

# **POTENTIALITY AND CHALLENGES OF RURAL TOURISM:**

**A Case Study of Kaulepani, Beshishahar Municipality, Lamjung, Nepal**

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**in**

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## **Recommendation Letter**

The thesis entitled **Potentiality and Challenges of Rural Tourism: A Case Study of Kaulepani, Beshishahar Municipality, Lamjung District, Nepal** has been prepared by **Dudh Prashad Ghale** under my guidance and supervision. I hereby forward this thesis to the evaluation committee for final evaluation and approval.

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## Approval Letter

The thesis entitled **Potentiality and Challenges of Rural Tourism:A Case Study of Kaulepani, Bsheshahar Municipality, Lamjung District, Nepal** submitted byDudh Prasad Ghale in partial fulfillment of the requirements for the Master's Degree (M.A.) in Rural Development has been approved by the evaluation committee.

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## Declaration

I hereby declare that the thesis entitled “**Potentiality and Challenges of Rural Tourism: A Case Study of Kaulepani, Beshishahar municipality, Lamjung District, Nepal**” submitted to the Central Department of Rural Development, Tribhuvan University, is entirely my original work prepared under the guidance and super vision of my supervisor. I have made due acknowledgements to all ideas and information borrowed from different sources in course of preparing this thesis. The results of this thesis have not been presented or submitted anywhere else for the award of any degree or for any other purposes. I assure that no part of the content of this thesis has been published in any form before.

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December, 2017 Dudh Prasad Ghale

## **Abstract.**

*Nepal is one of the most beautiful countries in the world with lofty snow capped mountains and scenic, peaceful settings, making Nepal one of the highly potential countries for world tourist's destination. Tourism industry is highly growing industry in Nepal as there are lots of places across the country, among them Lamjung district is one of the destination. Lamjung, a district that falls under the western development region, lies in the Gandaki Zone of Nepal. Besishahar is the districts headquarter. This district has lots of rural areas that can be developed as best destination for tourist who wants to enjoy rural life style and scenic beauty. Among those beautiful and highly potential area for rural tourism BeshishaharMunicipalicity, Kualepaniarea is one of them, which is around hour away from district headquarter Besishahar.*

*The general objective of the study was to explore tourism potentiality and challenges in Kaulepani area of Lamjung district. Whereas specific objectives of the study were to explore the natural and cultural attractions of this study area, assess the involvement of local people in the tourism industry, analyze the challenges, in order to develop study area as rural tourism destination.*

*This study has been carried out mostly on the basis of exploratory research design, also descriptive method of research design is used in order to describe the findings during the study. Qualitative and quantitative data have been collected for the study using both primary and secondary sources. Of the total households, 14 households having home-stay service, 17 household without having home stay service, 10 representatives from different CBOs, all together 41 respondents has been selected. To collect data, household survey, key informant interview, observation, method have been used and different computer program, simple statistics tools like table, graphs, have been used for data analysis and descriptive methods has been used for qualitative data.*

*A major challenge to develop this area as major tourist destination is lack of proper transportation service. This area also lacks proper exposure as it should have been. The study area has many things to offer to its visitors.*

*I believe that this thesis will contribute in some level for the promotion of the study area as tourist's destination area, and helps to determine this area as a place having high potentiality for tourism. This study might be useful for the exposure of Kaulepaniarea and hope that this thesis will contributes to increase the number of tourists in study area.*

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## ACRONYMS/ABBREVIATIONS

ACAP	Annapurna Conservation Area Project
AD	After Death
ADB	Asian Development Bank
ADSL	Asymmetric Digital Subscriber Line
CAGR	Compound Annual Growth Rate
CBS	Central Bureau of Statistics
CDMA	Code Division Multiple Access
DDC	District Development Committee
GDP	Gross Domestic Product
GSM	Global System for Mobile
HNA	Hainan Airlines
Km	Kilo meter
MHz	Mega Hertz
MMHEP	Mid- Marsyangdi Hydro Electricity Project
MOCTCA	Ministry of Culture, Tourism and Civil Aviation
NEFIN	Nepal Federation of Indigenous Nationalities
NTB	Nepal Tourism Board
OTA	Online Travel Agents
REDD	Reducing Emissions from Deforestation and Forest Degradation
SLC	School Leaving Certificate
TIA	Travel Industry Association of America
U.K.	United Kingdom

UKTS United Kingdom Tourism Survey  
UN United Nation  
UNWTO United Nation World Tourism Organization  
US United States  
USA United States of America  
VDC Village Development Committee  
WTTC World Travel and Tourism Council  
WTO World Tourism Organization