, private airlines should be allowed to operate immediately even in those routes where Royal Nepal Airlines operates.

It is observed that the female tourists tend to visit more for holiday pleasure, where as their male counter parts visit mainly for business, meetings, seminars and other official activities. Population and environmental degradation, inefficient delivery service system, inability to manage the airport properly, inadequacy of existing infrastructure and inability to diversify tourism products are the main problems of tourism in Nepal. Nepal is considered as one of the cheapest tourism destination.

She has further recommended certain strategies to develop tourism in Nepal. Besides, concentrating on the old products, Nepal must introduce new tourism products suitable for catering to the interest of all types of tourists by age, sex and occupation and to introduce both urban and rural tourism products. Nepal should be able to attract tourists from diverse income groups by catering to their respective needs and presenting Nepal as the destination for all types of tourists. The road network should be well developed and existing road conditions should be properly improved. It is recommended to develop another international airport preferably in the Terai region that would be technically and economically viable. Encouragement for the development of small hydropower project and solar energy are recommended especially on the trekking routes and at wildlife resorts with view to protect natural environment of the area. The private sector should come forward to join hard with the government for promoting and marketing tourism. The use of satellite communication, media such as international televisions channels, CNN, BBC, NTV television, etc. internet, CD-ROM should be used for promotional purposes. The government and the concerned authorities should take concrete steps to prevent deforestation, landslides, pollution, littering on trekking routes and in national park. It is necessary to protect and preserve the socio cultural values of the country for sustainable tourism development.

Upadhaya (2003), in his Ph.D dissertation on the headline “Tourism as a leading sector in economic development of Nepal” has mentioned Nepal as a showroom of Natural beauty, rich in flora and fovea which are the main attractions of tourism in Nepal. This loads to raise the economic status of the country

CHAPTER- III

RESEARCH METHODOLOGY

3.1 Rational of the Selection of Study Area

The study was conducted in Phidim Panchthar district. The district is so selected as to provide geographic variability, to represent different degrees of agricultural transformation and to reflect different types of socio-economic as well as socio psychological background of the communities under investigation. The high ethnic diversity represented by this district also is one of the motivating factors for conducting the present research work.

As the problem of the study is to delineate cultural tourism relevant to the changing social structure, it is thought best to select district which is neither highly developed nor very backward. One of the many reasons for carrying out the research work is my familiarity with Phidim Panchhar is selected being my home district to which I am familiar with place and people.

3.2 Research Design

This research was carried out on the basis of descriptive and analytical research design because the study focuses on investigation of “A study of Cultural tourism”: A Case Study of Panchthar district of Phidim Municipality. Moreover, the study finds out possibility and problems of cultural tourism development in Phidim Panchthar district. In this regard, it is an exploratory research. Besides, the study was attempted to describe the effects of tourism development to the livelihood of local people. The research was included views of local people's perception and explored findings. Thus, present researcher was both descriptive and exploratory.

3.3 Nature and Sources of Data

Quantative and qualitative data was used in order to achive the objective of the study. Primary Data as well as Secondary Data was used for this study. The primary source of collecting data or the way through which necessary information achieved is

questionnaire .The respondents were read the questionnaire and try to answer all the queries mentioned in it .Formal or informal interviews was conducted even after the questionnaire. The Secondary source of data was books, internet, brochures and observation of senior’s report. During my study period, the secondary data became an important and supportive source to conduct the study and analyze them.

3.4 Sampling Size and Sampling Procedure

The study was adopted stratified sampling technique which helps to represent different aspects of the society as well as cultural aspects. The people was involved in tourism industry, tourism policy making and implementation of the people engaged in teaching tourism in higher education with special focus in rural tourism have been interviewed.

This study applied purposive sampling for area selection whereas sample population of the study was selected on the following basis.

S.N.	Streams	Total Population	Sampling No	Percentage
1	Tourist during three days	100 (Average)	10	10
2	Local people	320 HHS	32	10.41
3	Hotels	15 HHS	5	33.33

In respect to tourists, the researcher was chosen on the basis of three days visitors during the study by accident sampling method. It is assumed that the average monthly arrivals of tourists are 33 and in three months it was 100 tourists out of which 10 percent i.e. 10 tourists was interviewed. Similarly, out of the total 320 local HHs 32 will be selected. In this sampling regarding to hotel owners, 5 were chosen as sample out of total 15 HHs. These all samples were drawn by applying simple random sampling method.

3.5 Data Collection and Tools

3.5.1 Questionnaire Survey

Interviewing is one of the major methods of data collection in qualitative research. It is two-way systematic conversation between an interviewer and an Informant, initiated for obtaining information that is relevant to a specific study. Furthermore, it can be defined as a face to face verbal Interchange in which one person, the interviewer, attempts to elicit information or expression of opinion or belief from another person or persons. Interview is one of the major methods of obtaining information from respondents. Interview will be held in the Phidim Panchhar district

3.5.2 Field Observation

Since the overall objectives of the study is analyze the cultural tourism in Phidim Panchhar district. Observation is one of the basic powerful techniques of data collection to document the present condition. Information collected through field observation.

3.5.3 Key informant interview

Unstructured interview administered to respected members of the Phidim Panchthar district, head of the Mechi Tourism office, District Coordination Committee of the district as the key informant. The flexibility of the unstructured interview will be help to bring out the effective aspects of the subject's responses. Key informants help to provide extra valuable information to the present researcher. They provide valuable guideline.

3.6 Data Analysis and Presentation

The collected data from the study areas was processed by editing, coding, classifying, tabulating in standard excel format which would be supporting analyst. The qualitative and quantitative data was presented in tables and related statistical tools like average and percentage, etc. In this study was suitable method adopted for data analysis graphs, bar diagram and pie charts was shown to make more attractive figure. The qualitative and quantitative data was interpreted and analyzed. Besides these, researcher would be narrative in literature for sharing to all stakeholders and readers for the information dissemination.

CHAPTER – IV

DATA PRESENTATION AND ANALYSIS

This chapter deals with the data presentation and interpretation. The agglomerated primary data from the field survey have been tabulated and their interpretation had been made thoroughly.

4.1 General Background

Introduction of the Study Area: The study area is the Panchthar district in the eastern part of Nepal. Panchthar district is in the mid hill region of Nepal. Panchthar district is geographically located between $26^{\circ} 29'$ - $26^{\circ} 59'$ north latitude and $80^{\circ} 02'$ - $87^{\circ} 30'$ east longitude in the Eastern Region of Nepal. It borders with Sikkim and Darjeeling of India in eastern part. Taplejung district lies to the north, Ilam and Morang districts are to the south while Tehrthum and Dhankuta lie to the west of the district. The altitude of Panchthar district ranges 383 Meter. to 4575 Meter from sea level. Its total area is 1,241 Square kilo Meter. This district has one Municipality and seven Rural Municipalities with 41,196 households. According to the Census 2011, the total population number is 191,817, which are number of male 90,186 and female 101,631. District (District Profile of Pacchthar District: 2073). .

Physical Features of Study Area: The Headquarter of the Panchthar district is Phidim. The altitude of Phidim is 1150 Meter from the sea level. The Headquarter was established in 2019 BS. Panchthar district is one of the best districts in Nepal in education and others. The literacy rate of this district stands at 75.4% overall. Major occupation of the district is agriculture with almost 88% of the total population depending on it and rest of people depend on foreign employment. The lowest altitude of Panchthar district is Tomor river side and the highest altitude is Mahavara mountain ranges. Panchthar district is around 460 Kilo Meter far from Kathmandu by air and 700 Kilo Meter far from Kathmandu by vehicle. The district has varied climatic conditions ranging from a temperate in the low lying areas, via cool temperate to an alpine climate. About 49% land is covered by agricultural land while 46% is covered by forest land. Diversified landscape with remarkable scenic beauty,

bio-diversity, habitat and socio cultural life of the people have created tourism magnetic atmosphere in Panchthar district (District Profile of Panchthar District: 2073). .

Phidim Municipality is one of the important destinations of the tourist. It is located in central part of Panchthar district. Labrekuti, Silauti and Pauwabhanjyang as well as its natural beauty help to develop tourism. It has wider significant for the development in the areas of tourism.

Panchthar district lies in the Eastern Development Region of Nepal and shares its borders with Sikkim and Darjeeling of India. Taplejung district lies to the north, Ilam and Morang districts are to the south while Tehrthum and Dhankuta lie to the west of the district. The altitude of Panchthar district ranges 383 Meter to 4575 Meter from the sea level. The district lies within the geographical location of latitude N 26⁰ 29' - 26⁰59' North and Longitudes E 80⁰ 2' - 87⁰ 30' East having 1241 Square Kilo Meter. The district has one Municipality and 7 Rural Municipalities with 41,196 households. According to the Census 2011, the total population is 191,817 with 90,186 male and 101,631 female. The district has varied climatic conditions ranging from a temperate in the low lying areas, via cool temperate to an alpine climate. In Panchthar about 49% land is covered by agricultural land while 46% is covered by forest land. (District Profile of Panchthar District: 2073). .

Panchthar district is one of the better districts in Nepal in education and others. The literacy rate of this district stands at 75.4% overall. Major occupation of the district is agriculture with almost 88% of the total population depending on it and foreign employment. The lowest altitude of Panchthar district is Tomor river side whereas 383 Meter and the highest altitude is Mahavara Mountain ranges whereas 4575 Meter. Panchthar district is about 460 Kilo Meter far from Kathmandu by air and about 700 Kilo Meter far from Kathmandu by vehicle. Diversified landscape with remarkable scenic beauty, bio-diversity, habitat and socio cultural life of the people have created tourism magnetic atmosphere in Panchthar district. (District Profile of Panchthar District: 2073). .

District Coordination Committee (DCC) Panchthar has published “Tourism Development Master Plan of Panchthar district-2072”. The Master plan has appraised on tourism development in Nepal due to several of possibility for the tourism development. This Master plan covers the general introduction of Panchthar district and present situation of tourism development in the district. Moreover, in this plan there is a little analysis regarding on tourism development Problems and Prospects as well as implementation strategies. So this plan is quite useful and informative to know more about the tourism and its possibilities in Panchthar district and is the most important document also as Local Level Government owns this plan.

The tourism is big area of economic growth sectors of country and so as in Phidim Panchthar district. In spite of this in Phidim Panchthar district has not been studied and researched yet on this sector for further information collection, possibility studies, problems and prospects identifying. So that in my concern, this thesis would be significant for furthermore activities are planning, strategy making, information dissemination and suitable places identifying for tourism development and promotion in Phidim Panchthar district. This thesis would fulfill gaps to tourism interested persons and entrepreneurs for promotion. In Addition, out of 100%, 42% people are Limbu and rest is others 58% in Panchthar. Limbu are one of the major indigenous people in Nepal. The population of Limbu is around 42% of the total population in Panchthar district. They have their own typical culture and customs as well as traditional life style. So Panchthar is the potential district for cultural tourism (District Profile of Panchthar District: 2073). .

There is *Maha Guru Phalgunanda's* holy grave in Phidim Municipality-4, Silauti areas which is one of the religious destination of Kirat Society as well as other tourists. Maha Guru Phalgunanda is recognized as the sixteenth national figure of Nepal.

4.2 Climate

Climate is the one of the major indicator to observe its prosperity and norms and value. The study area has alpine type of climatic condition. Due to its cold climate, no

crops production is matched. So, it is famous for potatoes, Corn, herbs, livestock farming.

4.3 Education Status

The educational status of Phidim of Panchthar district is 83 percent which is higher in the district level of literacy rate i.e. 74 percent. Most of the under privileged castes are not attended in the school. There are twelve basic schools, five secondary and eight higher secondary school one college up to postgraduate level.

4.4 Infrastructure Facilities

This Panchthar district has the different infrastructures such as, health, education, electricity, communication, road, market access etc. There are various NGOs which are working there to kick out the prevailing problems.

4.5 Population Structure

Population is the major component of any research. This type of sampled population sketches our real report. The sample population composition of this study has been presented under the table;

Table No. 4.1: Sample Population

Streams	No. of Respondents	Percentage
Local people	32	68
Tourists	10	21.27
Hotels owners	5	10.63
Total	47	100

Source: *Fields Survey, 2017.*

Table 4.1 shows the sampled population of the study area. It mirrors out that 68 percent are local people, 21.27 percent are tourists both on national and international level. The rest of 10.63 percent are local hotels. Thus, this study covers the all tourism stakeholders of this site.

Furthermore, the gender composition of the study has been given below on the table as:

Table No. 4.2: Gender Composition of Respondents

Gender	No. of Respondents	Percentage
Male	25	53.20
Female	22	46.80
Total	47	100

Source: *Field survey, 2017*

The No. 4.3 table shows 53.20 percent are male respondents and other 46.80 percent are female respondents. It clears that female are still backward in this areas even though 21st century is the age of gender development.

4.6 Education Status of the Local respondents

Education is the key to any success. It is the Cornerstone of the development also. Higher the level of the education means better will be the opportunities. The education level of the local respondents has been listed on the following table;

Table No: 4.3: Education Level of Local Respondents

Levels	No of Respondents	Percentage
Illiterate	2	6.25
Literate	7	21.87
Secondary/SLC	11	34.37
I.A	7	21.87
B.A	3	9.37
M.A	2	6.25
Total	32	100

Source: *Field survey, 2017*

The above table presents that 32 percent local respondents have secondary level of education. Out of the total respondents, 6.25 percent are only literate and 21.87 percent are I.A passed respondents. Similarly 9.37 percent and 6.25 percent have B.A

and M.A S.L.C./secondary level 34.37 respectively. There are 21.87 percent literate respondents. It concludes that the level of education in respondents is not in homogenous background. It is because of the icon of rural life also.

4.7 Occupation of the Local Respondents

Occupation in the engagement of people in different activities to satisfy their daily needs is human beings adopt different types of occupations such as agriculture, trade, service, social worker etc. In these study respondents occupational status has been presented below in the table as:

Table No. 4.4: Occupational of the Local Respondents

Occupations	No. of Respondents	Percentage
Animal husbandry	2	6.25
Agriculture	22	68.75
Tourism related business	4	12.50
Trade and commerce	2	6.25
Services	2	6.25
Others	0	0.00
Total	32	100

Source: *Field Survey*, 2017

Table 4.4 Shows 6.25 percent of the local respondents are taken animal husbandry as a main occupation for their livelihood. Agriculture as a major occupies 68.75 percent. Similarly, tourism related business (guides, ghee, handicrafts) consisted 12.50 percent and trade and commerce is the occupation of also 6.25 percent of the local respondents. Likewise, 6.25 percent are services holders and other way of life as herbal product, wine products etc respectively. It clears that due to its upland geography, majority are engaged in animal husbandry because crops production is not suitable for this area .It has been shown under the pie chart also.

4.8 Age Structure of the Local Respondents

Table No. 4.5: Age Structure of the Local Respondents

Age Group	No. of Respondents	percentage
Under 20 years	4	12.50
21- 30 years	5	15.62
31- 40 years	12	37.75
41-50 years	8	25
51-60 years	3	9.37
61- 70 years	0	0.00
Total	32	100

Source: *Field survey, 2017.*

The above table shows 37.75 percent are 31-40 years age group respondents followed by 25 percent of 41-50 years age groups. Similarly 15.62 percent are 21-30 years, 12.50 percent of less than 20 years and 9.37 percent are 51-60 years age group respondents. It clears that the majority are from 31-40 years age group.

4.9 Local Respondents familiar with Tourism

Tourism is a compound product of multiple sectors. It is the business of the business of people. Local people behaviors and awareness on it erects its future destination. In this study the local people response on familiarity in tourism business has been presented in the following table;

Table No. 4.6: Local Respondents Response on tourism familiarity

Responses	No. of Respondents	Percentage
Yes	23	71.87
No	9	28.12
Total	32	100

Source: *Field survey, 2017*

The above table no: 5.6 reveals that 71.87 percent of the local respondents are familiar with tourism whereas 28.12 percent are not. It clears that majority respondents are aware on it. It is shown on the following pie chart.

4. 10 Benefits of Tourism to Local People

On the query of benefits of tourism to local people, the sampled local people responded the following.

Table No. 4.7: Benefits of Tourism to Local Respondents

Benefits	No. of Respondents	Percentage
Increase income	6	18.75
Employment/job	7	21.87
Cultural change	5	15.62
Infrastructure development	4	12.50
Nothing	7	21.87
Biodiversity conservation	3	9.37
Total	32	100

Source: *Field Survey, 2017.*

Table 4.8 states 21.87 percent of the respondents have responded that employment opportunities have been creating through this business in local levels, 18.75 percent viewed that their income level is increased by it. Similarly 12.5 percent responded on infrastructure developments is the major benefits of it. 15.62 percent said cultural change and respectively. The rest respondents responded that there is no change in their basic level i.e. No benefits they get up to date now.

4.11 Prospects of the Phidim Municipality

One the major component of tourism is the attraction out of among accessibility, accommodation and amenities. It plays the vital role to inflow of tourists in any site. The major prospects of tourists in Phidim Municipality areas based on respondents' views are presented under the table.

Table No. 4.8: Attractions of Tourists in Phidim Municipality

Attractions	No. Respondents	Percentage
Natural beauty	7	21.87
Sight seeing	4	12.50
Sun rise sun set	3	9.37
Local cultures	8	25
Photography	1	3.12
Rich biodiversity	3	9.37
Pilgrimage	2	6.25
Trekking route	2	6.25
Herbal products	1	3.12
Health tourism	1	3.12
Total		100

Source: *Field survey, 2017*

Table No: 4.8 show that 21.5 percent of total respondents said that Natural Beauty is the major attractions of this area. It is followed by 12.50 percent who viewed that Sun rise and sun set is the major prospects. Similarly, there are rich biodiversity and pilgrimage activities respectively important aspects. The rest were viewed that the trekking route, herbal products and health tourism. It shows that majority of the respondents have the knowledge of its real attractions. And it has the highest potentialities of tourism development.

4.12 Problems of Tourism Development in this Area

Any things have two sides i.e. bad and good. Nothing remains bright only. Development is the outcome of destruction in a sense. There may be the multiple problems scattered on doing a thing. Likewise Phidim Municipality has more barriers for tourism development also. Besides on the local respondents view on it, the following are the major problems of this area;

Table No. 4.9: Problem for Tourism Development in Phidim Municipality

Problems	No. of Respondents	Percentage
Transportation	9	28.12
Water scarcity	16	50
Electricity	0	0
Information Centre	0	0
Soil erosion	2	6.25
Low level of awareness	1	3.12
Gap of services	2	6.25
Negligence of Government policies	2	6.25
Total	32	100

Source: Field survey, 2017

Table 4.9 shows the problems responded by local respondents. The major problem of this area is the lack of transportation (28.12%) from Nepal side. Similarly, 50 percent responded water scarcity is the problem of this area. Soil erosion in this area is 6.25 percent, low level of awareness (3.12%), Gap of services (6.25%) and Government negligence (6.25%) of the total respondents. It clears that Governments and stakeholder of this area should reduce these problems immediately.

4.13 Suggestions of Local Respondents

In the quarry “what are your suggestion for tourism development in Phidim Municipality?” by researcher, the local respondents responded the following;

Table No. 4.10: Suggestion by Local Respondents

Suggestions	No. of Respondent	Percent
Extension of road network	5	15.62
Establishment of hotels in trekking route	1	3.12
Publicity/ Information center	3	9.37
Conservation of biodiversity	3	9.37
Health Campaign	2	6.25
Regular water supply	7	21.72
Provision of Electricity	0	0
Skill based Trainings	8	25
Conservation of local Cultures	3	9.37
Total	32	100

Source: *Field Survey, 2017*

The above table 4.10 shows the local respondents viewed to cope with these problems prevailing in the local area. It states that 15.62 percent of the local respondents said extension and development of road net work is a necessary of it. Establishment of hotels in trekking route (3.12%), publicity/information centre (9.37%), conservation of biodiversity (9.37%), health campaigns (6.25%), regular water supply 21.72 skill based trainings 25 percent and conservation of local cultures 9.37 percent.

4.14 Profile of the Hotels Owners and Tourists

The following table shows the profile of the sampled hotel owners and tourists:

Table No. 4.11: Profile of the Hotels owners

Gender		Occupation of Tourists	No. of Respondents	%	Country	No. of Respondents	%
Male	Female						
10	5	Trade and Commerce	2	20	India	5	50
(66.67%)	(33.33%)	Teaching	2	20	Domestic	2	20
		Institution	4	40	UK	1	10
		Study	2	20	USA	1	10
					Australia	1	10

Source: *Field Survey, 2017*

The above table shows gender composition of tourists and hotel owners. It states out of the total tourists plan hotel owners 66.67 percent are male and rest are female respondents. Similarly, the occupation of the tourists is trade and commerce (20 %), Teaching (20%), institutions (40%) and study (20%). In case of their nationality, majority are from India (50%). It is because of the boarder country also. Other is domestic (20%), Australian (10%), UK (10%) and American (10%) in the study population.

4.15 First Information About Phidim Municipality by Tourists

The first information of the Phidim Municipality by tourist's response has been presented below in the table.

Table No. 4.12: First Information of Phidim Municipality by Tourists

Responses	No. of Tourists	Percent
Media	5	50
Friends	2	20
Tourism Organization	2	20
Relatives	1	10
Total	10	100

Source: *Field survey, 2017*

The above table mentions 50 percent of the visitors have got the first information by media, 20/20 percent, friends and tourism organizations. Respectively 10 percent of the tourist has known about Phidim Municipality by their relatives. It clears the publicity of Phidim Municipality is not well touched by government.

4.16 Purpose of Tourists Visiting in Phidim Municipality

Tourist's purposes visiting in Phidim Municipality have been shown in the following table;

Table No. 4.13: Purposes of Tourists Visiting in Phidim Municipality

Purposes	No. of Tourists	Percent
Natural beauty	2	20
Sight seeing	2	20
Sun rise and sunset	4	40
Trekking/Photography	1	10
Worshipping	0	0
Research	1	10

Source: *Field survey, 2017*

Table 4.12 Shows 40 percent of the sampled tourists are visiting there for observing sun-rise and sunset. It is followed by 20/20 percent of tasting natural beauty and sightseeing. Whereas other trekking and photography (20%), worshipping (10%) and research (10%). It shows the taste variety of the tourists. Indeed, local tourists are

visiting there for worshipping only. It has been visualized on the following pie diagrams

4.17 Duration of Tourist Stay in Phidim Municipality

Based on the data agglomerated from of field survey shows that the days of tourists staying in Phidim Municipality have been presented in the following table;

Table No. 4.14: Duration of Tourists Stay in Phidim Municipality

Days	No. of Tourists	Percent
1-2	4	40
2-3	3	30
3-4	2	20
5 above	1	10
Total	10	100

Source: *Field Survey, 2017*

The above table shows 40 percent of the tourists stayed there for 1-2 days once a visit. 2-3 days staying of tourist in Panchthar district is 30 percent. Similarly 3-4 days and above 5 days staying of tourists is 20 percent and 10 percent respectively. It clears that the length of stay in Phidim Municipality is low in comparison to national level of 11.75 days. It is because of the lack of in fracture as well as services, facilities, accommodation, hospitality and monsoon.

4.18 Satisfaction of the Tourists

Tourism is the industry in which satisfaction plays a cookbook role to expand. In the absence of tourist satisfaction, they cannot visit again that place. In Case of Phidim Municipality the tourist satisfaction was measured by the researcher in ‘yes’ /‘No’ responses.

Table No. 4.15: Satisfaction of the Tourists

Responses	No. of Tourists	Percent
Yes	7	70
No	3	30
Total	10	100

Source: *Field Survey, 2017*

Table 4.16 shows 70 percent of the tourist responded the available services, facilities and beauty of it, satisfy their purposes, whereas 30 percent voted against it. They said that the lack of facilities, infrastructure and chilly monsoon are the barriers of their satisfaction in optimum level.

4.19 Suggestions of Tourist for Tourism

The following table shows the suggestions of tourists;

Table No. 4. 16: Suggestions of Tourists for Tourism Development in Phidim Municipality

Suggestions	No. of Tourists	Percent
Well Tourist information center	5	50
Accommodation	2	20
Trekking route	2	20
Nature guide	1	10
Total	10	100

Source: *Field Survey, 2017*

The above table reveals 50 percent of the tourist informed that tourism information center is need for the promotion of tourism in Panchthar district. Similarly 20/20 percent responded said increase in accommodation and development of trekking route are an essential part of the tourist attraction. The next 10 percent said nature guide who can interpret about flora and fauna of local forests.

4.20 Employees in Hotels/Lodge

The local hotels have provided job to the people in local area. The numbers of employees getting jobs in Hotels have been tabulated bellow;

Table No. 4.17: Number of Employees in Hotels Lodges

Numbers	No. of Hotels/ Lodges	Percentage
1-2	1	20
3-5	2	40
6-9	2	40
10- 15	0	0
Total	5	100

Source: *Field Survey, 2017*

The above table shows 40/40 percent sample hotel absorbed 3-5 and 6-9 persons as employees. And 20 percent of the hotels/lodges have provided jobs to only 1-2 persons. It clears that there is no high level of hotels as in urban area. And, it is because well facility hotels in Indian site.

4.21 Cooking Fuel in Hotels

The types of cooking fuels in local hotels have presented under the table:

Table No. 4.18: Types of cooking fuels in hotels

Types of Fuels	No. of Hotels	Percentage
Firewood	2	40
Kerosene	2	40
L.P gas	1	20
Electricity	0	0
Total	5	100

Source: *Field survey, 2017*

The above table has revealed that 40/40 percent local hotels have used firewood and kerosene as cooking fuels. Similarly, 20 percent of the hotels used LP gas also. It

shows that there is low level of modern clean energy. This has been shows under the figure also..

On the basis of primary sources of information, the researcher has analyzed the data in which objectives of the study are through to be fulfilled. In respect to the knowledge about tourism sector in Panchthar district, local people need a variety of awareness program. According to respondents of the study, the future of Phidim Municipality in tourism industry is the best, however lacking of non-ill policy of local on well as national government and low level of infrastructure Phidim Municipality is found in shadow still now even through it has unique natural beauty mixing with rich biodiversity and high hills.

4.22 Cultural Product in the Study Areas

Panchthar Phidim is famous for the indigenous product which is related to tourism. Dhaka Sewing, Tumba, Shergemba and Marcha. These products help to promote tourism in the Phidim as well as whole Panchthar district's Products are related with Limbu culture.

Table No. 4.19: Name of the Product

Name of the Product	No. of Respondents	Percentage
Dhaka Sewing	12	37.5
Tumba	10	31.25
Shergemba	4	12.5
Marcha	6	18.75
Total	32	100

Source: *Field Survey, 2017*

On the basic of the above table 37.5 % respondents mentioned that Dhaka Sewing is the popular product of the area where as 31.25 % focus on the Tumba. Marcha and Shergemba is also important product of the Panchthar district as Kirat cultural products.

4.23 Special Cultural in the Study Areas

Panchthar is famous for the indigenous culture which is related to tourism Chasok Tangnam, Udhauli/Uvauli, Kakfewa tangnam and Lhoshar. These cultures help to promote tourism in the Phidim as well as whole Panchthar district of ethnics groups. These cultures are related with different ethnics groups.

Table No. 4.20: Respondents Distribution on the Basis of Most Significant Culture (By Local People)

Cultural Activities	No of Response	Percentage
Chasok Tangnam	13	40.63
Udhauli and Uvauli (Shakela)	9	28.12
Kakfewa Tangnam (New year)	6	18.75
Lhoshar (Tamu + Gyalbo)	4	12.5
Total	32	100

Source: *Field Survey, 2017*

On the basic of above table No. 4.20, 40.63 % respondents mention that Chasok Tangnam (Dhanya Purnima) is the most significant aspect culture where as 28.12 % respondents mention that Udhauli and Uvauli (Shakela) is significant. 18.75 % respondents mention that Kakfewa Tangnam (New year) is significant where as 12.5 % Lhoshar (Tamu + Gyalbo) is important cultural of the study areas.

CHAPTER – V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

A study of Cultural tourism (A case Study of Panchthar district) is representative vision of the reality. Present research is concentrated to find out the main tourism problem in Phidim Panchthar district, to explore as a major rural tourism destination of Phidim, and to analyze the prospects of tourism in study area. Development of tourism sector has contributed to increase employment, income generation and to improve the balance of payment of the country with its natural beauty and cultural heritage. Tourism is important not only from the point of view earning foreign exchange but it also enhances scope for various industrial branches, like hotels motel sand other types of accommodation, restaurants and other food services different cultures, amusement, and other leisure activities, gifts shapes and large number of other enterprises such as fruit production and processing etc.

The majority of the local population is engaged in animal husbandry and agriculture as well as tourist related activities hotels and business i. e higher in the percent of the total respondents. It clears that the study area is a cultural zone. The educational status of the local people is improving due to the availability of school facility at local level. There is no wide publicity to this area from local, district and national level. It is because of the negligence of the local governments, geographical structures and others related agencies. In respect to Hotels, there are few hotels and it is in district headquarter based on tourist's aspects. It is because of the geographical and lack of year round road network.

Phidim Panchthar district is also renowned for herbal products, Higuwa, a plant, rich biodiversity, apple and Marcha local indigenous knowledge. However, in the lack of well planning and policy these characters are not in worth. The benefits of the tourism in Panchthar district have been greatly acquired by the Local people. But, in case of low level of transportation networks facilities there is not satisfied level of benefits to the local communities.

It is found that Trekking Route is very in miserable condition due to the low level of restructuring daily. So, for the trekkers, this trekking route should be developed well with clean manner. In modern world information technology governs the society. So, publicity of that place as a famous eastern destination should be initiated at national and local level government and local stakeholders.

It is found that the activities of tourism becomes seasonal there so, all sectors should be developed this area as the destination of land of all seasons. Length of stay of the tourists is moderate so stakeholders should be encouraged to the tourists for long time stay. For this a package program and other related programs should be conducted at local level communities.

According to the local respondents, the main prospects of Panchthar district are Sunrise and Sunset. It is 34.37 percent of the total respondents viewed on it. Besides these, local cultural and local foods also main prospects of Panchthar district.

It was found that, there is not sufficient tourism infrastructure i.e Hotels, transportation, drinking water, electricity, health centers, schools, parks, view point etc. for this local government's collaboration with NGOS /INGOS are striving now.

There is no wide publicity to this area from local, district, region and national level. It is because of the negligence of the local governments and geographical structures.

In respect to Hotels, there are few hotels based on tourist's aspects at Phidim headquarter and not available at tourism spot areas. It is because of the geographical and lack of year round road network.

Phidim Panchthar district is also renowned for herbal products, Higuwa, a plant, apple, rich biodiversity, Marcha local indigenous knowledge. However in the lack of well planning and policy these characters are not in worth.

Phidim Panchthar district is also a religions place for Kirats, Buddhists and Hindus. As a result, it can be taken as religious tourism also. Moreover, local cultural products are also prospects of Phidim Panchthar district.

The benefits of the tourism in Panchthar district have been greatly acquired by the Local people. But in case of low level of transportation networks, there is not satisfied level of benefits to the local communities.

Phidim Panchthar is famous for the indigenous product which is related to tourism. Dhaka Sewing, Tumba, Shergemba and Marcha. These products help to promote tourism in the Phidim as well as whole Panchthar district's Products are related with Limbu culture.

Phidim Panchthar is famous for the indigenous culture which is related to tourism Chasok Tangnam, Udhauli/Uvauli, Kakfewa tangnam and Lhoshar. These cultures help to promote tourism in the Phidim as well as whole Panchthar district of ethnics groups. These cultures are related with different ethnics groups.

The level of awareness in local people is very low about on rural tourism. They are not informed about the tourism activities of this area. On the question of researcher on 'Do you know about tourism?' a respondent replied that he had listened first time this term around 30 percentages.

5.2 Conclusion

Tourism industry, being a comparative advantage industry of Nepal, has important role in Nepal's economy. Development of tourism sector has contributed to increase employment, income generation and to improve the balance of payment of the country with its natural beauty and cultural heritage. Tourism is important not only from the point of view earning foreign exchange but it also enhances scope for various industrial branches, like hotels motel sand other types of accommodation, restaurants and other food services, amusement, and other leisure activities, gifts shapes and large number of other enterprises such as fruit production and processing etc.

Tourism in some of potential areas can be the leading sector to activate the community level economy. It is a high level production sector in which low investment produces massive gains. Tourism in Nepal found a good soil to grow and it laid its strong root during the last twenty five years.

In case of Phidim Panchthar district, tourism plays a major role to generate local income creating various opportunities of employment and agricultural diversification. It is found that local as well as national government should revisit the programs, planning's and activities used in this sectors. It is because of their higher level of facilities to the visitors.

5.3 Recommendations

-) Majority of the inhabitants of local people settled by ethnic groups. Their culture should be conserved and promoted tourism in this area for attraction.
-) In modern world information technology governs the society. So, publicity of that place as a famous eastern destination should be initiated at national, Mechi Hill Region Tourism Promotion Development Committee and Local Level Government (LLG) Phidim Municipality.
-) Length of stay of the tourists is moderate so stakeholders should be encouraged to the tourists for long time stay. For this a package program and other related programs should be conducted at local level for attraction.
-) Rural tourism should be taken as the amulet to eradicate the overall prevailing problems in the rural areas. For this, the district level attempt should be on the generation of high investment in this area. After all, Phidim Panchthar district has to be taken as the centre for rural tourism.
-) Majority of the inhabitants of local people settled by ethnic groups. Their cultural products food and festivals should be conserved and promoted tourism in this area amulet from the local ethnics groups for tourist attraction.

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Appendix - I

Questionnaires for Tourists

Nationality:

Age:

Place of Origin

Occupation:

Sex:

Name:

1. How do you know about Panchathar?

.....

2. What is your main purpose to visit Panchathar?

i) Sun rise and sun set

ii) Biodiversity

iii) Sightseeing

iv) other.....

3. How many days will you stay in Panchathar?

.....

4. It is your first time to Panchathar?

i) Yes

ii) No

5. Will you visit again?

.....

6. What is the main problem do you face in Panchathar?

i) Transportation

ii) facility

iii) Drinking water

iv) Other

7. Where do you reside during your staying here?

i) Relative

ii) Local hotel

iii) Home stay

iv) Paying guest

8. Do you satisfied with their services?

i) Yes

ii) No

9. Any suggestion

.....

Appendix - II

Questionnaires for Local People

Personal information

Gender:

Name:

Occupation:

Age:

Education:

Religion:

Marital status:

1. What is your main source of income?

i) Agriculture	ii) Tourism
iii) Business	iv) Other.....

2. Are you familiar with tourism?

i) Yes	ii) No
--------	--------

3. If yes, how many family members of you are involving in tourism based business?

i) Hotel/lodge	ii) Trekking	iii) shops
iv) potters	v) Others	

4. Do your Family benefit from tourism?

i) Yes	ii) No	iii) Unknown
--------	--------	--------------

5. What are the attractions of tourists of this area?

i) Natural beauty	ii) Sightseeing	iii) Sunrise and sunset
iv) Local culture and local products	v) If others	

6. What are the things that you have benefited from the tourists?

7. What is the main obstacle to develop this area as cultural tourism destination?

8. What is the solution to develop this area?

9. Do you feel any Economic development by tourism?
.....
10. What are the negative habits of local people after tourist arrived?
.....
11. What do you feel level of satisfaction of tourist where they visit the place?
.....
12. What do you fell are the activities of local government sufficient for tourism development in Panchathar?
.....
13. What are your suggestions regarding to increase the volume of tourism in your areas for making is as the main destination of Panchathar district?
.....
14. What is your indigenous product which is related with tourism in your areas?
.....
15. What are the special cultures of your areas which can influence tourism?
.....

Appendix - III
Questionnaire for Hotel/ Lodges

Name of the Hotel:

Name of the Hotels Owner:

Established year:

Situated in:

Permanent Address:

1. How many staffs are in your hotel?
.....
2. What types of fuel do you used in your hotel?
.....
3. What is the problem faced by you?
.....
4. Do you satisfied with tourist arrive in this area?
.....
5. What is the peak season for visiting in this area?
.....
6. How many room in your hotel?
.....
7. What is the cost of room in your hotel?
.....
8. What is the future prospect of cultural tourism in this area?
.....

9. For how long time do tourists stay in your hotel/lodge?

.....

10. Is there any change in the economic aspects of you?

.....

11. Any suggestion to developed Panchathar as a major cultural tourism destination.

.....

Questionnaire for Key Informants

1. Personal information
2. Name:
3. Age:
4. Occupation:
5. Education:
6. What are the attractions of tourists of this area?
.....
7. What is the main obstacle to develop this area as cultural tourism destination?
.....
8. Do you feel any Economic development by tourism?
.....
9. What is the future prospect of cultural tourism in this area?
.....
10. Any suggestion to developed Panchathar as a major cultural tourism destination?
.....
11. What are indigenous products which are related with tourism in your areas?
.....
12. What are the special cultures of this area which can influence tourism?
.....

Checklist for Observation

S.N	Name of the Respondents	Body Language	Facial Expression	Dress Pattern	Sentiment / Feeling related activities	Psychological Perception activities	Others	Remarks
1.								
2.								
3.								
4.								
5.								
6.								
7.								
8.								
9.								
10.								
11.								
12.								

Appendix-IV

Research related different Important Photographs



Photo 1: Panchthar district Phidim Municipality-5 at Labre Kutu Goswari 17 Thum temple which was established in 1988 BS



Photo 2: Panchthar district Phidim Municipality-5 at Labre Kutu Kirat Worak Manghim temple which was established in 1983 BS



Photo 3: Panchthar district Phidim Municipality ward 5 at Labre Kuti Site scene and historical worship spot



Photo 4: Holy grave of MAHA GURU PHALGUNANDA at Panchthar district Phidim Municipality ward no. 4 Silauti



Photo 5: Limbu Kirat cultural kelang (Dhol Nach) occasion of Chasok Tangnam at Panchthar district Phidim Municipality



Photo 6: Kirat Limbu cultural (Yarak) occasion of Chasok Tangnam Dhan Nach at Panchthar district Phidim Municipality



Photo 7: Kirat Rai & Sunuwar cultural Sakela Nach occasion of Udhauli & uvauli at Panchthar district Phidim Municipality



Photo 8: Highest peak spot of Pauwa Vanjyang at Panchthar district Phidim Municipality ward no. 4 Silauti



Photo 9: Kirat traditional Cultural local homemade Tumba took at Panchthar district Phidim Municipality



Photo 10: Kirat Limbu Cultural local homemade Morcha at Panchthar district Phidim Municipality from Limbu Women



Photo 11: Traditional Dhaka cloth weaving from Kirat Limbu Women at Panchthar district Phidim Municipality



Photo 12: Traditional Dhaka cloth weaving from Kirat Limbu Women at Panchthar district Phidim Municipality



Photo13: Kirati traditional different foods being make by Kirati Limbu girls for occasion of Chasok Tangnam festival celebration at Phidim Panchthar



Photo14: Home stay training was conducted for different Kirat Cultural tourisms promotion at Phidim ward no. 4 Pauwavanjyang Panchthar