

**IMPACT OF CULTURAL TOURISM: A SURVEY STUDY OF BACHHYAULI
VILLAGE OF RATNANAGAR MUNICIPALITY, CHITWAN**

A THESIS

**Submitted to Faculty of Humanities and Social Science
Central Department of Rural Development
University Campus, Kirtipur Kathmandu, Nepal
In Partial Fulfilment of the Requirements for the
Degree of Master of Arts
In
Rural Development**

BY

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RECOMMENDATION

The thesis entitled “**Impact of Cultural Tourism: A Survey Study of Bachhyauli Village of Ratnanagar Municipality, Chitwan District**” has been prepared by **Sanju Lamsal** under my guidance and super vision. I hereby forward this thesis to the evaluation committee for final evaluation and approval.

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I hereby declare that the thesis entitled “**Impact of Cultural Tourism: A Survey Study of Bachhyauli Village of Ratnanagar Municipality, Chitwan District** ” submitted to the Central Department of Rural Development, Tribhuvan University, is entirely my original work prepared under the guidance and supervision 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 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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ACKNOWLEDGEMENTS

Interdependent is more powerful than independent. Reflecting upon that statement, this research study is synergistic efforts of many mutual minds. Thereby, first of all, I would like to express my sincere gratitude to my supervisor Mr. Rajan Binayek Pasa, the lecturer of the Central Department of Rural Development, TU, Kirtipur for his consistent encouragement and his praiseworthy contribution for the completion of this thesis. His broad horizon of knowledge, clear view about the subject and inspiring personality always encouraged me to go through my work without any difficulties.

I am thankful to all the lecturers Central Department of Rural Development for providing me a great opportunity and support to prepare Master's Degree Thesis entitled "Impact of Cultural Tourism: A Survey study of Bachhyauli Village of Ratnanagar Municipality, Chitwan. I would also like to express my deep gratitude towards respondents of my study who provided their valuable time during data collection.

At last but not the least, I am thankful with the quality parenting role of my family members and relatives who encouraged me to achieve higher level educational status.

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ABSTRACT

Cultural tourism signifies the movement of persons to cultural attractions away from their residence with the intention to satisfy their cultural needs. WTO asserted that cultural tourism accounted for 37 percent of global tourism. Even in Nepal, cultural tourism has been offering unique opportunity for comfortable cultural immersion and becoming largest source of foreign exchange and revenue. In these contexts, this study tried to analyse social-demographic situations of the respondents, examine visiting trend of inter/national guests, socio-economic and environmental impact of cultural tourism.

The study was designed under quantitative approach in which trend survey was conducted in Bachhyauli village, of Ratnanagar Municipality. Primary data were collected from 152 respondents (i.e. households) through household survey questionnaires, participant observation and key informant interviews techniques. Secondary data were collected through national and international report related to tourism and cultural tourism, bulletin of national parks and village level profiles.

The study found that, 58 respondents' age falls in between 35-39 years, 78 respondents have 3-8 family members. Most 27.0% completed primary level where as 13.2 percent were illiterate though they are also investing in child education. Agriculture is a primary occupation of the respondents though 41 respondents are also involving in cultural tourism. Having good networking of road accessibility, accommodation facilities and amenities, 153749 guests visited this village in 2012/13. Likewise, tourism became major sources of earning, 31.6% respondents earn annually 150000-199000 NRs and 23.0% above 300000 NRs. Similarly, most 37.5% respondents expense in between 100000-149000. Further, 79.6% respondents strongly agreed that tourism created self-employment, established relationships with tourism entrepreneurs and preserved their traditional culture. However, most of them agreed that tourism has changed the dressing pattern of the villagers. Similarly, owing to cultural tourism, respondents are performed organic farming, developed wastage management practices to the end they are also getting financial/technical support from local development stakeholders. Finally, this study has greater possibility to replicate those finding in similar setting as this study can be a reference document to the novice researcher, tourism entrepreneurs, policy makers as well as local development planners.

TABLE OF CONTENTS

Declaration	i
Recommendation	ii
Approval Letter	iii
Acknowledgements	iii
Abstract	vi
Table of contents	vii
List of tables	x
List of Figures	xii
Abbreviations/Acronyms	xiii
CHAPTER I.....	1
INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Rationale of the Study.....	4
1.3 Statement of the Problems	5
1.4 Objectives of the Study.....	6
1.5 Significance of the Study	6
1.6 Delimitation of the Study.....	6
1.7 Organizations of the Study.....	7
CHAPTER II	8
LITERATURE REVIEW.....	8
2.1 Thematic Review	8
2.1.1 Global Perspectives.....	8
2.1.2 Local Perspectives	11
2.2 Theoretical Review	15
2.2.1 Theory of Practice.....	15
2.2.2 Grassroots Development	16
2.3 Policy Review	17
2.4 Empirical Review	21
2.5 Conceptual Framework of the Study.....	23

CHAPTER III.....	25
RESEARCH METHODOLOGY	25
3.1 Research Design.....	25
3.2 Nature and Source of Data.....	25
3.3 Field of the Study.....	25
3.4 Population and Sampling.....	26
3.5 Techniques and Tools of Data Collection	27
3.5.1 Field Observation.....	27
3.5.2 Household Survey.....	27
3.5.3 Key Informant Interview	27
3.6 Methods of Data Analysis	27
3.7 Reliability and Validity	28
CHAPTER IV	29
INTRODUCTION OF THE STUDY AREA	29
4.1 Bachhyauli Village: At a Glance	29
4.2 Tourism in Bachhyauli Village.....	31
4.2.1 Accessibility	31
4.2.2 Accomodation.....	31
4.2.3 Attraction.....	31
4.2.4 Activities	32
4.2.5 Amenities	32
4.2.6 Advertisement.....	33
CHAPTER V	34
DATA ANALYSIS AND INTERPRETATION	34
5.1 Social Demography Analysis.....	34
5.1.1 Age group.....	34
5.2 Vesting Trend Analysis	39
5.2.1 Tourism in Bachhyauli.....	39
5.2.2 Inter/national Guests Arrival in Bachhyauli.....	40
5.3 Impact Analysis.....	43
5.3.1 Economic Impact	43
5.3.2 Socio-cultural Impact.....	49

5.3.3 Environmental Impact.....	57
CHAPTER VI.....	63
THE BEGINNING OF THE END	63
6.1 Discussions of Findings	63
6.2 Conclusion.....	65
6.3 Implications.....	66
REFERENCES	67
APPENDICES	71
Appendix A: Permission Letter to the Local Institutions	71
Appendix B: Household Survey Questionnaires.....	72
Appendix C: Observation Guidelines for Tourism Activities	80
Appendix D: Key Informant Interview Guidelines	81

LIST OF TABLES

Table 1. <i>Receiving International Tourists</i>	10
Table 2. <i>Earning International Tourism Receipts</i>	11
Table 3. <i>Total Tourist Arrival by 2015</i>	13
Table 4. <i>Visit Purpose of Tourists in 2015</i>	14
Table 5: <i>Selection of the Respondents</i>	26
Table 6. <i>Age group of Respondents</i>	34
Table 7: <i>Family size of the Respondents</i>	35
Table 8. <i>Education Status of the Respondents</i>	36
Table 9. <i>Status of Child Education</i>	36
Table 10. <i>Types of Schools</i>	37
Table 11. <i>Monthly Invest for Child Education</i>	37
Table 12: <i>Major Occupation of Respondents</i>	38
Table 13. <i>Land Property of the Respondents</i>	38
Table 14 : <i>Attraction of this Area</i>	39
Table 15: <i>Tourism activities are offering to the guests</i>	40
Table 16: <i>Tourist Arrival by Month 2068/69 Vs 2069/70</i>	41
Table 17: <i>Tourist Arrival by Location 2068/69 vs. 2069/70</i>	41
Table 18 : <i>Tourist Arrival by Month 2070/071 vs 2071/072</i>	42
Table 19: <i>Tourist Arrival by Location 2070/071 Vs 2071/ 072</i>	42
Table 20: <i>Tourist Arrival by Month 2072/073</i>	42
Table 21: <i>Tourist Arrival by Location 2072/073</i>	43
Table 22: <i>Tourists Staying Days</i>	44
Table 23: <i>Types of Tourism Services</i>	45
Table 24. <i>Annual Income of the Respondents</i>	46
Table 25. <i>Descriptive Statistics of Income</i>	46
Table 26. <i>Annual Expenditure of the Households</i>	46
Table 27. <i>Tourism and Self-employment</i>	47
Table 28. <i>Financial Management Practices</i>	47

Table 29. <i>The Trend of Credit Capital</i>	47
Table 30. <i>The Trend of Investment</i>	48
Table 31. <i>The Trend of Family Purchasing Power</i>	49
Table 32. <i>Factors Affecting Entrepreneurships</i>	49
Table 33. <i>Tourism and Institutional Capacity</i>	50
Table 34. <i>Relationships with Tourism Entrepreneurs</i>	50
Table 35. <i>Social Investment of Tourism Fund</i>	50
Table 36. <i>Social Interests of the Respondents</i>	51
Table 37: <i>Building Cultural Capital</i>	51
Table 38: <i>Developed as one of the best tourist destination</i>	52
Table 39: <i>Government bodies have been helping to develop ths tourism destination</i>	52
Table 40: <i>More accountable and responsible for Cultural Tourism development</i>	53
Table 41: <i>Tourism has been establishing identity of the Tharu community</i>	53
Table 40: <i>More accountable and responsible for Cultural Tourism development</i>	54
Table 41: <i>Tourism has been establishing identity of the Tharu community</i>	55
Table 42. <i>Problems in Tourism Activities</i>	55
Table 43. <i>Impact on Cultural Values</i>	56
Table 44: <i>Demonstrative Effect on Dressing Pattern</i>	56
Table 45. <i>Organic Farming Practices</i>	58
Table 46. <i>Environmental Conservation Practices</i>	58
Table 47. <i>Waste Management Practices</i>	59
Table 48. <i>Wastage Processing for Organic Fertilizer</i>	59
Table 49. <i>Financial Support from Guests</i>	60
Table 50. <i>Entrepreneurship Development</i>	60
Table 51. <i>Mobilization of Local Resources</i>	61
Table 52. <i>Institutional Support for Environment Conservation</i>	61

LIST OF FIGURES

<i>Figure 1.</i> Conceptual Framework of the Study.....	24
<i>Figure 2.</i> Bachhyauli Village.....	30
<i>Figure 3.</i> During Receiving Guests.....	31
<i>Figure 4.</i> Jungle Safari	31
<i>Figure 5.</i> Jungle Safari	32
<i>Figure 6.</i> Cultural Program.....	32
<i>Figure 7.</i> During Dinner Time	44
<i>Figure 8.</i> Planting Paddy Rice	45

ABBREVIATIONS/ACRONYMS

ACAP	:	Annapurna Conservation Area Project
AD	:	Ante Meridian
APA	:	American Psychological Association
BC	:	Before Christ
CBS	:	Central Bureau of Statistics
CCD	:	Center for Curricula Department
CDRD	:	Central Department of Rural Development
EPT	:	India Endogenous Tourism
FITs	:	Free Independent Tourists
GDP	:	Gross Domestic Product
HHs	:	Households
INGOs	:	International Non-government Organizations
LDCs	:	Least Developing Countries
MOT	:	Ministry of Tourism
NGOs	:	Non-government Organizations
NPC	:	National Planning Commission
NTB	:	Nepal Tourism Board
NTOs	:	National Tourism Organiations
OECD	:	Organization for Economic Development and Cooperation
SAARC	:	South Asian Association for Regional Cooperation
SPSS	:	Statistical Package for Social Science
UN	:	United Nations
UNESCO	:	United Nations Educational, Scientific and Cultural Organization
UNWTO	:	United Nations World Tourism Organization
WTB	:	World Tourism Bureau
WTO	:	World Tourism Organization
WTTC	:	World Tour and Travels Company

CHAPTER I INTRODUCTION

1.1 Background of the Study

The word Tourism is derived from Latin word 'tornare' and the Greek word 'tornos', meaning 'a lathe or circle; the movement around a central point or axis', this meaning changed in modern, English to represent 'one's turn', when the word tour and the suffix 'ism' are combined they suggest the action of movement around the circle. The act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist (Kunwar, 2010). Tourism is travel for recreational, leisure or business purposes. The World Tourism Organization defines tourists as people 'travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.' Tourism represents journey of tourist for making entertainment through various tourism activities within a short period of time (World Tourism Organization [WTO], 2013).

However, the concept of rural tourism was started by Club Mediterranean, with the view that people who live and work in cities need holidays in totally different surroundings. The club Mediterranean started its first 'Vocation Village' on the Spanish Island of Majorca in 1950 (Kunwar, 1997). Rural tourism is one the immense areas of entire tourism industry and one of the flourishing areas in the recent years. It is assumption that when the world becomes increasingly homogenous, indigenous culture will become increasingly important for tourist. Furthermore, village tourism provides stronger driver to restore, protect and promote traditional culture. It is necessary to examine village tourism as a new institution, how it will change and perhaps destroy traditional culture in an effort to run it into a commercial product.

Tourism is one of the leading and lucrative industries in the world today that serves as a source of income generation. As one of the fastest growing industry in the world, its recreational activity contributes to a better understanding of places, people and their cultures. According to Omeje (2006), tourism is a social phenomenon which is likened to the art or practice of travelling temporarily out of one's place of abode. Likewise, United Nations World Tourism Organization (United Nations World Tourism Organization [UNWTO], 2008) stated that tourism is a social, cultural and economic

phenomenon which entails the movement of people to countries or places for personal or business purposes.

Cultural Tourism is the subset of tourism concerned with a traveller's engagement with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life. Cultural tourism includes tourism in urban areas particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle, as well as niches like industrial tourism and creative tourism. It is generally agreed that cultural tourists spend substantially more than standard tourists do. This form of tourism is also becoming generally more popular throughout the world, and a recent Organization of Economic Development and Cooperation (OECD) report has highlighted the role that cultural tourism can play in regional development in different world regions.

Cultural tourism has been defined as 'the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs'. These cultural needs can include the solidification of one's own cultural identity, by observing the exotic "other". Cultural tourism has a long history, and with its roots in the Grand Tour is arguably the original form of tourism. It is also one of the forms of tourism that most policy makers seem to be betting on for the future. The World Tourism Organisation, for example, asserted that cultural tourism accounted for 37 percent of global tourism, and forecast that it would grow at a rate of 15 percent per year. Such figures are often quoted in studies of the cultural tourism market (Bywater, 1993), but are rarely backed up with empirical research. In spite of these problems, policy makers, tourist boards and cultural attraction managers around the world continue to view cultural tourism as an important potential source of tourism growth. There is a general perception that cultural tourism is 'good' tourism that attracts high spending visitors and does little damage to the environment or local culture while contributing a great deal to the economy and community development.

Community Development is a process where community members come together to take collective action and generate solutions to common problems. Community wellbeing (economic, social, cultural and environmental) often evolves from this type of collective action being taken at a grassroots level. Community wellbeing is the combination of social, economic, environmental, cultural and political conditions identified by individuals and their communities as essential for them to flourish and fulfil their potential. Community development ranges from small initiatives within a small group to large initiatives that involve the borders community. It helps to build community capacity in order to address issues and take advantage of opportunities, find common ground and balance competing interests.

Tourism has a significant impact on much of the world. From the host to the visitor, we are all in one way or another shaped by tourism.

While tourism's positive effects include job creation, poverty alleviation, education, environmental preservation and cultural exchange, tourism's negative consequences, crime, loss of cultural identity, environmental degradation, species endangerment. To counteract tourism's negative side, we need to discuss what sustainable community development means within communities affected by tourism. Such a discussion must also include the steps that can be taken to ensure that those communities flourish with tourism as one part of a whole, rather than rely solely on tourism. After all, the changes that tourism brings about can be part of any community's growth into a sustainable community. Tourism has been encouraged by several administrative bodies as it is a tool that brings development to various sectors of the economy thus improving the socio-economic status of the communities.

To conclude, Nepal is predominantly a rural society with rich cultural and ethnic diversity. Home stay tourism in Nepal, a part of cultural or rural tourism has been significantly developing and promoting in rural areas of the country. It is the largest industry in Nepal and its largest source of foreign exchange and revenue. It offers unique opportunity for comfortable cultural immersion. Sirubari, Syanja was the first village tourism destination in Nepal. Today the concept of village tourism has been picked up or reflected in Ghandruk, Ghalegaun, Ghana Pokhara, Panchamul, Kartike Deurali, Thula Deurali, Basantapur, Briddhim, Vedetar, Balthali, Pun Hill, Annapurna Conservation

Area Program (ACAP), Ramche, Nagi, Sri-Antu, and Fikkal and around the periphery of Kathmandu Valley (Upadhyay 2008).

In recent years, the rise of the Free Independent Travelers (FITs) seeking a non-resort based or rural holiday has now added a new dimension in the travel and tourism industry. This trend towards holidays, in the rural areas has considerable potential as a tool for income generation in such areas. This is the major reason why many countries which have rural remits have begun to develop an interest in rural tourism development (Pandey, 2006). In this respect, this study is trying to analyse impact of cultural tourism in Bachhyauli village of Chitwan District.

1.2 Rationale of the Study

It is better to present rationale of the study from global and local perspectives. Globally, the fact is realizing that tourism has both economic as well as non-economic externalities. Tourism is the fastest growing Industry in the global market. It has claimed one of the second biggest and oldest rapidly expanding service industries in the world (WTO, 2010). The estimated earnings from world tourism seem average US\$ 2.4 billion per day (WTO, 2007). The average annual growth rate of tourism receipts seems 1.9 percent and about US\$ 944 billion as an overall receipt generation from tourism in 2008 (Tourism Bureau Statistics[TBS], 2010).

Locally, data indicate that In Nepal, the direct contribution of travel and tourism to Gross Domestic Product(GDP) was NPR 53.5bn (4 percent of total GDP) in 2011, and is forecast to rise by 4.7 percent in 2012, and to rise by 3.7 percent from 2012- 2022. Travel and tourism directly supported jobs 412,500 jobs and the indirect economic employment was 952,500 jobs, this is expected to rise by 3.8 percent in 2012, and expected to rise by 3.1 percent in 2022 (World Tour and Travels Company [WTTC], 2012).In 1998 the tourist arrival in Nepal was 4,63,684 and total foreign exchange earnings from tourism was NRs. 9881.6 million which leaped to maximum 5,26,705 tourist arrival generating total foreign exchange earnings of NRs 186503 million in 2007 (Ministry of Culture, Tourism and Civila Aviation [MOCTCA], 2007). Out of total number of international tourists, more than seventy percentages were related to eco-tourism, which might indicate that the country is a highly potential destination for eco-tourism due to its natural beauty and biodiversity richness (Pradhan&Gradon, 2008). The

role of rural tourism in poverty alleviation can be more meaningful if the local communities participate in tourism development. That depends upon the involvement of the local people as part of the tourism product; it can be a real tool to solve major problems in rural areas (Shakya, 2011).

In this context, it is clearer that Nepal has unlimited tourism potentials, tourism products around social and cultural events could be developed in a new form such as adventure sports. The Government of Nepal has recently formulated its Tourism Vision 2020, which focuses on creating employment in rural areas including women and marginalized communities, distributing tourism benefits at grass- roots level and enhancing community participation in tourism activities (MOCTCA, 2009). Therefore, this study help to explain status and impact of cultural tourism developing and promoting by the community members themselves.

1.3 Statement of the Problems

Tourism is one of the largest and fastest growing industries. Travel & Tourism is a truly global economic activity, one which takes place in destinations across the world, from leading capital cities and smaller towns and villages in rural and coastal areas, to some of the remotest points on the planet. It is one of the world's largest industries, or economic sectors, contributing trillions of dollars annually to the global economy, creating jobs and wealth, generating exports, boosting taxes and stimulating capital investment. Today more than 260 million people are supported by travel and tourism industry either directly or indirectly (WTO, 2015).

Tourism is an important sector to generate revenue in one hand and employment on the other for the sustainable development in the national economy. Tourism is emerging as the most viable industry of Nepal which has been providing skilled and unskilled jobs to many unemployed people and has helped to reduce poverty in the country. Tourism not only brings foreign currency but also other things such as changes in attitude and behaviour of people. It also has some negative impacts in the society. They are forgetting their own culture and are copying the imported modern cultures and behaviours. In the present, the basic goals of rural tourism are minimizing negative impacts, and maximizing benefits for the local people and their natural environment, while providing positive experiences to visitors.

1.4 Objectives of the Study

The general objective of the study was to analyse impacts of cultural tourism in host community of Bachhyauli village. However, the study specifically wishes:

- To assess social-demographic situations of the selected households in the study area.
- To examine visiting trend of domestic and international guests in the study area.
- To analyse socio-economic benefits of cultural tourism in selected households.
- To explain environmental conservation practices, practicing in the study area.

1.5 Significance of the Study

Cultural tourism is one of the important steps for uplifting the rural area. Nepal consist lots of rural area which have huge potentiality of rural tourism. Bachhyauli Village itself is full of rural areas that offer lots of natural and cultural heritages, so this study is important to highlight the potentiality of rural tourism. It helps to develop Bachhyauli area as new destination for cultural tourism as this study explored the potentialities for rural tourism in the study area. Also study help to determine the impact of rural tourism to uplift the socio-economic status of study area. Findings of the study to be guidelines to the local leaders, scholars, intellectuals as well as politicians while formulating new plan and policies for developing cultural tourism in study area. Likewise, it could be reference document for those who conduct their research study in similar area. More specifically findings of the study significant in knowledge, practical and policy levels as well.

1.6 Delimitation of the Study

Due to various constraints, the researcher delimited this study in the following ways:

- Bachhyauli village ward number six is selected for the research study. That is why the present research study could not cover entire area of Ratnanagar Municipality.
- Thus, this research study was based upon limited information that was collected through 152 sample number or respondents (see detail in table 5).
- They study has more focussed on social-demography of respondents, visiting trends of guests and socio-cultural, economic and environmental impact of cultural tourism.

- The researching issues were interpreted through cultural reproduction /production and grass root development theoretical propositions.

1.7 Organizations of the Study

On the basis of its content, information and material, this study report has been organized into six chapters. The ultimate aim was to making this report reader friendly, convenience and more systematic.

The first chapter an introductory part of the study deals background of the study, statement of the problems, objectives of the study, significance of the study, delimitations of the study, and organization of the study.

The second chapter dealt with literature review. It deals with concept of tourism and cultural tourism, theoretical orientation on cultural tourism, policies perspectives on tourism, empirical reviews and conceptual framework of the study.

Similarly, the third chapter dealt with research methodology. More specifically, this chapter presents; research design, nature and source of data, rational for the selection of the study area and rapport build up, universe and sampling procedure, data collection procedure, tools and techniques of data collection, reliability and validity, ethical consideration and method of data processing, analysis and presentation.

The fourth chapter included general introduction of Bachhyauli village. However more focus was given to glances of study area and tourism activities around study area.

The fifth chapter deals with presentation, interpretation, and analysis of the collected data. It has given more focus on structurally collected information from the duty bearers and tourism service providers as well as local farmers.

The sixth chapter and final chapter incorporated discussions of findings, conclusion and implications drawn on the basis of study.

CHAPTER II

LITERATURE REVIEW

2.1 Thematic Review

2.1.1 Global Perspectives

Tourism is a study of man away from his usual habitat. The great American writer Mark Twain has aptly said that even heaven can be boring after a while. This statement reflects that feeling bored is a natural phenomenon which is why human beings acquired pleasure and fascination from travel. They have been travelling throughout the ages before the concept of Tourism was globally realized (Harrison, 1992). 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 countries (Satyal, 1999).

Tourist in a precise term remarks a person who travels to a country other than that in which actors have own usual environments have for a period of at least one night but not more than one year. This term includes people travelling for: leisure, recreation and holidays, visiting friends and relatives, business and professional, health treatment, religion/pilgrimages and other purpose (WTO, 1996, p. 24). Similarly, tourism society of Britain attempted to clarify the concept of tourism in 1976. It defined tourism as “The temporary short term movement of people to destinations outside the places where they normally live and work and their activities during the study at these destinations, it includes movement for all purposes as well as day visits or excursion. Tourism is precisely the sum of the phenomenon and relationship arising from the interactions of tourists business supplies, host government and host communities in the process of attracting and hosting these tourists and other visitors. This definition focuses on the business and other interaction activities (McIntosh & Goeldner, 1990).

The most widely used and popular definition of tourism is one prepared by the United Nations conference on International Travel and Tourism held in Rome in 1963 which was recommended by WTO in 1996. In this definition WTO has developed a schematic breakdown of all Travellers. A traveller is defined as any person on a trip

between two or more countries or two or more localities within his/her country of usual residence (WTO, 1996).

Viewing throughout the multiple definitions in tourism in the view point of multiple perspectives, tourism scholar Gunn (2079) reflected that tourism should be analysed from inter-subjectivity approach. In which it must be seen through both academic and practical perspective. To make more argumentative he has divided the definition in conceptual and technical terms. More specifically, conceptual definitions provide a theoretical framework which identifies the essential characteristics of tourism i.e. it is a study of man away from his usual habitat (Jafari, 1987). Tourism is the temporary movement of people to destination outside their normal pleasure of work and residences, the activities undertaken during their destinations and the facilities created to cater to their needs (Matheson & Wall, 1982). Similarly, technical definitions provided comparative tourism information for statistical purpose i.e. standardizes comparative international tourism data collection and tourism market segmentation: tourism with human experience, social behaviour, with geographic phenomena, with business activities, with cultural practices and with applied resource and means of overall tourism activities (Pandey, 2008, p.112).

Rural Tourism is a complex multifaceted activity. It is not just farm based tourism. It includes farm based holidays, eco-tourism, walking, climbing and tiding, adventure, sports, health tourism, hunting, fishing, educational travel, heritage and ethnic tourism (Kunwar, 1997). It differs from other form of tourism particularly due to the opportunity for observation and learning it provides tourists and its contribution in the conservation of culture and long term sustainability of communities and natural resources. Therefore, it is a form of sustainable tourism that benefits the community environment and the local economy. It provide benefits such as employment for local people or programs where tourist contribute money or labour to the community such as in planting or the conservation of local monuments or sites (SNV, 2003).

Tourism helps raise local awareness of the financial value of natural and cultural sites and can stimulate a feeling of pride in local and national heritage and interest in its conservation and sustainable use of biodiversity. Cultural tourism is the form of tourism concerned with a country or regions arts and culture. It generally focuses on traditional

communities who have diverse customs, unique form of art and distinct social practices, which basically distinguishes it from other types/forms of culture.

Tourism can bring many broader benefits that will contribute to the economic and social wellbeing of local communities as well as to individuals; it can't be the focus of regeneration of urban and rural areas. It provides a catalyst for growth in an area, raising its profile and stabilizing out-migration. Tourism provides opportunities for retraining for the resident workforce and helps to diversify over-specified economics and help maintain and expand under-used sports and recreation facilities in urban areas. Its support and enhance local services and facilities in rural areas. UNWTO has found out that some 75 countries of the world have earned more than US\$ 57 billion in 2014 (see in table 1). The world's overall receipt from tourism in 2006 was US\$ 733 billion, an increased by US\$ 57 billion than in 2005. The estimate is that world tourism earns over US\$ 2.4 billion a day on the average (World Tourism Barometer[WTB], 2007). UNWTO's Tourism 2020 Vision forecasts that international arrivals in tourism will reach nearly 1.6 billion by 2020, of which 1.2 billion will be international and 378 million will be long haul travellers (UNWTO, 2010).

Table 1. *Receiving International Tourists*

Rank	Country	UNWTO: Region	International Tourist Arrival in 2014
1	France	Europe	83.0 million
2	United States	N. America	67.0 million
3	China	Asia	57.7 million
4	Spain	Europe	57.7 million
5	Italy	Europe	46.6 million
6	Turkey	Europe	35.7 million
7	Germany	Europe	30.4 million
8	U. kingdom	Europe	29.3 million
9	Russia	Europe	25.7 million
10	Malaysia	Asia	25.0 million

(World Tourism Barometer, 2015).

The table1 makes clear about arrival of tourists as well as receipts of given countries. In the European country; France, Spain and Italy received the highest numbers(83.0, 57.7 and 46.6 million) of international tourists. Similarly, North America received 67.6 million international tourists and from Asian country; China and Malaysia received 57.7 and 25.0 million international tourists respectively.

Table 2. *Earning International Tourism Receipts*

Rank	Country	UNWTO: Region	TourismReceipts in 2014
1	United States	N. America	126.2 billion US\$
2	Spain	Europe	55.9 billion US\$
3	France	Europe	53.7 billion US\$
4	China	Asia	50.0 billion US\$
5	Italy	Europe	41.2 billion US\$
6	Germany	Europe	38.1billion US\$
7	U. Kingdom	Europe	36.4billion US\$
8	Australia	Oceania	31.5billion US\$
9	Thailand	Asia	30.0billion US\$
10	Turkey	Europe	25.6billion US\$

(World Tourism Barometre, 2015).

The table 2 shows the information about earning status of tourism receipts from top ten tourism countries. Given data fact indicated that, the United States, Spain and France are found to be the highest tourism receipts receiver countries in which they are generating 126.2, 55.9 and 53.7 billion US\$ respectively. Similarly, out of top then countries China and Thailand are Asian countries and they are being generating 50.0 and 25.6 billion US\$ respectively. It can be said that tourism has been contributing to generate economic and employment opportunity in developed countries.

2.1.2 Local Perspectives

“Aatithi DevoBhavaa.” Tourism isn’t a new phenomenon in oriental philosophy; more specifically in Hinduism. In Sanskrit literature we find three terms for tourism derived from the root '*atan*' which means leaving home for some time to other places.” According to Negi as cited in Upadhayay, 2003, there are basically three terms in tourism in Hindu cosmology:

Paryatna: leaving own habitat for getting pleasure and acquiring knowledge.

Desatna: leaving village and country primarily for economic opportunities.

Tirthatna: Leaving village and country for religious purpose.

With regard to tourism in Nepal, external and internal tourist has been involving in tourism activities in Nepal. They are being staying for at least 24 hours and almost six month for various purpose like recreation, health, study, religion, pilgrimage, business, sightseeing, conference (MOCTCA, 2007). Similarly, the country is regarded as a unique and pleasant destination from the view point of tourism activities where religious, cultural and natural resources can be seen comparatively with rich status throughout the world (Yogi,1956).

Tourism embraces all movement of people outside their communities for all purpose except migration or regular daily work. The most frequent reason for this movement is for holiday but it will also include for example attendances at conferences and movement on infrequent business purpose (Burkhart &Medlik, 1981). Similarly, tourism is temporary movement of people to destinations outside their normal places to work and residence, the activities undertaken during their stay in those destinations and facilities created to cater their needs (Kunwar, 2006).Likewise, Tewari (1994), has characterized tourism concept in Nepal within given activities:

- A movement of people towards diverse destinations. It followed two major components (journey and stay) taking place outside the normal are of residence and works.
- A movement consists with temporary nature only for a short duration that could distinguish tourism from migration.
- It gives rise to different tourism activities at the destination, which are dissent from those of the resident population of the place visited.
- The main motive to participate in tourism is largely for acquiring recreational activities. It can be achieved from temporary visit rather from permanent residence or employment remunerated within the place visited.
- Tourism in the pure sense is essentially a pleasure activity and involves a discretionary use of freely disposable incomes on leisure time.

Tourist Arrival in Nepal

Tourist arrival in Nepal was found to be comparatively poorer than so called highly developed countries like USA, UK, and France etc which have mentioned above. However, Government of Nepal has been emphasizing tourism promotion in each plan with the expectation of economic generation through tourism activities. Given table try to shows some fact about tourist arrival in our country.

Table 3. *Total Tourist Arrival by 2015*

Month	Thousand		Percent Change
	2014	2015	
January	42,626	52,501	23.2
February	56,339	66,459	18.0
March	67,565	89,151	31.9
April	59,751	69,796	16.8
May	46,202	50,317	8.9
June	46,115	53,630	16.3
July	42,661	49,995	17.2
August	71,398	71,964	18.0
September	63,033	66,383	5.3
October	96,996	86,379	-10.9
November	83,460	83,173	-0.3
December	60,073	63,344	5.4
Total	73,6215	80,3092	9.1

(Nepal Tourism Statistics, 2016).

The table 3 shows the number of arrival international tourist by each month in 2011 and 2012. Given table shows that the highest number of international tourists arrived in October and November months in 2011 where 96,996 and 83,460 thousand tourists visited the country. Similarly, in 2012 the highest number of the tourists had visited in March and October in which 89,151 and 86,379 thousand international tourists visited the country. From that figure we can say that number of arrival international tourists in Nepal seems significantly low in comparison to other countries who received more than 50 million tourists. By the way given data fact indicated that total trend of

tourist arriving in our country has increased up to 9.1 percent in which there were 73,6215 tourists who arrived in 2011 and 80,3092 in 2012.

In fact, tourism industry is the industry of tomorrow's Nepal. The truth of the day is that inefficiency, lack of vision and absence of commitment for implementations are major impediments to the success of tourism development in Nepal. Unfortunately, Nepalese entrepreneurs do not run Nepalese Tourism but it is completely controlled by external forces (Upadhayay, 2000). Lack of infrastructure also hurdles in development of village tourism. Many villages are without basic infrastructural facilities like road, transport, electricity, telecommunication etc. There are no provisions of hotels (Gautam& Adhikari, 2005).

Additional tourist destination and new tourism attractions should be developed based on feasibility study. Similarly, internal tourism should be promoted to maintain economic and social balance between development regions. For this, local bodies should be encouraged to develop model rural tourism spot and minimum facilities in tourist spot (Shrestha, 1999).

Table 4. *Visit Purpose of Tourists in 2015*

Purpose of Visit	Number of Tourists(Thousand)	Percentage
Holiday	379,627	47.27
Pilgrimage	109,854	13.67
Trekking /Mountaineering	105,015	13.07
Official	30460	3.79
Business	24,785	3.08
Research/employment	17,988	2.23
Conference	13,646	1.09
Other	30,552	3.80
Not specified	91,165	11.35
Total	80,3092	100

(Nepal Tourism Statistics, 2015).

The table 4 shows the information on visit purpose of international tourists in particular year. Given data indicates that 47.27 percent tourists visited with the purpose of holiday trip and 1.09 percent tourists visited with the purpose of participating in

conferences. Likewise, significant numbers of tourists have visited with the purpose of pilgrimage trip and trekking and mountaineering trip.

Most of tourists revealed that the country should seriously work towards the development of infrastructure for delivering better service. 55 percent of the tourists emphasized in the improvement of the infrastructures in tourism sector (Pradhan, 2005). The challenging task is to determine who should be more responsible for development of infrastructures, tourism development plan and for implementing different tourism activities in the country. It can be managed from four different levels; Government, Nepal Tourism Organizations (NTOs) and locals (Ghimere, 2002).

2.2 Theoretical Review

2.2.1 Theory of Practice

Field, habitus and capital are key propositions of Bourdieu's theory of practice. It is also known as cultural reproduction and production theory. It begins with a brief introduction to familiarize the reader with these terms as used by Bourdieu, followed by a more detailed discussion of his arguments. An outline of other theories in support of and against those arguments will then follow, concluding with the implications of Bourdieu's theory on sociology in general. In his attempts to overcome the divisions between structure and culture and macro and micro analysis of society, Pierre Bourdieu introduced his concept of 'habitus'. He argued that individuals are neither solely a product of their own free choices nor exclusively what the society moulds them to be.

Instead, he sees individuals located in a multidimensional social space defined by the resources they have access to age, gender, educational status as well as their own interpretive schema. The various resources the individual can access are called 'capital' which, in Bourdieu's view, is not limited to economic resources (wealth) but encompasses cultural capital (credentials, knowledge), symbolic capital (honour, prestige) and social capital (social ties). Every resource has a relative value according to the various 'fields' or social spheres where an individual operates. For instance, ideally, credentials and knowledge are valued more than other resources in the academic sphere while morality is a powerful capital in religious spheres (Seidman, 2004).

He maintained that culture is habitus-structured and reproductive of habitus. In his book, *Distinction*, he records recognizable, common, class-based patterns in

preferences in music, theatre, food and home-decorating and cultural practices such as museum visits, concert-going, reading etc. (Bourdieu, (1996). It was Bourdieu's belief that habitué's was based on the degree of freedom from material necessity that economic position provided: 'the opposition between the tastes of luxury(or freedom) and the tastes of necessity.' The working class, in the monotony of their daily drudgery, is not only alienated from the products of their labour, but also from their own intellectual potentials. Being forced to adapt to incomprehensible and massively unmovable physical and human world, they become more concerned with material interests, abide by authority, and seek security in communal strength.

2.2.2 Grassroots Development

Because of urban centered development practice it is estimated that by 2050 more than 6 billion persons will settle in urban areas (United Nations [UN], 2012). Therefore, it requires efforts to explore alternative approaches to progress and to human well-being to overcome current development pattern (United Nations Educational Scientific and Cultural Organization [UNESCO], 2015, p.20). The concept of grassroots development, particularly, ethno-development understood as the responsible action of individuals and societies towards a better life for future generation (Wills, 2005). Estimates show that over half the population of indigenous nationalities lives below the poverty line (Centre for Curriculum Department [CCD], 2009). In such situation, development activities must ground on four foundations of sustainable development such as; equitable prosperity and opportunity, healthy and productive natural systems, democratic governance and economic progress (UN, 2015). Thereby ethno-development model might fruitful strategy to practice and ensure four foundations of sustainable development.

Talking about ethno-development, an ethnic group is distinct category of a large population whose culture is usually different from its own. The numbers of such group are or feel themselves to be or are thoughts to be bound together by common ties of race, nationality, religion our culture. Respecting to cultural diversity, ethno-development will be greatest source of creativity and wealth can provides different approaches to solving such problems that affect fundamental aspects of their life, natural ecosystem, the community, the individual, religion and spirituality (UNESCO,2015,p.29). There are four aspects of ethno-development; territorialism, internal self-determination (collective

nation-state), cultural pluralism (mutual respect of cultures) and ecological sustainability (Hettne, 1996). Even in India Endogenous Tourism (EPT) was implemented in 107 villages across the country for ethno-development (Ministry of Tourism [MOT], 2012).

2.3 Policy Review

Tourism became an important sector in the Nepalese economy in 1959 with the establishment of the Department of Tourism during the first Five- Year plan period. It was only in the Third Plan Period, however, that an objective to increase the number of incoming tourists and foreign exchange earnings was stated. To meet these objectives, the policy's major focus was the establishment of hotels and extension an aviation facilities, in view of the 20,000 arrivals projected until the end of the Third Plan (1965- 70). The Fourth Plan Period (1970-75) sought to enlarge the scope of tourism with trade as an important source of increasing national income and foreign exchange earnings. However this initiative was not backed by adequate and clearly formulated policies. Also, no clear strategies were laid down to accomplish the objective.

The Nepal Tourism master plan (1972) formulated during the fourth plan period put forward a comprehensive set of policies to promote tourism immediately and in the future. The subsequent periodic plans have been largely guided by the master plan and have focused on major areas identified in the Master plan. The Nepal Tourism Development Master Plan, 1972 has summarized the potentialities of Nepalese tourism as: organized sight-seeing tourism, independent Nepal style tourism and trekking and pilgrimage tourism. According to the master plan (1972), there is a high prospect of developing various types of tourism in Nepal. This plan focuses on the reality of the prospect of tourism in Nepal as Nepal has an enormous natural beauty, century's old cultural heritage to offer to the pleasurable and cultural tourists. Similarly, Nepal is the birth place of Lord Buddha and one Hindu Kingdom in the world which could attract large number of pilgrimage tourists.

The fifth plan (1975-80) focused on the preservation of historical, cultural and natural attractions of the kingdom to promote tourism and sought to spread its growth in other potential areas, a part from the Kathmandu valley, where tourism was mostly concentrated. The six plans (1980-85) also draw heavily on the master plan recommendations. The main objective of the plan was to increase foreign currency

reserve to improve the balance of payment situation by increasing the number of tourists and the duration of their stay. Emphasis was also given to encourage the establishment of import substitution industries in the tourism sector and to enhance employment generation through growth and expansion of tourism.

The seventh plan (1985-90) also emphasized retaining maximum foreign currency earnings from tourism to improve the balance of payment situation, creating more employment opportunities and diversifying tourism activities to potential areas with basic infrastructural facilities. It was during this plan period that the need to protect and conserve environmental, historical, religious and cultural resources was first laid down. This plan also continued to place importance on the main objective of the sixth plan, namely the promotion of import substitution industries. The Eighth plan (1992-97) places emphasis on promotion of environmental, historical and cultural assets through tourism promotion and on developing linkages between tourism and other sectors of the economy, among other things. To increase the number of visitors to Nepal, a Liberal sky Policy has been adopted. Destinations within Nepal, adventure travel destinations within Nepal, spreading benefits of tourism to local communities and involving non-government organizations (NGOs) and Local people in monitoring and managing adventure sites are other notable points of the eighth plan document.

The Ninth Plan (1997-2002). The target of the ninth plan was to increase industrial production by 6percent per annum the investment both domestic and foreign was estimated to be Rs.35 billion. The plan also estimated creation of additional 0.35 million job. Industrial contribution to the GDP was expected to reach 14percent by the end of the plan period. Many of these targets could not be achieved during plan periods.

During the Tenth Plan (2002-2007), an attempt was made to position tourism as a major contributor of economic growth, and harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism. 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) again envisaged enhancing the contribution of tourism in national economy as an important segment. Through develop and improve physical infrastructures, international and national air services were prioritized. Internal and external tourists were given to more emphasize through development and promotion of urban and village tourism destinations. Private sector was given to extra emphasize who can provide a functional role on construction, development, expansion, and operation of infrastructures and service delivery.

Interim Plan (2010/11-2012/13) also aimed Nepal to upgrade the country from its current status of Least Developed Country (LDC) to Developing country (DC). The plan has more emphasized on role of tourism development in national economy. It has been aimed to establish Nepal as a major tourist destination in the world through intensive and coordinated efforts in tourism development by expanding tourism industry to the local level of the country. Likewise, it is expected to earn more foreign currency and generate greater employment opportunities from tourism development by introducing Nepal as a “naturally beautiful country” in the world. In addition, this sector has also been anticipated to largely contributing to the economic development of the country and making it economically self- reliant. It might be reason the plan has intended to achieve given targeted outcome; arrival of foreign tourists in Nepal would have been reached 1.2 million by FY 2012/13, average stay of foreign tourists in Nepal would have been reached 12 days, foreign exchange earnings from tourism would have been reached 400 million US dollars and direct employment from tourism sector would have been reached 150 thousands (National Planning Commission [NPC], 2010). The major objectives of the plan are as given below:

- To generate greater employment opportunities, reduce poverty, and maintain regional balance and economic growth through developing and expanding tourism industry up to local levels along with increasing economic activities by implementing intensive and coordinated development programs; and to develop Nepal as a major tourist destination in the world.

- To develop tourism industry as well as national economy by extending international air services along with enhancing greater accessibility by strengthening existing air transport services of the country.

To fulfil given objectives the plan has developed given Strategies:

- Develop tourism industry as a main basis of national economy.
- Establish Nepal as a major tourist destination of the world.
- Expand domestic tourist destinations and diversify tourism businesses.
- Develop and expand physical infrastructures in tourism industry establishing cooperation between public-private sectors and local community and local bodies.
- Attain balanced development through tourism development providing significant contribution in employment generation, poverty reduction and regional balance.
- Create conducive environment for tourism development.
- Develop regional/international airports.
- Raise capacity of Airlines through management reforms of Airlines Corporation.

Home Staying Guideline and Action Plan, 2011 was helped to provide tourism return to the rural people in the village area through their active participation in which they can provide home staying service collectively or individually to the guests. It was envisioned that local people can change their living standard and life style because of income generation and creation of employment opportunities in their area during tourism activities. The provision was also focus to implement rule and regulation of the government before providing home staying service from local people. To the end at least five house hold must needed for providing collective home staying service and they need to register their service either in district home staying development committee or in any tourism institutions. Formation of village tourism development committee in the local level is inevitable for providing accommodation facilities as well as cultural and religious functions.

National Tourism Strategy 2016-025: Tourism Ministry of Nepal has launched the new National Tourism Strategy 2016-2025 which envisages a fivefold increase in arrivals to 2.52 million annually by the year 2025. The new scheme has recommended a budget of Rs 6.44 billion to implement the action plan. One-fourth of the funding is expected to be

spent in the first and second years and one-fourth during each of the remaining three years. “The strategy was implemented officially after being endorsed by the Cabinet’s Economic and Infrastructure Committee recently,” said Ghanshyam Upadhyay, spokesperson for the Ministry. The strategy has set 11 special strategies for the overall development of the tourism sector branding target, marketing target, focused programmes and development target, tourism economy, improvement of business investment target, human resource development, infrastructure development target, improvement of tourism quality, reforms in institutional and management, conservation of cultural heritage and zero carbon target. The strategy, which was developed with the technical assistance of Samarth-NMDP, has set a target to boost the average tourist length of stay to 15 days from the current 13 days and spending to \$90 per tourist from \$68.57 in 2015.

Likewise, the strategy envisaged increasing foreign exchange earnings from the tourism sector to Rs 340 billion annually from Rs 49.78 billion in 2015. The tourism sector’s contribution to the country’s GDP has been projected to jump 9.29% from the existing 2.44% in 2015. Similarly, the strategy has projected an increase in jobs in the tourism industry to 898,000 from 633,000 in 2015. Employment in the tourism industry and future projections are based on the report published by the World Travel and Tourism Council.

2.4 Empirical Review

As a rapidly growing industry in the world numerous books, articles, bulletins, booklets, websites are available about tourism. In the course of study for the preparation of this report, different available literatures have been reviewed, from the various literatures, historical background, global trends, Asia-pacific trends and Nepalese tourism trends have been reviewed and presented as below. Tourism refers to the activities of people visiting to and staying in places outside their usual environment for not more than one consecutive year and that can be for pleasure, business, pilgrimage and other purposes. Under tourism there are two types of tourist- Tourists and Excursionists. A visitor who stays at least one night or 24 hours in a particular place in a country with the travel motive is called a tourist. On the other hand, a visitor who does not spend the night or temporarily stays less than 24 hours in the country visited is called an Excursionist or same day visitor. The role of tourism is significant in the socio economic sector of a

country. It is an important source of foreign, exchange, provides employment opportunities and generates economic growth in the country (Shrestha, 2008).

Tourism, in fact, in rural area is rural tourism. It is a common thought of tourist going and coming to rural areas, for relaxation in village and developing rural economy. Thus, rural tourism starts from "village stay concept". It is staying with the villager dwellers as like a family member. Tewari (1994), has summed up the concept of tourism as a movement of people to various destinations for journey and stay, both of which take place outside the normal area of residence and work. The movement is for a short duration, which distinguishes it from migration. It gives rise to activities at the destination. The main motive for participation in tourism is largely recreation and the visit is made for the purpose other than seeking permanent residence or employment. Tourism, in the pure sense, is essentially a pleasure activity and involves a discretionary use of freely disposable incomes and free time (Pandey, 2008).

Tourism is a composite of activities, services, and industries that deliver a travel experience: transportation, accommodations, eating, and drinking establishments, shops, entertainment, activity facilities, and other hospitality services available for individuals and groups that are travelling away from home. It encompasses all providers of visitors and visitor related services. Tourism is the entire world industry of travel, hotels, transportation, and all other components that, including promotion, serve the needs and wants of travellers. Finally, tourism is the sum total of tourist expenditures within the borders of nation or a political subdivision or a transportation-centered economic area of contiguous states or nations. This economic concept also considers the income multiplier of these tourist expenditures. The tourism society in Britain attempted to clarify the concept and defined in 1976 as: "Tourism is the temporary short – term movement of people to destination outside the places where they normally live and work, and their activities during the stay at these destinations, include movements for all purposes, as well as day visits or excursions (Bhatia, 1994, p. 34).

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

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

Rural tourism can be understood in three different ways, Firstly, Rural tourism can be understood as living in the house of local people, this concept is poor people oriented so it is also known as tourism of poor people, luxurious destination where huge sum of money is needed to be expended for accommodation and food, in such places who can't afford for such tourist Rural tourism is developed. Secondly, rural tourism refers to involving tourist in different activities which is vastly different than the tourism activities done in the urban area, activities like, cycling, fishing, honey hunting, etc. falls under this. Thirdly, this is newly developed concept about rural tourism; it includes staying in farm house, doing agricultural activities, studying about farming activities or enjoying watching these activities (Sharma & Kharel, 2011).

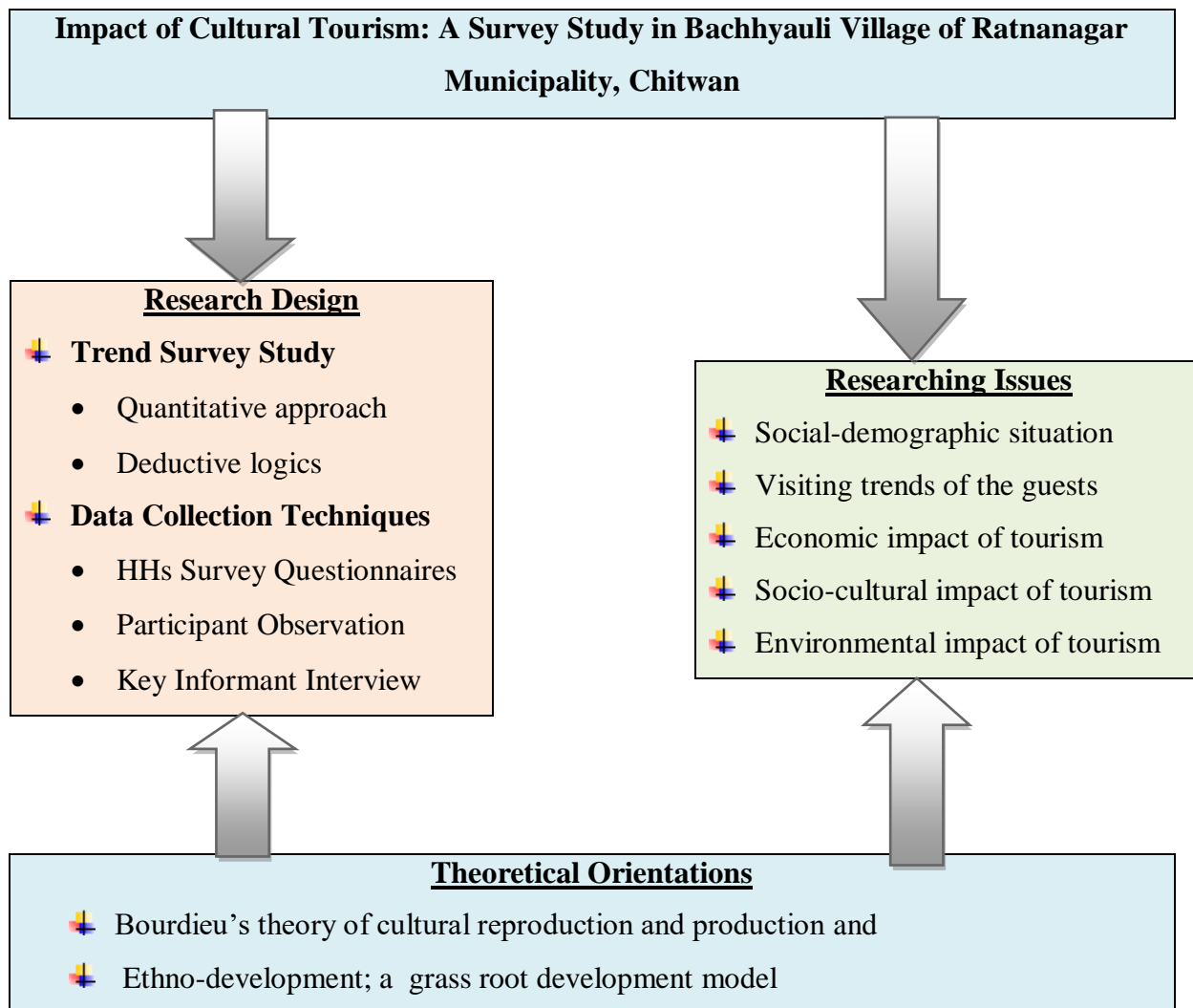
After the review of different literature it can be concluded that tourism industry is fastest, peace, smokeless, and one of the major industries that can contribute to the economic development of the nation. My research concludes that Socio-demographic situation, visiting trends of the guests, Economic, Socio-cultural and Environmental impact of tourism in Bachhyauli community.

2.5 Conceptual Framework of the Study

On the basis of thematic, empirical and policies review, the researcher planned for making this research study more constructive and straight forward from the view points of raising research objectives and tracking whole research process in right methodological track. The researcher has designed whole research study under given indicators and variables which are mentioned in given conceptual frameworks. In fact,

this conceptual framework presents the complete picture of research and concrete roadmap for researcher.

Figure 1. Conceptual Framework of the Study



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

The study designed under quantitative research approach for analysing impact of cultural tourism. Hence, under quantitative approach, the researcher again chose survey as a research strategy. More specifically, the study applied sample survey method to collection the data from a large group of population to reduce the cost implication to go for the census. The information collected from the samples has been used to make inferences about the population as a whole. Survey research design describes the nature and features of existing conditions, identify standards against which existing conditions can be compared and determining the relationships that exist between septic events (Cohen, Menon & Morission, 2007). The essence of survey method is 'questioning individuals on a topic/s and then describing the responses'. Of the various forms of survey, the researcher will apply specialized survey that covers remittance and sustainable livelihood as major subjects in the field of study (UN, 2007).

3.2 Nature and Source of Data

Socio economic data are collected for the study. The collected data are both qualitative and quantitative. Both primary and secondary data sources are used to describe and analyse the study area. The primary data have been collected through structured questionnaire. Interview and direct apparition also have been applied to collect primary data, whereas secondary data was collected from different published and non-published written documents from individuals, experts, and organization related to the tourism sector. Data collected are both in qualitative and quantitative nature as needed. Qualitative data like photos, observation and interview were collected and quantitative data related to studied variables were collected.

3.3 Field of the Study

This study was conducted at community of Bachhyauli Village Chitwan District. Which is located in the Sewalik physio-graphic region? Bachhyauli village is situated at South-east of Bharatpur Metropolitan City, South of Ratnanagar Municipality, South-west of Khairahani village and west of Kumroj Village. This Village is one of the Tharu

populated area rich in cultural heritage from which the community can get benefit from using the model proposed for the research.

3.4 Population and Sampling

Sample as mentioned in, best and Khan (2004) is a small proportion of population selected for observation and analysis of data information. This study was basically grounded on primary data collection. According to village profile there are all total 789 households in Bachhyauli village (the field of the study) which was regarded as population of the study. Out of total population, 152 sample households was selected as sample numbers which is generated with 95percent confidence level and 5percent marginal error by using sample size determination formula* (Krejcie& Morgan, 1970).The sampling technique was applied for collecting reliable data in which stratified random sampling technique was used for selecting sample households.

$$*\text{Sample size (n)} = \frac{\chi^2 * N * (1-P)^2}{ME^2(N-1) + (\chi^2 * P * (1-P))}$$

Where,

n = required sample size

χ^2 = Chi square (Value* 3.841 for 5percent confidence level with 1 degree of freedom)

N = Population size

ME = Desired Marginal error (expressed as a proportion)

P = Probability of success (0.5 value for unknown population)

Q= (1-P, i.e. 0.5 value for unknown population)

Table 5: *Selection of the Respondents*

Categories	Respondents	Numbers HHs
Duty Bearers	TDMC members	12
	Local stakeholders	24
	Local tourism entrepreneurs	10
Direct Beneficiaries	Home stay owner	35
	Member of musical group	12
Indirect Beneficiaries	Local guide	10
	Porter	10
	Handicraft makers	14
	Local farmers	35
Total		152

3.5 Techniques and Tools of Data Collection

At first researcher was explaining the purpose of the visit and survey to the respondents. This was follow the detailing on the purpose of the research and selects the respondents. The quantitative data was collected through the structured questionnaire.

3.5.1 Field Observation

Participant observation helps researchers to experience and observe first hand dimensions of the natural setting (Mason, 2002). Thereby, observation technique was organized to conduct different event related with research work. Community household in sampling was visited and observed. The data was recorded while observing the house hold environment, livelihood activities from tourism and community well beings.

3.5.2 Household Survey

Survey is a method of collected data in which a specifically defined group of individuals are asked to answer a number of questions (Baker, 1994, p.172).The household survey was conducted as technique for which structured questionnaire was fill up with 152 sample respondents. The questionnaire was mainly cover to collect the information related to the status of tourism in community development, visiting trend of domestic and international guest and benefit of tourism.

3.5.3 Key Informant Interview

Interview is an effective method for capturing the views of interviewees that can ultimately produce some parcel of knowledge. But an effectiveness of interview entails creating a shared concern between interviewer and interviewees to understand the contextual nature of the interview (Kvale, 1996). The primary data was conducted from key informants interview (KII) using the semi or unstructured interview method by using KII guideline as a tool. The interview was taken as cross checking for data obtained from questionnaire.

3.6 Methods of Data Analysis

Collected data were tabulated through SPSS soft ware in which researcher filled up variable view firs hen again filled up data view. On the basis of variable view and data view researcher has developed frequencies table and figures. In his journey, SPSS software was again used for quantitative analysis of the data information. More specifically, descriptive, explanatory as well as explorative data analysis interpretation

methods were used to conclude his research study. Whilst, researcher has drew insights from description, analysis and interpretation of the data during data analysis (Yin, 2004). During the first stage of data analysis, researcher concentrated on the questions such as "What is going on here?" This helped to gain a clear picture of the situation and understand the meaning of the data that was drew from observation, photography and questionnaires. Then, researcher tried to identify essential features and understand underlying meanings of obtained data to make a systematic description and interrelationships between them. For that purpose, researcher has employed the questions such as 'why a system working significantly and how it might be made to work "better" ' for sustainability. Thus the description and analysis of the data gave researcher new insights into the research subject and help to understand processes and meanings in diverse socio-economic, cultural context. For that purpose researcher has asked the question "what does it mean by all data?"

3.7 Reliability and Validity

Reliability is the extent to which research findings would be the same if the research were to be repeated at a later date or with the different sample of subject (Veal 2006). This means the result of the research has to be the same always in different periods of time even if the researcher uses the different tool to measure 'Validity is the extent to which the information collected by the researcher truly reflects the phenomenon being studied' (Veal, 2006). The validity of leisure and tourism data cannot be the same as social science. The numbers of science are almost the same in every case, but the choice of people could not be the same always so the result could not be the same. Basically it means does the survey or research meet the desired goals? It is necessary to be reliable for the validation of research.

CHAPTER IV

INTRODUCTION OF THE STUDY AREA

4.1 Bachhyauli Village: At a Glance

Chitwan is located in the middle part of Nepal. Chitwan has tropical and sub tropical monsoon climate with high humidity and three main seasons: Summer, monsoon and winter. It is endowed with rich basins and valleys. The valley consists of outer most series of low-elevation hills and mountains of the Himalayas and the mosaic of riverside forest grass lands and sub-tropical Saal or Robusta forest supporting a wide diversity and native flora and fauna including endangered animals and wildlife species. Chitwan valley is uniquely endowed with rich natural cultural and religious heritages. Chitwan covers 2519 square kilometre or 1.51 percent of total area of Nepal.

Chitwan has numerous Tourist destinations. In the perspective of Religion, Culture, Archaeology and Nature, Chitwan is a significant place. In the view of transportation, communication and distance from the capital, it is easily accessible (Upadhaya, 2008). Cultural diversity is a strong significant feature of Chitwan. Many temples of Hindus and Gumbas of Buddhist are located in Chitwan. Devghat Dham, SitaGupha, Panchpandav, Bikram Baba Temple, Balmiki Ashram, BramaChauri and Laxmi Narayan Temple, Godak Nath Temple and several holy ponds have religious and historical significance.

Bachhyauli is one of the VDCs of Chitwan districts, which is located in the Sewalik physio-graphic region. Hence it has almost all the land systems of the siwaliks except the moderately steep to steep and steep to very steep mountainous terrain. Geographically the village is situated in between 84°31'30" to 84°33'50" east Longitude, 27°32'56.5" and 27°36'10.8" north Latitude. The elevation ranges from 1179 m in the south west to 190m in the north east with the general trend of north east to south west. In the southern boundary with the general trend of north to south. The village covers an area of about 2111.12 hectare.

Bachhyauli village is situated at south-east of Bharatpur Municipality, South of Ratnanagar Municipality, Spouth-west of Khairhani vilalge and west of Kumroj village. It is adjacent to Chitawan National Park and Located at north of the National Park.

Bachhyauli village in the eastern part of Chitwan district and is famous for observation of various wild animals and birds. The Chitwan National Park, rich in natural beauty and bio diversity has become one of the most popular destinations for tourist. Bachhyauli offers a multitude of activities suited for the entertainment of the tourist. It is possible to observe different wild animals and birds in the natural forest of the Chitwan National Park by riding an elephant or



Figure 2. Bachhyauli Village

vehicle. The adventurous jungle walk, elephant ride, jeep safari, Canoe ride, Tonka ride, Tharu cultural program, camel ride, elephant bath, observation of wild life trophy exhibition, views of sunrise and sunset are the major tourist activities available in Bachhyauli.

Similarly, the traditional culture of Tharu community is also the specialty of the area. Bachhyauli is famous for the study and observation of the indigenous tradition and cultural heritage of Bachhyauli. The Bachhyauli village considered the tourist heart of Sauraha reminds of both side by attractive resorts and foreign tourists moving around puts Bachhyauli in an equal footing to any tourist hotspots of Kathmandu. The new visitors are amazed by the number of attractive tourist places along the 7 km distance from Tandichowk to Bachhyauli. The climate here is surprisingly clean and cool despite being located in the middle of Terai. Elephant race, Bullock art race, Tonka race, canoe race and elephant football competition are organized in Bachhyauli for tourism promotion every year towards the end of December. Even foreigners also participate in these competitions.

Bachhyauli village 95 percent of total people depend upon agriculture and tourism. The main crops of this village were rice, maize, oil seed, pulses seed; wheat etc. there is good irrigation facility in the study area. People keep various domestic animals to supplement their income. Electricity, phone, fax etc facility are available in the village. Education is basic components of every nation and society. Literacy rate of Bachhyauli village is 62.34 percent. The social as well as economic status is interrelated to the health status.

4.2 Tourism in Bachhyauli Village

The major components of tourism are the attraction, accessibility, accommodation, amenities and activities. It plays the vital role to inflow of tourists in any site, so on the basis of components of tourism the study area claims to be one of the best destination.

4.2.1 Accessibility

Bachhyauli has good road access for private – rental vehicles. It is located 14 km from lionschok and 7 km from Tandi along the East west Highway that is situated some 162 km west of Kathmandu. Flight from Kathmandu to the Bharatpur airport, 11 km away from Bachhyauli takes 30 minutes. Via Pokhara direct tourist buses are available via mugling, Narayanghat/ Bharatpur, TandiBazar , Sauraha. Sometime, Tandibazzar change to local bus, jeep, pony cart, or rickshaw to Bachhyauli.

4.2.2 Accomodation

Bachhyauli is a small village; a tourist hub situated near by Chitwan National Park in the bank of Raptiriver. There are many hotel and resorts in Bachhyauli and this area offers Tharu community home stay. Wood Rock villa is unique modern accommodation located BagmaraBachhyauli Sauraha and located near Chitwan National Park. Sapana Village Lodge is located in Bachhyauli community and very comfortable well appointed room with everything we needed in fabulous surroundings.



Figure 3. During Receiving Guests

4.2.3 Attraction

Bachhyauli is covering a small area on the banks of the Rapti river in Chitwan District. It has become one of the over-saturated tourist destinations. As a place having its own distinct identity, Bachhyauli has been a central focus among visitors visiting Chitwan and Chitwan National Park. Many factors have contributed to the present over-saturated condition of this tourist destination. One of the reasons



Figure 4. Jungle Safari

behind it is that it lies in the vicinity area of the sites of the country, which attracts on an average of 100000 visitors every year visitors visit the park for various purposes such as seeing wildlife and making a jungle safari. Apart from the attractions of flora and fauna. Typical traditional Tharu Cultural dances performed in the evening at hotels also lure visitors. As a major doorway to the National Park, almost 70 percent visitors of the total figure enter into the park from Bachhyauli. The National Park is a home to one-horned rhinos that are found only in Nepal and India in the world.

4.2.4 Activities

Bachhyauli is a village in Chitwan District of Nepal situated close by the Rapti River and the Chitwan National Park. Jungle/wildlife safari by foot, jeep and elephant. Watch the sun set over the National park, Go for a ride on an elephant. Bird watch on the oddly- named 20,000 lake/ stay overnight in the jungle spotting wild animals from the lookout tower , Watch a Tharu cultural show, Hire a bike and wander about Tharu village/ swim in the river and watch the elephants been bathed and go for a canoe trip on the river.



Figure 5. Jungle Safari

4.2.5 Amenities

Bachhyauli Village is eastern part of Chitwan district and is famous for observation of various wild animals and birds. The National Park , rich in natural beauty and bio-diversity has become one of the most popular destination for tourist. Bachhyauli offers a multitude of activities suited for the entertainment of the tourist. Similarly, the traditional culture of Tharu community is also the especially of the area.



Figure 6. Cultural Program

Bachhyauli is famous for the study and observation of the indigenous tradition and cultural heritage and different types of cultural program. Elephant race, bullock art race, tonka race, canoe race and elephant football competition are organized in Bachhyauli for tourism promotion every year towards the end of December. Even foreigners also participate in these competitions.

4.2.6 Advertisement

Bachhyauli is the best location for the tourism industry. It is one of the agriculturally diversified areas of Chitwan district consisting of different community forests, rich in biodiversity. Different websites, brochures, different types of articles, banner, communications, tour and travels are advertised the Bachhyauli tourism destination. So, It is worldwide famous for its ethnic diversity. Number of tourists came to visit the Chitwan National park and most of them go to Bachhyauli for the night stay and to study the cultural and traditional aspect of the Tharu Community.

CHAPTER V

DATA ANALYSIS AND INTERPRETATION

5.1 Social Demography Analysis

5.1.1 Age group

During the study sample were chosen from the various age backgrounds, so the sampled respondents are separated here below in four different categories i.e. 25-29, 30-34, 35-39 and above 40, which is presented in tabulated form.

Table 6. *Age group of Respondents*

Age-group	Number of Respondents	Percentage
25 – 29	18	11.8
30 – 34	38	25.0
35 – 39	58	38.2
Above 40	38	25.0
Total	152	100

(Field Survey,2017).

Above table explains that from the total respondent age group 25-29 were 18, age group 30-34 were 38, age group 35-39 were 58 and age group above 40 were 38 respondents. From the sampled population it can be determined that mid-aged people.

5.1.2 Family size

Every person live with family, families are either joint or nuclear. For this study, joint family includes husband-wife, their children, mother-in law, father-in-law, brother-in-law, spouse, parent, brother and sister, and son and daughter. Nuclear family includes husband-wife and their children only. Most of the Tharus people used to have a largely extended joint family.

Family size of the sampled population were determined from the respondents who were representing household having home stay service and without having home stay service and representative from different organization. So the following table shows the family size of the respondents:

Table 7: *Family size of the Respondents*

Family member	Number of respondents	Percentage
3 – 8	78	51.3
9 – 14	50	32.9
Above 15	24	15.8
Total	152	100

(Field Survey, 2017).

So from the above table it can be determined that family having 3-8 members were of 78 respondents, where as family whose members 9-14 were 50 respondents, and 24 respondents were from the family whose members were more than 15. Previously, Tharus used to have a largely extended joint family. It used to compose of more than three generations. But nowadays a dramatic change has occurred in the view of the natives, regarding the family structure (R. Chaudhary, Personal Communication, 9th October, 20170).

5.1.3 Educational Status

Education is the key of personality development for all and it is backbone for the prosperity of human life. Education has positive relationship with socio-economic status of people. Education in its general sense is a form of learning in which the knowledge, skills, self confidence and habits of a group of people are transferred from one generation to the next through teaching, training, or research. Education frequently takes place under the guidance of others, but may also be autodidactic. Any experience that has a formative effect on the way one thinks, feels, or acts may be considered educational. Education is commonly divided into stages such as preschool, primary school, secondary school and then college, university or apprenticeship. 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. Female literacy rate remain low and there is considerable disparity with male rates. Very less number of female has obtained higher education and some respondents found illiterate who couldn't read and write in this study area. Tourism has contributed a lot a raising the awareness among the communities, preserving traditional culture, values, norms and heritage. The education level of the local respondents has been listed on the following table;

Table 8. *Education Status of the Respondents*

Levels	Number of Respondents	Percentage
Illiterate	20	13.2
Primary	41	27.0
L/Secondary	18	11.8
Secondary	39	25.7
H/Secondary	34	22.4
Total	152	100

(Field Survey, 2017).

From this above tabulated data it can be said that 27.0 percent of respondents completed primary level, where as 13.2 percent found illiterate who couldn't read and write. Similarly, 11.8 percentage of respondents completed lower secondary, 25.7 completed secondary and 22.4 percentage of respondents completed higher secondary level education.

Table 9. *Status of Child Education*

Education in its general sense is a form of learning in which the knowledge, skills, self-confidence and habits of a group of people are transferred from one generation to the next through teaching, training or research.

School going	Number of Respondent	Percentage
No	10	6.5
1	67	44.07
2 – 4	66	43.42
5 – 7	9	5.9
Total	152	100

(Field Survey, 2017).

From this above table shows, in this study area 6.5 percent of respondents said that No school going children, 44.7 percent of respondents were 1 children going school, 43.42 percent of respondents said that 2-4 children going school and 5.9 percent of respondents said 5-7 children school going. Nowadays people are educated. Children's are going school but some child couldn't read and write.

Table 10. *Types of Schools*

Types of School	Number of Respondents	Percentage
Community	78	54.17
Institutional	66	45.83
Total	144	100

(Field Survey, 2017).

The above mentioned the table shows, In this study area, 54.17 percent of respondents said that Community school are enrolling, and 45.83 percent of respondents were Institutional school.

Table 11. *Monthly Invest for Child Education*

Monthly invest	Number of Respondent	Percentage
<900	109	71.7
1000-3000	30	19.8
>3000	13	8.5
Total	152	100

(Field Survey, 2017).

The above mentioned the table shows, 71.7 percent of respondents were <900 monthly invest of child education, 19.8 percent of respondents were 1000-3000 and 8.5 percent of respondents were >3000 monthly invest of child education.

5.1.4 Family Occupation

Bachhyauli is one of the agriculturally diversified areas of Chitwan district consisting of different community forests, rich in different biodiversity. Most of the people of the study area were involved in agriculture beside some of them are found to be engaged in different other sector as well. The people inhabiting the Chitwan District are predominantly peasant farmers cultivating mainly food and cash crops such as rice, maize, wheat, beans, lentils, mustard and vegetables. Due to an easy road access, maize produced can be easily distributed to other parts of the country. The tourism entrepreneurs in the district constitutes a significant proportion of the country's tourism industry. From the sampled population they were distributed in following tables on the basis of their involvement in different occupation.

Table 12: *Major Occupation of Respondents*

Occupation	Number of respondents	Percentage
Agriculture	78	51.3
Wage labour	10	6.6
Home stay	11	7.2
Tourism entrepreneurs	31	20.4
Teacher	9	5.9
Political leaders	5	3.3
Government employee	8	5.3
Total	152	100

(Field Survey, 2017).

The above mentioned table shows that, out of the 152 studied households 51.3 percent of total people depend upon the agriculture mostly paddy, what, millet, potato, green vegetable, beans etc are cultivated. 6.6 percent of wage labour, 7.2 percent of home stays, 20.4 percent of tourism entrepreneurs, 5.9 percent of teacher, 3.3 percent of political leaders and 5.3 percent of government employee.

Agriculture is main occupation in study area and most of the people engaged in the agriculture (R. Chaudhary, KII,12th October, 2017)

Table 13. *Land Property of the Respondents*

Land	Number of Respondent	Percentage
<10 ropani	125	82.2
10-20 ropani	26	17.1
20-30 ropani	1	0.7
Total	152	100

(Field Survey, 2017).

The above mentioned the table shows, it can be determined that, the status of land having <10 ropani were 82.2 percent of respondents, 17.1 percent of respondents were 10-20 ropani land, and 0,7 percent of respondents were 20-30 ropani.

5.2 Vesting Trend Analysis

5.2.1 Tourism in Bachhyauli

Bachhyauli is covering a small area on the banks of the Raptiriver in Chitwan district. In this area, the attractions of natural beauty, Flora and Fauna, National Park, typical traditional Tharu culture, Tharu cultural dance etc. After the respondent's view and observing previous available record it was found that most of the tourist that have visited study area were domestic tourists from different sector of Nepal, whereas international tourist had also visited this place. Tourist from different countries like France, South- Korea, Israel, USA, SAARC and other different countries have stayed in this village. So, the following table shows the most lucrative Attraction of this area.

Table 14 : *Attraction of this Area*

Attraction	Number of Respondent	Percentage
Culture	112	73.7
Religious	1	0.7
Natural	39	25.7
Total	152	100

(Field Survey, 2017).

The above mentioned the table shows, tourists visit at Bachhyauli for the attraction of Tharu culture by following traditional Tharu culture, cultural heritage, folk song, folk dance as well as stick dance. In study area, 73.7 percent of tourist for Tharu culture, 0.3 percent for religious and 25.7 percent for natural. The main attraction of tourist in study area for Typical Traditional Tharu culture, Tharu dance, National Park , Buffor Zone, etc.(SiwaniMahato, Personal Communication, 9th October, 2017).

Tourism Activities are offering to the guests

Bachhyauli is a village in Chitwan District of Nepal situated close by the Rapti River and Chitwan National Park. Jungle safari/ Wildlife Safari by foot, jeep and Elephant, Watch the sunset over the National park. A part from the attractions of flora and fauna typical traditional tharu cultural dances performed in the evening at hotels also visitors. As a major doorway to the Royal Chitwan National Park, also 70 percent visitors of the total figure enter into the park from Bachhyauli. The National Park is a home to one-horned rhinos that are found only in Nepal and India in the world.

Table 15: *Tourism activities are offering to the guests*

Tourism activities	Number of respondents	Percentage
Sight seeing	42	27.6
Jungle safari	32	21.1
All above	78	51.3
Total	152	100

(Field Survey, 2017).

The above mentioned table shows that majority of tourists visit at Bachhyauli for the purpose of Sightseeing, Jungle Safari, and Boating etc. In this study area 27.6 percent of tourist for sightseeing, 21.1 percentage of tourist for jungle safari and 51.3 percentage of tourist for all above(Sightseeing, Jungle safari, Boating, visit agro farm ,etc).The tourists visit at Bachhyauli village for the Jungle safari, elephant riding, Boating in Rapti river, Sightseeing, watch the different kinds of birds, One -horn rhinos, Watch the sunset over the National park etc (Observation, 12th October, 2017)

5.2.2 Inter/national Guests Arrival in Bachhyauli

Tourism refers to the activities of people visiting to and staying in places outside their usual environment for not more than one consecutive year and that can be for pleasure, business, pilgrimage and other different purposes. Every individual have their own desires, purpose, economic status, nature etc that results the different types of tourists. Simply, tourism is a complex combination of various tangible and intangible components.

Bachhyauli is village tourism destination located in Chitwan district of Nepal situated close by the Rapti River and the Chitwan National Park. In this area, natural beauty, flora and fauna, typical traditional Tharu culture, Tharu dance etc. The number of tourist arrivals and stay their length have been increasing day by day. Most f the tourism go to Bachhyauli for the night stay and to study the cultural and traditional aspect of the Tharu communities. This incensement has directly influenced the socio-economic status of people. Tourism has contributed a lot a raising the awareness among the communities, preserving traditional Tharu culture, values, norms and heritage. But it is also facing a problem of sanitation, improper solid waste management, unmanaged dumping site and poaching wild life.

Table 16: *Tourist Arrival by Month 2068/69 Vs 2069/70*

Month	2068/69	2069/70	Percent Change
Shrawan	9460	9869	4.32
Bhadra	7371	7453	1.11
Aswin	17876	15461	-13.5
Kartik	24931	22701	-8.94
Mangsir	15911	14581	-8.36
Paush	15724	12134	-22.83
Magh	14111	10526	-25.4
Falgun	15357	14424	-6.1
Chaitra	19057	16987	-10.9
Baisakh	14666	13620	-7.132
Jestha	87734	9803	12.24
Ashad	6114	6190	1.24
Total	170112	153749	

(Chitwan National Park Annual Report 2068/69 – 2069/70).

The table reveals the increasing and decreasing trend of tourist every month. Therefore, we can see the year 2068/69 has fewer tourists than 2069/70. The tourist flow decreased in every month. The least number of tourists are in Ashad 2068/69 and in Ashad 2069/70. The highest number of tourist arrival is in the month of Kartik for both year 2068/69 & 2069/70.

Table 17: *Tourist Arrival by Location 2068/69 vs. 2069/70*

Location	2068/69	2069/70	Percent Change
Foreigners	112856	108714	-3.67
SAARC	17508	13753	-21.45
Nepali	39748	31282	-21.3
Total	170112	153749	

(Chitwan National Park Annual Report 2068/69 – 2069/70).

The number of tourists arrival from all foreign countries, SAARC and Nepali has decreased in the year 2069/70 compared to the year 2068/69. The rate of decline in the

tourists is high for SAARC countries than for foreigners. Foreigners arrival is least affected among the two fiscal years.

Table 18 :*Tourist Arrival by Month 2070/071 vs 2071/072*

Month	2070/071	2071/072
Shrawan	12814	16729
Bhadra	8542	10661
Aswin	17410	20957
Kartik	20772	25781
Mangsir	13822	17070
Paush	13453	16714
Magh	15056	14698
Falgun	14749	20445
Chaitra	17620	21486
Baisakh	16975	10530
Jestha	12661	1592
Ashad	9551	1594
Total	173425	178257

(Chitwan National Park Annual Report 2070/071 – 2071/072).

The table reveals the increasing and decreasing trend of tourist every month. The highest number of tourist arrival is in the month of Kartik for both year 2070/071 and 2071/072.

Table 19: *Tourist Arrival by Location 2070/071 Vs 2071/ 072*

Location	2070/071	2071/072	Percent Change
Foreigners	123282	127639	1.6
SAARC	16917	14689	-1.76
Nepali	33226	35929	1.16
Total	173425	178257	

(Chitwan National Park Annual Report 2070/071 – 2071/072).

The number of tourists arrival from the foreign country and Nepali tourist has increased in the year of 2071/072 compared to the year 2070/071.

Table 20: *Tourist Arrival by Month 2072/073*

Month	2072/073
Shrawan	2690
Bhadra	2179
Aswin	4506
Kartik	8753
Mangsir	6167
Poush	8022
Magh	8003
Falgun	8833
Chaitra	12147
Baisakh	11392
Jestha	9121
Ashad	5578
Total	87391

(Chitwan National Park Annual Report 2072/073).

From this above tabulated data, the highest number of tourist arrival is in the month of (12147) Chaitra and the Lowest number of tourist arrival is in the month of (2179) Bhadra. The increasing and decreasing trend of tourist every month.

Table 21: *Tourist Arrival by Location 2072/073*

Location	2072/073	Percentage
Foreigners	50193	57
SAARC	6606	8
Nepali	30592	35
Total	87391	100

(Chitwan National Park Annual Report 2072/073).

The table reveals the highest number of the tourist arrival the foreign country for year 2072/073.

5.3 Impact Analysis

5.3.1 Economic Impact

Tourism is a strong factor to change economic condition of people in rush tourist destination. Tourism has changed the local people economic status within the short period of time. Earning tourism occupies an important place in then national income of a country. At national level, contribution to the Gross Domestic product foreign exchange

earnings (including net foreign exchange earnings i.e. after deduction of the exchange leakage factor from imported goods, foreign management etc.) and government revenues are important. At district level as well as rural areas other economic impacts are of greater importance. Tourist usually stays for two nights three days in this area, after the field study as information provided by the respondents, this area being near to Narayaghat. Tourist comes in this place early in the morning and return whereas tourist who was there for different official purpose has stayed even for a week.

Table 22: *Tourists Staying Days*

Staying days	Number of Respondents	Percentage
Same day visitors	8	5.26
1-3 days	69	45.39
3- 5 days	64	42.10
Above 5 days	11	7.23
Total	152	100

(Field Survey, 2017).

From the above tabulated data it can be said that 5.26 percent of respondents same days visitors, 45.39 percent of respondent 1-3 days, 42.10 percent of respondents 3-5 days and above 5 days 7.23 percents of respondents. Most of the tourist usually stays for 1-3 days in this study area. Generally tourist stays for two night three days in this area, after the KII method provided by the respondents (GiridhariChaudhari, KII, 9th October,2017).



Figure 7. During Dinner Time

Tourism contribution to create employment and generating foreign exchange. Typically one of the most dynamic economic sectors, tourism related services are labour-intensive, with numerous links to other major segments of the economy. Tourism services includes services provided by hotels, restaurants, Guest house, Home stay, Travel agencies, tourist guide services and other related services. So, the following table shows the types of Tourism services in study area.

Table 23: *Types of Tourism Services*

Tourism services	Number of Respondents	Percentage
Homestay	38	25.0
Restaurant	6	3.9
Guest house	3	2.0
Hotel/ Resort	29	19.1
Other	76	50.0
Total	152	100

(Field Survey, 2017).

From the above tabulated data it can be said that 25.0 percentage of respondents in Home stay services, 3.9 percentage in Restaurant, 2.0 Guest house , 19.1 percentage of respondents in Hotel / Resort and 50.0 percentage of respondents in other tourism services for example: Tourist Guide, Travel agencies, Porters etc. Tourism plays the vital role for the economic activities of the local people at different levels.



Figure 8. Planting Paddy Rice

Economic impacts are related with the livelihoods of the local people and it is related with income sources too. In Bachhyauli, Village tourism is one of the dominant sources of income to the local Tharu people. After the declaration of Bachhyauli as a Village Tourism destination the livelihood of the local people have changed. It is due to the tourism that the earning capacities of the local people becoming sound and this are directly related to the life of the local people. The following table shows the annual income of the respondents in Bachhyauli Village.

Table 24. *Annual Income of the Respondents*

Income Ratio	Number of Respondent	Percentage
<100000	6	3.9
100000-149000	28	18.4
150000-199000	48	31.6
200000-299000	35	23.0
>300000	35	23.0
Total	152	100

(Field Survey, 2017).

From this above table shows, 3.9 percent of respondents the annual income is 100000, The annual income of the 18.4 percent respondents is 100000-149000 , 31.6 percent of respondents is 150000-199000 , 23.0 percent respondents is 200000-199000 and 23.0 percent respondents the annual income is above 300000. During interaction, my participant shared that, Bachhyauli revealed the facts that economic factor has played the great role to improve the condition of local people (R.Chaudhary, KII, 15th October).

Table 25. *Descriptive Statistics of Income*

N	Valid	152
Mean		3.43
Median		3.00
Mode		3

(Field Survey, 2017).

Table 26. *Annual Expenditure of the Households*

Annual expenditure	Numberof Respondent	Percentage
<50000	3	2.0
50000-99000	54	35.5
100000-149000	57	37.5
150000-250000	18	11.8
250000<	20	13.2
Total	152	100

(Field Survey, 2017).

From this above table shows, 2.0 percent of respondents the annual expenditure is <50000. The annual expenditure of the 35.5 percent of respondents is 50000-99000, 37.5

percent of respondents is 100000-149000, 11.8 percent of respondents is 150000-250000 and 13.2 percent of respondents the annual expenditure is above 250000.

Table 27. *Tourism and Self-employment*

Response	Number of Respondents	Percentage
Strongly agree	121	79.6
Agree	31	20.4
Total	152	100

(Field Survey, 2017).

The above mentioned the table shows, In this study area Tourism has been creating the self-employment opportunities. 79.6 percentage of respondents were said strongly agree and 20.4 percentage of respondents were Agree. Tourism has changed the local people economic status within the short period of time In Bachhyauli local employment is generated by the tourism. It was observed that the traditional dependence on agriculture has been reduced in heavily used in tourist area the village economy is being altered by the labour needs of the tourist industry. 'Tourism is the largest industry in this area and its generate the employment opportunities' (J. Chaudhary, Personal Communication, 15th October, 2017).

Table 28. *Financial Management Practices*

Response	Number of Respondents	Percentage
Strongly agree	35	23.0
Agree	117	77.0
Total	152	100

(Field Survey, 2017).

The above mentioned the table shows, 77.0 percent of respondents were agreed and 23.0 percent of respondents were strongly agreed that they are practicing financial management practices after increasing their family income with tourism activities.

Table 29. *The Trend of Credit Capital*

Response	Number of Respondents	Percentage
Strongly agree	14	9.2
Agree	107	70.4
Neutral	8	5.3
Disagree	22	14.5
Strongly disagree	1	0.7
Total	152	100

(Field Survey, 2017).

The above mentioned the table shows, 70.4 percent of respondents were Agree, 14.4 percent of respondents were Disagree, 9.2 percent of respondents were Strongly agree, 0.7 percent of respondents were Strongly Disagree and 5.3 percent of respondents were Neutral. During interactions, my participant shared that, in this area the trend of receiving credit loan has been increased (D. Chaudhari, Informal communication).

Table 30. *The Trend of Investment*

Response	Number of Respondents	Percentage
Strongly agree	1	0.7
Agree	113	74.3
Neutral	10	6.6
Disagree	23	15.1
Strongly disagree	5	3.3
Total	152	100

(Field Survey, 2017).

The above mentioned the table shows, 74.3 percent of respondents were Agree, 15.1 percent of respondents were Disagree, 3.3 percent of respondents were Strongly disagree, 0.7 percent of respondents were Strongly agree and 6.6 percent of respondent were Neutral. In this study area, tourism has been increased the trend of investing in productive sectors.

Table 31. *The Trend of Family Purchasing Power*

Response	No.of Respondents	Percentage
Strongly agree	35	23.0
Agree	112	73.7
Neutral	5	3.3
Total	152	100

(Field Survey, 2017).

From the above tabulated data, it can be said that 73.7 percent of respondents were agreed, 23.0 percent of respondents were strongly agreed and 3.3 percent of respondents were neutral while responding is there increasing trend of family purchasing power. During the Interaction, My participant shared that, Purchasing power for consumable has been increased due to the tourism earning and tourism opportunities (R.Chaudhary, KII,2017).

Table 32. *Factors Affecting Entrepreneurships*

Response	Number of Respondents	Percentage
Occupational Skill	47	30.9
Marketing linkage	9	5.9
Investment capital	96	63.2
Total	152	100

(Field Survey, 2017).

From the above tabulated data, 63.2 percent of respondents said that investment capital, 30.9 percents of respondents said occupational skills and 5.9 percents of respondents were marketing linkage. During interaction, my participant shared that, Investment capitals are one of the factor affecting self-enterprises (F. Chaudhari, Informal communication, 17th October, 2017).

5.3.2 Socio-cultural Impact

The important thing is that today in proper Bachhyauli most of the peoples economic standard is very well and they have no hand to mouth problem i.e. The standard of the peoples is quiet good in the comparison of the past because they can afford the modern facilities, goods imported dresses and essential things in their daily life.

Table 33. *Tourism and Institutional Capacity*

Response	Number of Respondents	Percentage
Strongly agree	10	6.6
Agree	106	69.7
Neutral	8	5.3
Disagree	25	16.4
Strongly disagree	3	2.0
Total	152	100

(Field Survey, 2017).

From the above table, It can be said that, 69.7 percent of respondents were Agree, 16.4 percent of respondents were Disagree, 6.6 percent of respondents were Strongly agree , 2.0 percent of respondents were Strongly disagree and 5.3 percent of respondents were Neutral. During the interaction, my participant shared that, Tourism has been increased institutional capacity of the local Tharu people and people are awareness about tourism activities (K. Chaudhari, Informal Communication, 16th October).

Table 34. *Relationships with Tourism Entrepreneurs*

Response	Number of Respondent	Percentage
Strongly agree	59	38.8
Agree	92	60.5
Neutral	1	0.7
Total	152	100

(Field Survey, 2017).

The above mentioned the table shows, 60.5 percent of respondents were agree, 38.8 percent of respondents were strongly agreed and 0.7 percent of respondents were Neutral. During the interaction, Tourism has been increased the relationships with tourism entrepreneurs (D. Chaudhari, Informal communication, 2018).

Table 35. *Social Investment of Tourism Fund*

Purpose	Number of Respondents	Percentage
Community	35	23.0
Development	66	43.4
Skill training	5	3.3
Infrastructure	46	30.3
Total	152	100

(Field Survey, 2017).

The above mentioned the table shows that, in this study area, 43.4 percent of respondents said that, tourism fund has been invested in tourism development, 23.0 percent of respondents were community, 30.3 percent of respondents said invest in infrastructure development and 3.3 percent of respondents were skill development. During interaction, my participant shared that, Tourism fund has been investing in community development and tourism development in this area (H. Chaudhary, Informal communication, 15th October 2017).

Table 36. *Social Interests of the Respondents*

Response	Number of Respondent	Percentage
Regularly	27	17.8
If possible	96	63.2
Never	29	19.1
Total	152	100

(Field Survey, 2017).

From this above tabulated data it can be said that, 17.8 percent of respondents were regularly participate in social activities , 63.2 percents of respondents were If possible participate and 19.1 percents of respondents were don't participate in social activities to preserve cultural heritages. Cultural tourism can preserve traditional culture. Bachhyauli is the best location for the tourism industry. It is worldwide famous for its ethnic diversity. Numbers of tourists came to visit the Chitwan National Park and most of them go to Bachhyauli for the night stay and to study the cultural and traditional aspect of the Tharu Community. In this study area, Cultural Tourism preserves the Traditional culture.

Table 37: *Building Cultural Capital*

Response	Number of Respondent	Percentage
Strongly agree	100	65.8
Agree	52	34.2
Total	152	100

(Field Survey, 2017).

The above mentioned the table shows, 65.8 percents of respondents were strongly agree and 34.2 percents of respondents were agree. Bachhyauli is Tharu Community and it is best location for the tourism industry. Many tourist visits this area day by day.

During interaction, my participant shared that tourism can preserve the typical traditions of Tharu culture (R. Chaudhary, KII, 15th October, 2017).

Table 38: *Developed as one of the best tourist destination*

Response	Number of Respondents	Percentage
Improving	40	26.3
Infrastructure	21	13.8
Advertisement	36	23.7
Total	152	100

(Field Survey, 2017).

From this above tabulated data it can be said that 36.2 percent of respondents said the making good plan, 26.3 percent respondent were improving, 13.8 percent were development infrastructure and 23.7 percent of respondents said that advertisement. Bachhyauli is most tourism destination of Chitwan district. It is covering a small area on the banks of the Rapti river and close by the Chitwan National park.

Table 39: *Government bodies have been helping to develop this area as tourism destination*

	Number of Respondents	Percentage
Yes	15	9.2
No	115	76.2
Don't know	22	14.6
Total	152	100

(Field Survey, 2017).

The above mentioned the table shows, 9.2 percentage of respondents said that government bodies have been helping to develop this area as tourism destination, 76.2 percentage of respondents were No, and 14.6 percents of respondents were Don't know.

Mostly local government have been helping to develop this area as tourism destination.(ArunRijal, Personal Communication, 15th October, 2017).

Bachhyauli is most tourism destination of Chitwan district. It is covering a small area on the banks of the Rapti river and close by the Chitwan National Park. More accountable and responsible for cultural tourism development

Bachhyauli is one of the agriculturally diversified areas of Chitwan district consisting of different community forests, rich in different biodiversity. It is the best location for the tourism industry. It is worldwide famous for its ethnic diversity. Numbers of tourists come to visit the Chitwan National park and most of them go to Bachhyauli for the night stay and to study the cultural and traditional aspect of the Tharu Community. The local government is more accountable and responsible for cultural tourism development in Bachhyauli village.

Table 40: *More accountable and responsible for Cultural Tourism development*

	No. of Respondents	Percentage
Central government	19	12.5
Local government	113	74.3
Local organization	7	4.6
INGOs	13	8.6
Total	152	100

Source: Field Survey, 2017

The above table explains that, The Local Governments are responsible for tourism development in this study area. 74.3 percentage of respondents were said that Local government, 12.5 percentage were central government, 4.6 percents were local organization and 8.6 percents of respondents were said that INGOs. 6.15 Tourism has been establishing identity of the Tharu community members in national and international tourism market.

Bachhyauli is the best location for the tourism industry. The traditional culture of Tharu community is the specially of the area. Bachhyauli is worldwide famous for the study and observation of the indigenous traditional and cultural heritage of Bachhyauli.

Table 41: *Tourism has been establishing identity of the Tharu community*

	No. of Respondents	Percentage
Strongly agree	110	72.4
Agree	42	27.6
Total	152	100

Above table states the data as by the responses from the sampled household. Mostly respondents are conscious about the 72.4 percentage of respondents were strongly agree, and 42 percentage of respondents were Agree.

Bachhyauli is world widely famous for its Tharu communities, Tharuculture, Ethnic and Cultural diversity. (BusiyaMahato, Personal Communication, 7th October, 2017).

Bachhyauli is one of the agriculturally diversified areas of Chitwan district consisting of different community forests, rich in different biodiversity. It is the best location for the tourism industry. It is worldwide famous for its ethnic diversity. Numbers of tourists come to visit the Chitwan National park and most of them go to Bachhyauli for the night stay and to study the cultural and traditional aspect of the Tharu Community. The local government is more accountable and responsible for cultural tourism development in Bachhyauli village

Table 42: *More accountable and responsible for Cultural Tourism development*

	Number of Respondents	Percentage
Central government	19	12.5
Local government	113	74.3
Local organization	7	4.6
INGOs	13	8.6
Total	152	100

(Field Survey, 2017).

The above table explains that , The Local Governments are responsible for tourism development in this study area. 74.3 percentage of respondents were said that Local government, 12.5 percentage were central government, 4.6 percents were local organization and 8.6 percents of respondents were said that INGOs .

Table 43: *Tourism has been establishing identity of the Tharu community*

	Number of Respondents	Percentage
Strongly agree	110	72.4
Agree	42	27.6
Total	152	100

(Field Survey, 2017).

Above table states the data as by the responses from the sampled household. Mostly respondents are conscious about the 72.4 percentage of respondents were strongly agreed, and 27.6 percentages of respondents were Agree. Bachhyauli is the best location for the tourism industry. The traditional culture of Tharu community is the especially of the area. Bachhyauli is worldwide famous for the study and observation of the indigenous traditional and cultural heritage of Bachhyauli (H.Chaudhary, KII, 15th October, 2017).

Bachhyauli is worldwidely famous for its Tharu communities, Tharuculture, Ethnic and Cultural diversity. (BusiyaMahato, Personal Communication, 7th October, 2017).

Any things have two sides i.e. positive and drawbacks. Nothing in the universe has only good prospects similarly tourism sector has its own low points. Similarly local respondents have responded on the various problems that has been acting as hindrance in tourism development in this area.

Table 44. *Problems in Tourism Activities*

Problems	Number of respondents	Percentage
Seasonal problem	87	57.2
Entrepreneurs support	3	2.0
Lack of master plan	44	28.9
Government supports	18	11.8
Total	152	100

(Field Survey, 2017).

Table shows the problems responded by local respondents. The major problem of this area is the seasonal problem of 57.2 percentage respondents. The next problem said by local respondent is the lack of master plan (28.9 percent). Similarly, 2.0 percentage respondents chose entrepreneurs support problem and 11.8 percentage respondents

government supports problem. During interaction, my participant shared that, Governments and stakeholder of this area should reduce these problems immediately in order to develop this area as one of the major destination for Cultural tourism (R. Chaudhary, 17th October 2017). Similarly, the typical traditional cultural norms and values are increasing due to the tourism.

Table 45. *Impact on Cultural Values*

Response	Number of Respondents	Percentage
Strongly agree	6	3.9
Agree	11	7.2
Disagree	94	61.8
Strongly disagree	41	27.0
Total	152	100

(Field Survey, 2017).

The above mentioned the tables shows, 61.8 percentage of respondents were disagree, 27.0 percents of respondents were strongly disagree, 7.2 percents were agree and 3.9 percents of respondents were strongly agree. Typical Cultural norms and values are preserving due to Cultural Tourism and tourism has been establishing identity of the Tharu Community (B. Tharuni, KII, 10th October 2017).

The traditional dresses of Tharu male are Kachad and Langauti where as a female wears Dhoti. In the process of urbanization and modernization non- Tharus started to migrate and tourism activities started to flourish in this area. It is seen that the new generation of the community has started to blindly accept the western lifestyle.

Table 46: *Demonstrative Effect on Dressing Pattern*

Response	Number of Respondent	Percentage
Strongly agree	49	32.2
Agree	100	65.8
Neutral	1	0.7
Disagree	2	1.3
Total	152	100

(Field Survey, 2017).

The above mentioned the tables shows, In study area 32.2 percents of respondents were strongly agree, 65.8 percents of respondents were agree, 0.7 percents were neutral, and 1.3 percents of respondents were disagree. Local people have changed their lifestyle and dressing pattern (L. Chaudhary, Informal Communication, 15th October 2017).

Tourism is genuinely powerful and unique force to change in the community. Many scholars have assumed that tourism may bring about rapid and dramatic changes land uses patterns, value systems, and portion of economy. It is legitimate and necessary area of culture change research; and that the tourism study may provide another laboratory situation for the testing of acculturation theory. The technical assistance agent, or the trader, all of whom the considered as agents of diffusion and acculturation (Nunez, 1963:352).Tourism is the main vehicle to bring the changes in societies. It is responsible for acculturation and cultural diffusion. Bachhyauli is predominantly aTharu village with rich Tharu heritage and tradition. Development of tourism can also serve as a catalyst for expansion of other economic sector and can justify and pay for transportation facilities and infrastructure. Less of economic benefits can occur if Inflation many of the goods and services in tourism are owned and managed by outsiders. The local price of land and certain goods and services may take place in rapidly developing tourism areas negatively affecting the local population.

5.3.3 Environmental Impact

Environment can be defined as the surrounding unity of living and nonliving things. It can be social, cultural, psychological, physical, etc. Tourism often exerts both negative and positive impacts on its environment. It is said that the negative environmental impacts are: damage or destruction of resources and their quality, pollution of air and water, noise pollution, ecological impacts in terms of damages to ecosystem, loss of Fauna and Flora, crowding and congestion, loss of land for agriculture and forestry, increased urbanization and so on. But, environmental impacts of tourism have also positive impacts as well. Natural environmental balance involves the interaction between life forms and other substances essential for life and control the biodiversity. The preservation of the environment is a pre-requisite for sustainable development in and around Bachhyauli, the proper maintenance of the Royal Chitwan

National Park must be ensured. The host societies are socially influenced to a great extent by tourism.

The study conducted in Bachhyauli has revealed the facts that the local people have done much about the environmental protection. It is one of the essential conditions to promote the tourism. Environmental pollution is directly related to the arrival of the tourists. Tourists do not like to live in polluted area. So, in Bachhyauli, village tourism area, people planted different plants in many hectares land. They have also developed the notion of community forestry to protect the environment. Tourists visit the plantation area which is also one of the income sources for the local people. During Key Informant Interview (2018) with the local people of the Bachhyauli has revealed the facts that after the establishment of Village Tourism Program in Bachhyauli people are aware about the protection of environment. They knew the role of forest to promote the local tourism. The local people manage the manure pit to collect the wastes in many places of the tourism area. The tourism area is clean and they have also made rules to protect the environment.

Table 47. *Organic Farming Practices*

Response	Number of Respondents	Percentage
Strongly agree	2	1.3
Agree	104	68.4
Neutral	9	5.9
Disagree	34	22.4
Strongly disagree	3	2.0
Total	152	100

(Field Survey, 2017).

The above mentioned table shows, 68.4 percent of respondents were Agree, 22.4 percent of respondents were Disagree, 1.3 percent of respondents were Strongly agree, 2.0 percent of respondents were Strongly disagree and 5.9 percent of respondents were Neutral. During the interaction, my participant shared that, Nowadays Tourism has been increased the commercial and organic farming system in the village (M.Chaudhari, Informal communication, 15th October, 2017).

Table 48. *Environmental Conservation Practices*

Response	Number of Respondents	Percentage
Awareness program	9	5.9
Forest Conservation	40	26.3
Waste management	103	67.8
Total	152	100

(Field Survey, 2017).

The above mentioned the table shows that, out of 152 respondents 67.8 percent of respondents said that Waste management for environment conservation, 26.3 percent of respondents were Forest Conservation and 5.9 percent of respondents were Awareness program. During the interaction, my participant shared that, Bachhyauli is a tourism destination in Chitwan district. There are many natural beauty, Flora and fauna and Cultural heritage. Local people are gaining the knowledge about the forest conservation and waste management (S.Tharu, Informal communication, 15th October, 2017).

Table 49. *Waste Management Practices*

Response	Number of Respondents	Percentage
Yes	21	13.8
No	131	86.2
Total	152	100

(Field Survey, 2017).

The above mentioned the table shows, out of 152 respondents, 86.2 percent of respondents said that No dumping site for waste management and 13.8 percent of respondents were Yes dumping site. During the interaction, my participant shared that, Dumping site not available for waste management in this area (G. Tharuni, Informal communication, 16th October, 2017).

Table 50. *Wastage Processing for Organic Fertilizer*

Response	Number of Respondents	Percentage
Yes	7	4.6
No	53	34.9
Planning in future	92	60.5
Total	152	100

(Field Survey, 2017).

From the above table it is clear that, 60.5 percent of respondents were planning in future, 34.9 percent of respondents were No and 4.6 percent of respondents were Yes. In this study area, the future planning was wastage processing for organic fertilizer.

Table 51. *Financial Support from Guests*

Response	Number of Respondents	Percentage
Education	75	49.3
Health	69	45.4
Drinking water	8	5.3
Total	152	100

(Field Survey, 2017).

The above mentioned the tables shows, In this study area, 49.3 percent of respondents said that, the tourists are investing in Education, 45.4 percent of respondents were Health, and 5.3 percent of respondents were Drinking water. During interaction, my participant shared that, Most of the tourists are support for Health and Education (R. Chaudhari, KII, 16yh October 2018).

Table 52. *Entrepreneurship Development*

Response	Number of Respondents	Percentage
Strongly agree	12	7.9
Agree	126	82.9
Neutral	4	2.6
Disagree	10	6.6
Total	152	100

(Field Survey, 2017).

From the above table it is clear that out of 152 respondents, 82.9 percent of respondents said agree, 7.9 percent respondents strongly agree, 2.6 percent of respondents Neutral and 6.6 percent of respondents were Disagree. During interaction, Tourism has increased rural entrepreneurship minds (K. Chaudhary, Informal communication, 17th October).

Table 53. *Mobilization of Local Resources*

Response	Number of Respondents	Percentage
Handicraft making	73	48.0
Furniture	11	7.2
Clothing	1	0.7
Clay pot making	62	40.8
Other	5	3.3
Total	152	100

(Field Survey, 2017).

The above mentioned table shows, 48.0 percent of respondent were Handicraft making, 7.2 percent of respondents were Furniture, 0.7 percent of respondents were clothing, 40.8 percent of respondents were Clay pot making and 5 percent of respondents were others. During interactions, my Participant shared that Local resources are mobilized for handicraft making, clay pots (B. Tharuni, Informal communication, 16th October 2017).

Table 54. *Institutional Support for Environment Conservation*

Response	Number of Respondents	Percentage
Central government	6	3.9
Local government	122	80.3
Organizations	13	8.6
INGOs	11	7.2
Total	152	100

(Field Survey, 2017).

The above mentioned table shows, In this study area, 80.3 percent of respondents said that Local government are supporting for environment conservation and

mobilization, 3.9 percent of respondents central government, 8.6 percent of respondents organization and 7.2 percents of respondents said that INGOs. During interaction, my participant shared that, local governments and central governments are supported for environment conservation and due to the village tourism local people learn to plant the tree. They gain the knowledge for environment protection from the outside people who came there as being guest. Villages know that jungle and garden are also helpful to flourish the tourism in their village (S. Chaudhary, Informal communication, 15th October, 2017).

CHAPTER VI

THE BEGINNING OF THE END

6.1 Discussions of Findings

Tourism refers to the activities of people visiting to and staying in places outside their usual environment for not more than one consecutive year and that can be for pleasure, business, pilgrimage and other different purposes. Every individual have their own desires, purpose, economic status, nature etc that results the different types of tourists. Simply, tourism is a complex combination of various tangible and intangible components. Today tourism is one of the fastest growing industries, also non as non smoke industry in world. With right inputs and development of different tourism products both the developed and developing countries can reap the benefits from this industry.

Tourism creates significant opportunities of income and employment and serves as an effective means to save culture, traditions and environment. It helps to promote awareness, education and understanding among the people of a society. Nepal harbours unprecedented tourism resources in all ecological regions that range from the low land in Terai to the hills and mountains. This geographical diversity offers not only refuge to the flora and fauna of global significance, particularly, the hills and mountains the habitat for population with immense diversity, serve also as the source of rivers and aquatic biodiversity for territory even beyond Nepal. One can get complete experience of the stunning beauty and understand species diversity of Nepal through his or her physical presence.

Nepal opened up to the rest of the world only during the early fifties. In initial phase tourists visited the Kathmandu valley and only few numbers of mountaineers were able to conquer the Everest and Annapurna regions. With the increasing number of tourist different infrastructural development were built to support tourism development. Since then tourists in Nepal have been pouring and today tourism sector stands as one of the major contributor in the economy of the country.

Bachhyauli is a village in Chitwan district of Nepal situated close by the Rapti River and the Chitwan National Park. It is the eastern gateway to Chitwan National Park and jungle safaris for budget, mid- priced and 3 -4 star tourists. Beginning Literally as

small and very quaint Tharu village of mud and daub huts and houses, with a half dozen mud and daub hotels, it has grown into a small quiet town full of western style hotels and resorts, restaurants, internet cafes and gift shop.

Tharu community home stay provides great opportunity for uplifting their culture and lifestyle through hospitality services and tourists can enjoy their tradition, life-style, dressing pattern, local cuisine and natural beauties.

Bachhyauli is one of the villages that have been conducting Tharu Community home-stay service since 2070. Till date lots of national and international tourists have visited this beautiful Tharu village. This village offer village lifestyle, natural beauties and cultural beauties to the tourists. It has got huge potentiality for tourism and has great chances of emerging as one of the major village destination among the tourists in near future. So the study is done in the Bachhyauli with the major objective to find out the positive impacts relationship between cultural Tourism and community wellbeing. Study was done visiting this area, from where different primary data were collected using questionnaire, interviewing with key informant, different people have been selected as sample population for the study, for sampling procedure 35 households having home-stay service, 24 households local stakeholders, 10 people local guide, 10 household local tourism entrepreneurs, 35 household local farmers and other respondents from different fields to get the information and needed primary data.

After the research different findings were obtain which were analysed and presented in chapter 5,6,7 whereas in this chapter, findings are summarized and presented in following paragraph: Respondents were categorized in different age group, in which respondents having age 25- 29 were 18, age between 30-34 were 38, age between 35-39 were 58 and respondents whose age range above 40 were 38 respondents.

Family members/family size were also determined during study, it was found that family having 3-8 family members were 51.3 percent respondents, respondents having 9-14 family members were 32.9 percent and 15.8 percent respondents had above 15 family members. After study it was found that 51.3 percent respondents were engaged in agriculture as their major occupation, 5.9 percent respondents were involved in teaching profession, 6.6 percent wage labour, 7.2 percent home stay, 20.4 percent tourism

entrepreneurs, 3.3 percent political leaders and 5.3 percent respondents was involved in government employee.

Tourist usually stays for two night three days in this area and some tourist visit this place as day visitor. Most of the tourist that have visited study area were domestic tourist from different sector of Nepal, where as international tourist had also visited this place. Most of the people from this area were found to be familiar with tourism sector.

Bachhyauli area offers different attraction to the tourists, cleanliness of the village, Tharulifestyle; Tharu culture, tradition, Natural beauty flora and fauna, etc are major attraction of this area. People of this area were found to be satisfied by the tourism activities and they were benefitted by tourism in terms of financial support and tourism has been establishing identity of the Tharu community members in national and international tourism market. Tourist visit at Bachhyauli for the purpose of sightseeing, jungle walk/ safari, Elephant riding, Bath with elephant, Bird watching, Boating, Visit agro-farms etc. The Local governments are more accountable and responsible for tourism development in this study area.

6.2 Conclusion

Tourism is an ever-growing industry of today's world. It has been considered as a major product of modernization and globalization. It is multidimensional and multidisciplinary in terms of nature and scope. Tourism is an economical stream in itself, but closely linked with culture and nature. Somewhere it is blamed as a major cause of cultural erosion and somewhere it is appreciated as an effective tool for economic development and social harmony. Nepal is known as important tourist destination in the world with its natural beauty and cultural heritages. Nepal's mystique nature and unique culture are the same products in terms of tourism attractions. Since long period tourism has been major source of foreign exchange earnings and the GDP. Apart from this, it has been creating significant employment opportunities and many other direct and indirect benefits have been generated for the country.

Chitwan district itself has the huge numbers of attractive rural areas having high potentiality of rural tourism. Bachhyauli area is one of the villages that have huge potentiality of tourism development, so the study is conducted in order to find the positive impacts relationship between Cultural tourism and community wellbeing, with

the specific objectives; to explore the natural and cultural attractions of this study area, to assess the involvement of local people in the tourism industry, to analyse the challenges, in order to develop study area as village tourism destination.

6.3 Implications

Findings of the study have many possible implications to the stakeholders in public and private sectors as well as Tharu community themselves. Some of those possible implications are listed under knowledge level, practical level and policy level.

Knowledge Level

Readers can acquire knowledge about possible impact of cultural tourism. Readers can realize how daily life and economic situation of the host community members have been changing due to positive impact of cultural tourism. Readers can also realize importance of ethno development practice practicing by Tharu community members in Bachhyauli village. The study theorized researching issues from cultural reproduction and production theory as well as grass root development theory that can be some academic references to the researchers. The study can be methodological references to the novice researcher as well.

Practical Level

Findings of the study are equally beneficial to the local stakeholders (e.g. community, society, local intellectuals, institutional members and politicians) in various ways. They can understand contributions of cultural tourism in grass root development mechanism. Local stakeholders can also play supportive role to the host community members so that they would perform agro- tourism activities and they could establish other handicrafts making centres. They can establish coordination among host community and tourism entrepreneurs for marketing management.

Policy Level

As this is an evidence based study, the findings of the study can also pave the way for reforming tourism policy in various ways. Devolved local government can conserve and mobilize local resources for tourism development and promotion. Government can also formulate certain policy to the local farmers and host community members so that they would motivate to involve in organic farming and cultural tourism activities.

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APPENDICES

IMPACT OF CULTURAL TOURISM: A CASE STUDY OF BACHHYAULI VILLAGE OF RATNANAGAR MUNICIPALITY, CHITWAN

Appendix A: Permission Letter to the Local Institutions

Date.....

To The Chair Person.....

Address:

Dear Sir/Madam

Re: Permission to conduct research work in your Organization

I am a Master Degree Candidate of Central Department of Rural Development, Tribhuvan University, Faculty of Humanities and Social Science. Currently, I am preparing to write my thesis on given title 'Impact of Cultural Tourism: A Case Study of Bachhyauli Village of Ratnanagar Municipality, Chitwan'. The purpose of the study is to analyse impact of cultural tourism in community development from rural development perspectives. In this regard, I am excited about the possibility of kind support from your organization during my study. The study is designed under case study methodology in which household survey questionnaires, key informant interview and observation techniques are applying for collecting reliable data from duty bearers, tourism service providers as well as local farmers. Finally, researcher values for the commitment of time, energy, and institutional efforts.

Regards,

SanjuLamsal (The Researcher)

Cell Number: 9865154846

Email: sanju.lamsal@gmail.com

Appendix B: Household Survey Questionnaires

First Name:	Middle Name:	Last Name:
Cell Number:	Code Number:	Date:

Dear respondent,

I would like to share that this is completely a dissertation work and it does not carry any official record. You are requested to answer the question friendly and honestly. The importance of this study depends on your valuable answer. Your privacy will always be secured and information you provide does not effect on it. So, please answer the following questions on your knowledge and practice as far as possible.

S.N.	Household Information	Response Categories		Skip
1	Respondents' category?	Duty bearers Direct beneficiaries Indirect beneficiaries	1 2 3	
2	Age group of the respondent?	25-29 30-34 35-39 40+	1 2 3 4	
3	Number of family members?	5-8 9-12 >12	1 2 3	
4	Educational status of the respondents?	Illiterate → Literate	1 2	
5	Level of education of the respondents?	Primary L/Secondary Secondary BA/MA MPhil/PhD	1 2 3 4 5	

SN	Socio-economic Information			
6	Occupational status of the respondents?	Agriculture	1	
		Wage Labor	2	
		Homestay	3	
		Tourism entrepreneurs	4	
		Teacher	5	
		Political leaders	6	
		Government employee	7	
7	Does your family have own land?	Yes	1	
		No →	2	
8	If yes, how many months does your family have food sufficiency in a year?	< 6 months	1	
		6 -9 months	2	
		12 months	3	
9	Status of land of the respondent?	< 10 Ropani	1	
		11-20 Ropani	2	
		21-30 Ropani	3	
		31-40 Ropani	4	
		>40 Ropani	5	
10	Annual Income of HH?	<1,00,000	1	
		1,00,000-1,49,000	2	
		1,50,000-1,99,000	3	
		2,00,000-2,99,000	4	
		>3,00,000	5	
11	Annual expenditure of the HH?	<50,000	1	
		50,000-99,000	2	
		1,00,000-1,49,000	3	
		1,50,000-2,50,000	4	
		>2,50,000	5	

12	Basic educational level of spouse?	Illiterate Primary Secondary Tertiary	1 2 3 4	
13	School going children?	No → 1 2-4 5-7	1 2 3 4	
14	Types of schools, students are enrolling?	Community Institutional Others	1 2 3	
15	Monthly invest for child education?	>900 1000-3000 >3000	1 2 3	

Impact of Cultural Tourism				
16	Time of offering tourism services?	2-5 5-10 10+	1 2 3	
17	Types of tourism services?	Homestay Restaurant Guest house Hotel/resort	1 2 3 4	
18	In your opinion what kind of tourists visits this place more?	Domestic International Both	1 2 3	
19	How long do tourists stay here?	Same day visitors 1- 3 days 3-5 days. More than 5 days	1 2 3 4	
20	On average how many tourist visits	Below 100	1	

	this village monthly?	100-200	2	
		200+	3	
21	Which is the most lucrative attraction of this area?	Cultural	1	
		Religious	2	
		Natural	3	
		Adventures	4	
		In-situ and ex-situ	5	
22	What types of tourism activities are offering to the guests?	Sight seeing	1	
		Boating	2	
		Jungle safari	3	
		Hunting	4	
		Visit agro farms	5	
23	The typical cultural norms and values are decreasing due to tourism	Strongly agree	1	
		Disagree	2	
		Neutral	3	
		Strongly disagree	4	
24	Do you think that the tourism activity has changed the dressing pattern in recent years?	Strongly agree	1	
		Disagree	2	
		Neutral	3	
		Strongly disagree	4	
25	How often you participate in social activities that are conducted in order to preserve cultural heritages?	Regularly	1	
		If possible	2	
		Never	3	
26	What are the problems being faced by host community members?	Seasonal problem	1	
		Entrepreneurs support	2	
		Lack of master plan	3	
		Government supports	4	

27	What is the peak season of arrival of tourists?	Summer Winter Festive time		
28	Do you think that, flow of tourists increased during traditional festival of the local people?	Strongly agree Disagree Neutral Strongly disagree	1 2 3 4	
29	Do you involve in tourism activities for ever and ever?	Definitely No May be	1 2 3	
30	Do you think that cultural tourism can preserve traditional culture?	Strongly agree Disagree Neutral Strongly disagree	1 2 3 4	
31	How do you think this place can be developed as one of the best tourist destinations?	Making good plans Improving infrastructure Advertisement	1 2 3 4	
32	Do you think Government bodies have been helping to develop this area as tourist destination?	Yes No Don't Know	1 2 3	
33	Who is more accountable and responsible for cultural tourism development?	Central government Local government Local organizations INGOS	1 2 3 4	
34	Tourism has been increased bonding social capital among Tharu Community members	Strongly agree Disagree Neutral Strongly disagree	1 2 3 4	

35	Tourism has been increased linking social capital with local tourism entrepreneurs	Strongly agree Disagree Neutral Strongly disagree	1 2 3 4	
36	Tourism has been increased institutional capacity of the local people	Strongly agree Disagree Neutral Strongly disagree	1 2 3 4	
37	Tourism has been increased family income of the households	Strongly agree Disagree Neutral Strongly disagree	1 2 3 4	
38	Tourism has been increased commercial and organic farming trend in the village	Strongly agree Disagree Neutral Strongly disagree	1 2 3 4	
39	Tourism has been fostering local financial institutions	Strongly agree Disagree Neutral Strongly disagree	1 2 3 4	
40	The trend of receiving credit loan has been increased.	Strongly agree Disagree Neutral Strongly disagree	1 2 3 4	
41	The trend of investing in productive sectors has been increased.	Strongly agree Disagree Neutral	1 2 3	
42	Tourism has been creating self-employment opportunities	Strongly agree Disagree Neutral Strongly disagree	1 2 3 4	

43	Tourism has been establishing identity of the Tharu community members in national and international tourism market	Strongly agree Disagree Neutral Strongly disagree	1 2 3 4	
44	Purchasing power for consumable has been increased due to tourism earning	Strongly agree Disagree Neutral Strongly disagree	1 2 3 4	
45	What are the efforts done for environmental conservation?	Awareness program Organic farming Forest conservation Waste management	1 2 3 4	
46	Is there dumping site for waste management?	Yes No	1 2	
47	Does wastage processing for organic fertilizer?	Yes No Planning in future	1 2 3	
48	In which purpose tourism fund has been invested?	Community development IGA Skilled training Infrastructure	1 2 3 4	
49	In which sectors tourists are investing fund for local project?	Education Health Drinking water IGA and handicrafts	1 2 3 4	
50	Tourism has been increasing rural entrepreneurship significantly	Strongly agree Disagree Neutral Strongly disagree	1 2 3 4	

51	In which enterprises, locally available resources are mobilized?	Handicraft making Furniture Clothing Clay pot making All of above	1 2 3 4 5	
52	Which institution is supporting for environment conservation & mobilization	Central government Local government Indigenous organization INGOs	1 2 3 4	
53	What are the important factors to operate self- enterprises?	Occupational skill Marketing linkage Investment capital Financial literacy	1 2 3 4	

Thank you for your better cooperation!

Appendix C: Observation Guidelines for Tourism Activities

Date:	Time:
Venue:	Ward Number:

- **Tourism Components**
 - Accessibility (road networking and airport facility)
 - Accommodation (hotel, guest house, home stay and camping)
 - Attraction (natural, cultural and religious)
 - Amenities(cultural program, sports competition)
 - Actors (human resources for tourism management)
 - Activities (trekking, sight-seeing, religious tour and research)
 - Affinities (natural resources and environmental management)
 - Advertisement (websites, brochures, banner, articles, tour and travels)
- **Flow of Tourists and Visitors**
 - Types of international tourists
 - Types of domestic tourists
 - Student and researchers
- **Guest and Host Relationships**
 - Well come program and well come drink
 - Guest and host interactions during service delivery
 - Guest and host interactions during sight seeing
 - Marital relationship between gust and host
 - See off program
- **Impact of Village Tourism Activities**
 - Household earning and daily life activities of tourism service providers
 - Household earning and daily life activities of local farmers
 - Social support and cultural integration of local people
 - Health and hygiene of local people
- Descriptive note:
- Reflective note:
- Thematic note:

Appendix D: Key Informant Interview Guidelines

Date:		Time:
Village:	Ward Number:	Participants:

1. What is the current status of cultural tourism in this village?
 2. How local people are offering cultural tourism services?
 3. Why community participation is essential for tourism development and management?
 4. What are the positive impacts of cultural tourism in this village?
 5. What are the negative impacts of cultural tourism in this village?
 6. What are the major challenges for promoting tourism activities?
 7. How local stakeholders are planning for sustaining tourism activities?
 8. What are the changing economic structures of the village?
 9. What are the changing cultural structures of the village?
 10. How cultural tourism has been transforming livelihood of the local people?
 11. Why local people are involving in environmental conservation practices?
 12. Why institutional supports are essential for environment conservation?
 13. How local stakeholders are mobilizing natural resources?
 14. How local stakeholders are preserving traditional culture?
 15. What are the environmental conservation practices in this village?
- Descriptive note:
 - Reflective note:
 - Thematic note