

CHAPTER I

INTRODUCTION

1.1 Background

As the largest industry in the world, tourism employs 192.3 million workers. It has been identified by Bill Gates of Microsoft as one of the main growth industries for the next century, along with education and health. International tourism arrivals will grow by an estimated 4.3% per year and spending will grow by an estimated 6.7% per year, providing communities and tourism interests with both a problem of managing such growth and the possibility of sustainable economic development.

In Asia, tourism plays a number of important social and economic roles. It is commonly seen as an important form of community economic development with the pace and scale of tourism placing significant pressure on heritage resources. Managing and planning for cultural tourism in Asia is compounded by the incredible growth and problems that exist in many cities. The level and rate of poverty in both urban and rural areas presents a management challenge. The lack of funding is an important issue that has a significant influence on how and where tourism is developed within the region.

Positive Impacts of Tourism

Tourism can be seen to have a number of positive impacts that make it an important form of community economic development. When properly planned for and managed, tourism can:

-) Enhance the amenity of a region
-) Build community pride
-) Enhance the sense of identity of community
-) Support the community economy
-) Provide new employment opportunities
-) Maintain community stability
-) Broaden community horizons.

Tourism is one of the fastest growing industries in the world where Nepal cannot be apart from this. Mr. Herman Schullard of Austria derives word "tourism" from French word "tourisme" in 19th century. In simple word, tourism is defined as the activities of tourists or travelers away from home more than a night. Likewise, tourism in Nepal

is not much long but it has been started since 1950 formally. The country ascends from the tropical plains of the flat terai to siwalik through the high and middle mountain to high icy peaks in the Himalayan region. The world's highest peak Mt. Everest (8848 m) lies in Himalayan region of Nepal. Due to geographical, cultural, ethnical, biodiversity and religious diversity, the country is known as the kingdom of diversity. Tourism can be one of the major tools to reduce the poverty if it is handled properly.

Sir Edmond Hillary of Switzerland and Sir Tenjing Norgay Sherpa have recognized Nepal by successfully scaling the top of the Everest on May 29, 1953. Tony Hegan played a very vital role by publishing the book called “Hagen Nepal Kingdom of Himalayan” in 1961. So, he is known as the father of Nepalese tourism. In 1953 private airlines “Himalaya Airways” was established and operates its domestic flights. In 1954 Nepal Air Commercial Agency was established and operated Kathmandu, Pokhara Simara Bhairahawa and Biratnagar’s flight. The tourism act 1964 was formulated. All these activities facilitated the growth and promotion of tourism. Tourism is socio-economic phenomenon comprising the activity and experience of tourist and visitors away from their home at least a night. In Nepal, the friendly people of the country are generally very happy to share their innate hospitality as well as their many customs and traditions with the visitors. It has emerged as one of the world’s most fashionable long haul exotic destination during the past thirty years. In this period, number of visitors increased from 4,50,000 to nearly half million. Nepal is one the major destinations for trekking. It holds multidimensional attractions of tourism like trekking, rafting, wildlife activities, mountaineering, expeditions, Village tour, rock climbing, Bungy jump world heritage sites sight seeing, bird watching, biodiversity exploration and many more. Despite its multidimensional potentialities, the visitors were decrease more than fifty percent in between 1999 to 2002 and much more decreased in 2003 to 2005.

Nepal had done some important events and campaigns to promote tourism including Visit Nepal 1998, Nepal Campaign 2002-2003, Destination Manang Campaign 2004 and Tourism Year 2011.

Tourism provides direct and indirect employment over 300000 people in Nepal. Tourism has become one of the major sources of foreign exchange which represents about 15 percent of national income (NTB, 2007-2011). However, tourism in Nepal

has turned to be urban oriented. Hence, its benefits are not penetrated to the grassroots level. Village tourism is the phenomenon, which is concerned with rivers, sun, environment, rural society and household of local area. Rural tourism represents conservation of local culture, traditions, rural life style, adventure and above all, nature and adventure oriented benefit to the local people. The objectives of village tourism include helping tourist to plan a trip, choose a tour minimizing ecological impact.

Nepal is a single destination of the worldwide eco tourism because of recognizing as the living museum, Shangri-la root of the World, birth place of the apostle of peace, country of living goddess, nice hospitality of Nepalese people, city of golden pagodas and parasols, Himalayan pilgrimage, wildest dream of Kew, nature amphitheatre, melting pot of Hinduism & Buddhism, navy kingdom of sixty ethnic groups and seventy five spoken languages, birth place of Sita, abode of Shiva, land of mysticism & eroticism, land of non stop festivals, home land of numerous of flora and fauna ,barbering four heritage sites 2 cultural e.g. Kathmandu and Lumbini & two natural e.g. Sagarmatha and Chitwan national park and rest place of wild animal and bird varieties etc. are explicit of self explanatory our incomparable & prosperous natural cultural heritage. Thousands of visitors come to Nepal & its myriad exotic natural, cultural, and spiritual features that exceed the further prospect of eco tourism in Nepal; therefore Nepal has been ranked among the top ten-eco tourism destinations in the world. Similarly recognized as top destination for trekking in its mountains and hills.

For the purpose of development and promotion of eco tourism and conservation of environment and its biodiversity, the government has initiated 3 conservation areas, 3 wild lives reserves, 1 hunting reserves and 9 national parks etc. all these Protected Areas occupies 19% of the total area of the nation. In 9th five years development plan the government has paid attention to the concept of eco tourism development and promotion, afterwards government organization, civil society, NGOs, INGOs etc. are showing their interest in nature based tourism contribution to both conservation and poverty alleviation.

Although the contribution of tourism for the development of national economy significantly high about (4%) and 18% of total foreign exchange earnings (Hummel, Hintlian, & Carmesund, 1999) majority of the population lies in rural areas (85.8%)

people of rural areas have not now been able to create much economic development. Very little benefit from tourism is distributed in or returns to the population of hills and mountains. A first estimate reveals that roughly trekking tourists visiting rural areas in the hills and mountains spend with US\$ 57 million per year in Nepal. Of this amount US \$ 52 million is paid for trekking agencies in Kathmandu and Pokhara. Over US\$ 2 million is paid for trekking permits and more than US\$ 1 million is paid for entry fees to protected areas. Less than 10% is spent locally and of this more than half is spent in the ACAP region alone. In more remote rural an area less than 1% is spent locally (Hummel, Hintlian, & Carmesund, 1999). Village people, culture, tradition, flora & fauna ,views of natural beauty, touristic activities as trekking, mountaineering, paragliding, skating, rock climbing, bee hunting etc are the major tourist products found only in rural areas in Nepal but unfortunately the owners of those products have been deprived of the benefit from the tourism industry. It is estimated that these tourists spend less than 10% of their money locally. 90% of their money is spent in cities especially for travel agents, tourism organizations and industries.

Tourism Year 2011

The country's tourist industry was strongly felt as the peace process started in 2006. In this direction, decision came from the first meeting of the Constituent Assembly on May 28, 2008 to celebrate 'Nepal Tourism Year' in 2011. It was officially initiated by the nation's first President Dr. Ram Baran Yadav amidst a grand function held in Kathmandu on 14 January 2011. The main target of the plan was to receive one million tourists in the year. In addition, the nation aimed at developing Nepal as a choice of premier holiday destination, improving and developing tourism related infrastructures, enhancing the capacity of service providers, building community capacity to host tourists and promoting the sustainability of domestic tourism.

The campaign started with the slogan 'Together for Tourism' and the tourism brand 'Naturally Nepal, Once is not enough'. For the success of the ambitious plan, the government adopted various strategies that include exploration of new potential tourism markets, focus on marketing and promotion of activities, expansion of domestic and international air links, encouragement of private sector in tourism, capacity building of manpower involved in tourism, development of tourism related infrastructures, organization of sports/events throughout the tourism year.

However, the scheme that came during the transitional period could not naturally be carried out as smoothly as expected. Overall progress thus was quite meager. The country's deplorable political instability had very serious effects on the execution of the programs. Frequently reshuffled governments seemed almost indifferent. Even the 'tourist hubs continued to witness frequent strikes. Many of the set strategies could not actually be carried out. Publicity remained quite limited. General public could not be turned enthusiastic and hospitable. It was not surprising that the efforts made by business organizations were insufficient. As a result, the non-Indian tourist arrivals by air in the first six months' stood hardly at 2,25,000. This gives a clear indication to the 'failure' of the program.

Nepal Tourism Year 2011 did have some important benefits and positive implications. Tourist arrivals rose 'though less than targeted. It was an important step towards the revival of the country's declining tourist industry. Several tourist areas were somehow conserved. Commitments for improvements were made by the government, public and private sector. Tourism-related events were organized in various places. Some communities made their good days through homestay, programmes. Above all, it gave a message to the visitors that Nepal is again becoming safe for visits. It also clarified the bare fact that only a programme with enough preparations and effective implementation mechanism can help realize our huge tourism potential.

1.2 Statement of the Problem

Tourism is one of the major foreign currency earning sources of Nepal. The government has given top priority to develop tourism in the country. Tourism in Nepal ranges from nature, culture, adventure, mice, sports, spiritual, pilgrimage, Medicare, eco-tourism, community based village tourism, sustainable to mountaineering. Unique natural and cultural heritage along with scenic splendor of the mountain kingdom enchant and attract visitors from all over the world. However, because of remoteness and inaccessibility, many parts of the country remained out of tourists touch despite its immense potentiality of tourism. Nepal is a country, which is dominated by villages.

There is lacking of a careful planning to provide the benefits for local people and avoid the well documented negative side effects of tourism on the rural ecology, culture and economy without adequate planning and tourism development only richer individuals and urban based organizations will benefit from the economic

opportunities of tourism and tourism may in fact may increase the economic environmental and socio cultural problems of the area visited.

Eco tourist loves to nature and enjoys its unique beauty. Produce by diversity in flora and fauna, topography, climate etc but rapid growing population deteriorates the forest to fulfill their needs. It causes deforestation, bio diversity loss, landslide, flood and soil erosion, such effort ends the panoramic & wonderful/magic scenic beauty of environment or the products of tourism. The native Nepalese cultural products as folk songs, flute tune, feast and external products are replacing festivals, rites and rituals. Red mud walled, thatched roofed round houses being replaced by boom buildings. The dressing pattern, smile and hospitality all native aspirations are lost.

1.2.1 Context of Lele VDC

The great prospect of eco tourism in Lele is not still studied or researched and government has not put this tourist destination on national tourism map.

Lele is paramount of socio-cultural and natural assets. It is a place of god gifted natural assets, panoramic, scenic beauty of mountains, Himalayas, river basin, wild life, favorable climate & other attraction which may be of great interest for the tourists, even though it has a lot of assets for the development and promotion of eco tourism, they are not in use regarding to eco tourism purpose, this study explored the feasibility/potentiality of eco tourism in Lele and its surroundings.

Now, socio- cultural products are being depleted & natural environment is deteriorated. Tourism in Lele does not address the poor local people; the benefit from tourism is also not equitably distributed. On the other hand the government has not given priority to the development and promotion of eco tourism destination, so this study found out the reason that cause above problems as well as recommended the proper solution. In this contest the concept of eco tourism is only the alternative to cope these problems. Therefore this study can be crucial significant for the resolution. Lele has multidimensional prospects for developing tourism. There are no macro and micro level studies made so far related to tourism in this virgin land. My research will be totally devoted to study the problem, prospects and issues related to village tourism in Lele village. The study will also be an attempt to access the status of culture and its influence on tourism.

1.3 Objectives of the Study

The general objective of this research is to analyze problems and potentialities of village tourism in Lele VDC of Lalitpur. Apart from this, following are the specific objectives of the study:

-) To examine the socio-economic status of tourism practitioners
-) To explore the problems and potentialities of village tourism in Lele VDC.

1.4 Rational of the Study

No doubt, tourism is a great socio-economic force. For sustainable village tourism development, demand for tourism product must be met in a sustainable manner. If supply exceeds demands, the resource use in tourism cannot be rewarded. The resource invested in the sector can only be rewarded when demands for the product are consistent and can be insured in the future too. There can be plethora of research works conducted related to village tourism at macro level. However, still there is scarcity of micro level study of village tourism. My research based on micro level of problems, potential and issues related to village tourism at Lele village, will be an attempt to fill this gap. Similarly, the research would be a valuable document for others who will conduct research on village tourism in the days to come. There is no denying the fact that the findings of research will facilitate both local and central level policy makers to organize programmer in a sustainable manner. Hence, this research document will also be an important input for the stakeholders as well.

This study analyzed the problems concerned to the development and promotion of eco tourism in that area. That is why this study can be the crucial importance for the eco tourism planners, policy makers, governments, NGOS and INGOs etc.

1.5 Limitation of the study

Every social research is bounded with the limitations. It is on academic research for the partial fulfillment of the requirements for the degree of Master of Arts in Rural Development. As the fresh researcher many hardships have been faced in the study. This study is limited to Lele VDC of Lalitpur district. Similarly, limited time and budget is also one of the limitations for the study. The study is not free from its limitations, which can be shown in terms of some following points:

1. This study is based on the specific area of Lele VDC, therefore generalization may or may not be equally applicable on the other rural and urban area of Nepal.

2. This is an academic work, as the researcher is a student who does not have previous research experience like this, thus there could be many shortcomings.
3. Primarily, this study is focused on determining the physical characteristics, sustainable village tourism with its main Problems and Prospects.

The conclusions drawn from this study were more indicative rather than conclusive. The conclusions might not be generalized for the whole. But, the inferences might be valid to some extent to those areas, which have similar geographic and environmental settings.

1.6 Organization of the Study

The whole study of the research has been divided into six different chapters, including appendix and annexes.

The first chapter describes the introduction part which contains historical as well as modern development and background of the developing village tourism, statement of the problem, objective, conceptual framework of the village tourism have been also presented in the chapter.

The second chapter associates with review of the literature on village tourism as well as other books and articles are brought for fulfill the research work.

The third chapter is mainly associated with the research methodology, being an essential tools and techniques for the completion of research work.

The fourth and fifth chapter is concentrated on data analysis and defined the real situation developing village tourism in Lele VDC of Lalitpur District, Especially with Nepalese village tourism.

And the last chapter contains summary, conclusion and recommendation that are significance for the justification of research work.

CHAPTER II

LITERATURE REVIEW

Review of literature is an integral part of a research undertaking to enrich the knowledge. Therefore, the literature review of the study has been organized into conceptualizing tourism and tourists, sustainable tourism, Eco tourism, emergence of sustainable tourism, sustainable tourism development, principle of sustainable community-based tourism, pro-poor tourism, why focus tourism of poverty, an overview of Pro Poor Tourism (PPT) strategies, impacts of tourism on poor, key factors, lessons on good practice emergence and tourism in the tenth plan.

The Beginning of Tourism in Nepal

The tourism industry is growing very rapidly and Nepal has tremendous potential for tourism development because of its unique natural and cultural heritage. In this context, this tourism policy has been formulated with the aims of: increasing national productivity and income; increasing foreign currency earnings; creating employment opportunities; improving regional imbalances and projecting the image of Nepal more assertively in the international arena; through the development and diversification of the travel and tourism industries.

Tourism was a major source of foreign exchange earnings. Especially since Mount Everest (*Sagarmatha* in Nepali) was first climbed by Sir Edmund Hillary and Tenzing Sherpa in 1953, the Himalayas have attracted foreigners to Nepal. Mountaineering and hiking were of considerable interest as were rafting, canoeing, and hang gliding. Tourism was facilitated with the opening of airways to Kathmandu and other parts of the country and the easing of travel restrictions.

In the 1950s, there was a shortage of hotels. Beginning in the 1960s, the government encouraged the building of hotels and other tourist facilities through loans. According to government statistics, between 1985 and 1988 the number of hotel rooms increased from under 22,000 to more than 27,000.

Prior to the trade impasse with India beginning in March 1989, tourism had grown by more than 10 percent per year for most of the 1980s. Between 1985 and 1988, the number of tourists increased from approximately 181,000 to about 266,000. More than 80 percent of the tourists arrived in the country by air.

In FY 1985, more than US\$40 million worth of foreign exchange was earned through tourism. By FY 1988, this amount had increased to more than US\$64 million. In FY 1989, tourism accounted for more than 3.5 percent of GDP and about 25 percent of total foreign exchange earnings. The 1989 trade and transit impasse with India negatively affected tourism because the transport and service sectors of the economy lacked supplies. Beginning in FY 1990, however, Kathmandu initiated a policy to allocate fuel on a priority basis to tour operators and hotels.

Tourism is the largest industry in Nepal; the largest source of foreign exchange and revenue. Possessing 8 of the 10 highest mountains in the world, Nepal is a hotspot destination for mountaineers, rock climbers and people seeking adventures. The Hindu and Buddhist heritage of Nepal, and its cold weather are also strong attractions.

2.1 Tourism and Tourist

Having derived from a French term '*tourisme*', tourism is a socio-economic phenomenon that compromises the activities and experiences of tourists away from their home environment. Swiss professors Hunziker and Krafts define tourism as the totality of relationship and phenomenon arising from the travel and stay of strangers provided the stay does not imply the establishment of a permanent residence and is not concerned with a remunerated activity.

Similarly, a tourist is a person, who travels to a place away from his/her home and stays there at least 24 hours for leisure, holiday, recreation, etc. According to WTO, a person becomes a tourist if he/she stays at a place or country other than his own place of stay for a minimum of one night for leisure, recreation, holiday, medical treatment, study and business, and family mission of meeting. In this regard, sustainable tourism entails certain principles in which lowest possible consumption of non-redeemable resources is also a key among other principles (WTO, 1993).

According to Figgis, travel to remote of natural areas aims to enhance understanding and appreciation of the natural environment and cultural heritage while according damage or deterioration of the experiences for others (Penelope, 1992).

Tourism has been defined by different authors and concerned organizations and yet there is no universally accepted definition of tourism.

Suresh Kumar Shrestha in his study defines that those individuals who are motivated to travel make the entire picture of tourism hence the perception of tourist play roles

in the marketing development of a tourist area and indicates that the demand of that area would increase (Shrestha, 1993).

Growth of Nepalese tourism has started since its door has opened in 1950. His Majesty's government of Nepal has shown some efforts by issuing different tourism act in suitable time. Various scholars have defined rural tourism, in different ways. (Niroula, 2003) "A Rural Tourism Product is anything that can be offered to a tourist for attention, acquisition or consumption. It includes physical object services, venalities places and ideas too". Dr. Surendra Bhakta Pradhananga - The father of Village tourism in Nepal and discover of scientific tourism, has defined village tourism as "Village tourism is a grass-root level of tourism designated at its own Nepali village style, mobilized by Nepali people themselves, their skill and resources displayed as village life style and environment involved by groups of village tourists, assigned by Nepali adults authorities positively within its balance of social and environmental function and strengthen the village and village economy. Further more, he says, "village tourism is planned industry whose dimension is very broad. Benefits are shared by all in the equitable distributive pattern those who live in that touristic regions are considered participants in the tourism activities"(Pradhananga, 1999). Nandita Jain says, "The concept of village tourism needs to be focused on few things as given below: transit trekking route – scenery, comfortable reason for stay, any special function or. New products, which the tourist do not get in any where and extra demands of tourist". Village tourism has emerged in against of urban specialty tourism. In the past, tourism has provided its benefit only to the limited people of urban area. The country like Nepal, which is dominated by villagers, turn into the developing country by the lack of village tourism development (Jain & Triraganon, 2003). The concept of village tourism is developed by Government of Nepal which focuses village tourism development through its different programs and policies. Nepal has so many villages, which has high potentiality of village tourism. Some of the villages have already taken as model village for tourism development like Sirubari in Syngja, Ghalegoan, in Lamjung and Bandipur in Tanahun.

Village tourism development is a development of socio-economic development as well as environmental sustainability. The impact of village tourism can be both negative and positive. In the negative side, it may change the culture, norms and

values and damage the natural resources of the region. It may also rearrange the social stratification, put additional pressure on local people, change their rhythm of life, and threaten their privacy result in authentic presentation of local customs and tradition adapted to tourist wishes. On the positive side, village tourism encourages better use of available resources like land, labor, capital, natural and cultural attraction bring about the socio-economic change, contributes to the heritage protection and the conservation of the rural environment, provides more outward interaction for local people and increase their change to learn about their culture. Therefore, sustainability in socio-cultural terminology is highly vulnerable. The natural and man-made beauty and wildlife reservation are the major attraction for the tourist. Because of this, their flow, duration of stay, types of visit and their expenditure behavior are the impact of tourism, which generate the income and employment to the Nepali villages. His Majesty's Government of Nepal has put some efforts for the development and promotion of tourism in the periodic plans since start. Here under are the brief objectives of the plans related to tourism.

2.2 Eco-tourism

Ecotourism is the fastest growing segment of the tourism industry, with an annual growth rate between 10% and 30%. The International Ecotourism Society reports that ecotourism currently comprises about 20% of the world travel market. Travelers in ecotourism markets seek a wide range of activities, both land- and water-based. Hiking/trekking, wildlife viewing, and visiting parks and protected areas are the most popular activities.

According to the International Ecotourism Society, a market demand assessment survey of North American tourists commissioned by the Canadian government in 1994 indicates that experienced eco tourists are usually between 35 - 54 years of age, are equally male and female, tend to be more educated, spend more money, have a higher-than-average income, and are more frequent travelers than general tourists. Ecotourism usually involves tourists from developed countries (e.g. North America, Europe, Australia) visiting eco tourists destinations in developing countries, although developed countries also have natural areas which draw eco tourists. Well-established ecotourism destinations include Central and South America, Africa, Asia, and the Pacific. Costa Rica was one of the top ecotourism destinations in the world during the 1990s. Nepal has experienced an explosion of ecotourism, with the number of

trekkers increasing 25% from 1980 to 1991, according to the International Ecotourism Society's "Ecotourism Statistical Fact Sheet."

Eco-tourism is a relatively new idea that has dramatically captured the attention of many people from a variety of backgrounds. It seems to be a catch-all word that has different meaning to different persons. To some it means ecologically sound tourism; to others it is synonymous with nature tourism, alternative, appropriate, responsible ethical, green environmentally friendly or sustainable tourism. Despite the continued debate about exactly what eco-tourism entails, it seems that most agree that eco-tourism must be a force for sustaining natural resource. Eco-tourism is nature travel that advances conservation and sustainable development efforts.

Eco tourism is in its infancy in Nepal, yet it has certainly become a buzzword in a short period of time. There is a general lack of understanding, in both the local media and tourism industry, of that constitutes an ecotourism experience, what an ecotourism venture/initiative entails, and what the underlying rationale for eco-tourism is?

Eco-tourism is a specialized, niche market that has evolved with the diversification of the tourism industry into 'alternative or 'special interest' forms of tourism, including nature and adventure tourism. "Eco-tourism is distinguished from other forms of educational or nature based tourism by a high degree of environmental and ecological education, delivered in the field by qualified interpreters. Eco-tourism contains a significant portion of human wilderness interaction that, coupled with the education provided, tend to transform tourists into strong advocates for environmental protection. Eco-tourism practice minimizes the environmental and cultural impacts of visitors, ensures that financial benefits flow to host communities and places a special emphasis on financial contribution to conservation efforts" (Yuilli & Allen, 1993).

2.2.1 Eco-tourism Management Issues

It is important to note that eco tourism CAN be, but is NOT AUTOMATICALLY, a form of sustainable tourism. To achieve sustainable eco tourism involves balancing economic, environmental and social goals within an ethical framework of values and principles.

Eco-tourism markets are expanding faster than any other tourism market segment. Ironically, this rapid expansion threatens the sustainability of eco-tourism and the extent to which it can contribute to sustainable development. Eco tourism is

inherently limited in the extent to which it can developed and promoted, given that it cannot support large numbers without setting in train a process of succession and change, which destroys the reason for its existence. Hence, central to a sustainable eco-tourism industry are controls, restrictions and limits, codes of ethics and conduct. Consequently, questions of equity are certain to arise.

A big difficulty for Nepal and other countries wishing to embrace eco-tourism is the idea that in order achieve sustainable eco-tourism industry planners/managers/policy makers must impose limits. How difficult is it to impose restrictions on the number of visitors to an area when there is the lure of expansion, as people queue up at the gate? In addition, in a country with a huge domestic population ... the concept of limiting numbers appears almost ludicrous and is certainly controversial. It is natural that there will be concern about equity and elitism, especially if fees or changes are means to limit numbers. The management tools of 'limits of acceptable change' and carrying capacity are very important however their application is far from easy, being limited by the extensive gap in knowledge of ecological systems, and the lack of universally accepted indicators of carrying capacity.

To compound the problems inherent in establishing carrying capacities is the lack of understanding and awareness of the concept as applied to tourism. Carrying capacity has four branches: physical, biological, psychological social. All are related to the number of visitors/tourists to a site or area.

-) Physical is the actual number of visitors a site can hold;
-) Biological is the point at which environmental degradation occurs to the extent that it is irreversible or unacceptable;
-) Psychological is the point at which the tourists feel the quality of their experience is damaged by the number of other tourists and/or their behaviors, and
-) Social is the level at which the local inhabitants of the site (possibly the tourist attraction themselves) feel disrupted, intruded upon etc.

Thus, carrying capacities include qualitative as well as quantitative aspects, and consequently there is no 'correct' figure for an area. It is obvious there is a need to research the carrying capacities of particular sites on which to base management decisions, and the target audience/market needs to be carefully considered. Eco-tourism does not cater for all and ant type of tourist (Sapkota , 2064).

Eco-tourism faces considerable challenges, not least is the challenge to keep foremost a supply-oriented management perspective. The tourism industries has traditionally catered to market demand, attempting to foster, maintain and expand the market, rather than focusing on maintaining the product or 'attractions' often occurs in order to keep the tourists coming, resulting in a tourist experience more and more divorced from the original attraction (Bulter, 1993:38).

The challenge of eco-tourism is to avoid this process and focus on maintaining the product/experience. Growth can only go so far and not nearly as far as with other forms of tourism given the dominance of ecosystem and ecological considerations.

2.3 An Overview of Pro Poor Tourism (PPT) Strategies: What, Who, How?

A wide range of actions is needed to increase benefits to the poor form tourism. These go well beyond simply promoting community tourism, although work at the grass-roots level to develop enterprises and local capacity is one key component. Efforts are also needed on marketing, employment opportunities, linkages with the established private sector, policy and regulation, and participation in decision-making. This involves working across levels and stakeholders. The focus and scale of Pro Poor Tourism (PPT) intervention vary enormously: from one private enterprise seeking to expand economic opportunities for poor neighbors, to a national program enhancing participation by the poor at all levels. Strategies can be broadly grouped into three types: expanding economic benefits for the poor; addressing non-economic impacts; and developing pro-poor policies/process/partnerships (Hall & Brown, 2006).

2.3.1 Impacts on the Poor

Emerging-through limited – indicates of the impacts of the current PPT initiatives suggest that for the poor, where it happens, PPT interventions are invaluable. A few are lifted out of income-poverty while many more earn critical gap-filling income. More still are affected by non-financial livelihood benefits. These are very significant though highly varied; they include improved access to information and infrastructure, pride and cultural reinforcement. While some initiatives are yet to deliver on the ground, there are a few that affect hundreds directly and thousand indirectly.

2.3.2 Key Factors of Tourism

Several critical factors constrain or facilitate progress in PPT, and need to be addressed. These are:

-) Access of the poor to market (physical location, economic elites, social constraints on poor products);
-) Commercial viability (product quality and price, marketing, strength of the broader destination);
-) Policy framework (land tenure, regulatory context, planning process, government attitude and capacity);
-) Implementation challenges in the local context (filling the skill gap, managing costs and expectation, maximizing collaboration across stakeholders).

2.3.3 Lessons on Good Practice Emerge

PPT is relatively untried and untested and there is no blueprint. Nevertheless, several case studies reveal a number of common lessons.

-) PPT requires a diversity of actions, from micro to macro level, including product development, marketing, planning, policy and investment. It goes well beyond community tourism.
-) A driving force for PPT is useful, but other stakeholders, with broader mandates, are critical. PPT can be incorporated into tourism development strategies of government or business (with or without explicit).

2.3.4 Concept of Tourism in Nepal

In the decade of 1950s, Nepal adopt democratic rule for the tourist industry. Tenzing Norge Sherpa and Sir Edmund Hillary climbed the highest mountain (Mt Everest). In this decade, Nepal develop the tourism promote though varies activities. There are seven different cultural sites from Nepal, which are included in the world heritage list of UNESCO 1979. These are Bhaktapur, Patan and Hanuman Dhoka, Darbar squares, Swyambunath, Baudhanath, Pasupatinath and Changunarayan. Recently, the Lumbini also has been included in the world heritage list. More than 1250 heritage sites have been identified and documented from 72 districts outsides Kathmandu valley. Most of these heritage sites are located in the rural areas; this can be the core attraction for the tourists visiting those areas. Similarly, the different protected 12 areas are also gradually listed and going to be included in the list of world heritage sites. Pilgrimages are also famous in Nepal where different shrines, temples and monuments are concentrated like Gosaikunda, Tatopani and Muktinath etc. Nepal is attracting and keeps interest to adventure mountain places in order to see outstanding

scenery, altitude, topography, climate, vegetation and life zones of the Himalayan region.

The seventh five-year plan of Nepal brought a new approach in tourism. This included furnishing information to the mountaineers with a good communication system, daily weather reports of the mountains and emphasized on increasing public awareness on the mountain tourism and environmental sustainability. The implementation of the seventh five-year plan put emphasis on the native style accommodation services to the tourists and new sites were opened for tourism, one of them was popular Annapurna Century.

The resort area development program, under the 7th five-year plan, also included Hile of Dhankuta and Shreenagar of Palpa at tourism sites. At the same time some basic survey programs had also been launched in Rara Lake, Tikapur, Chisapani of Kailali, Shree Antudanda of Ilam, Dhorpatan of Baglung and Kulekhani of Makawanpur etc. Then, many tourists know about Nepal as natural beauty.

2.3.5 Tourism Perspectives

In the world, 'travel' is old as mankind and by nature human beings are found of traveling. Human travel has started since nomadic times when they traveled and migrated for food and shelter due to natural compulsions (Tewari, 1994:1)

The true consciousness and the anxieties of human nature encouraged traveling for the new findings. Thus "the origin of tourist industry can be traced to the earliest period of human habitation on the glob. Of course, there exists a difference between modern traveling and traveling during the early period. But with the advent of civilization and change in the human outlook, the meaning of traveling has been shifted from the necessity to the desire of taking marvelous adventures" (Rangit, 1976:17).

Prior to the advent of the industrial revolution, travel was primarily related to the trade, the desire for military conquest or the performance of group rites. It was principally the traders, in the early historical period, who blazed the trail by establishing national trade routes and communications, which later extended throughout the region and finally to other continents. Thus, it was trade that first motivated travel in the real sense (Tewari, 1994:1). Later, the advent of modern means of the transport and communication has uplifted tourism by facilitating and encouraging traveling. This developed from of traveling in modern terminology is known as 'tourism' today. National committee on tourism, India defined it as, "the

new phenomenon of traveling in per suit of leisure, culture and the quest for knowledge about alien lands connotes the concept of tourism. The growth of tourism is closely related to the ease and speed of travel, economic growth and political development”

Tourism grew gradually over the years as easier and faster means of travel became available. Mass tourism started in Europe only in late 19th century but today it is a worldwide reality. “Today tourism revolution is sweeping the glob, a revolution promising much and delivering a great deal. It has emerged as the most lucrative business of the world, having tremendous potentiality for earning foreign exchange, yielding tax revenue, promoting growth of ancillary industrially backward region though it's various linkage effects. In concise form we can say that travel is rooted in the ancient pass but tourism is a recent phenomenon of modern origin (Tewari, 1994:14)

Tourism has been defined in different was by various authors and concerned organizations and, at, there is on universally accepted definition of tourism. Herma Von Schullart (1910), the Austrian economist gave the first definition of the tourism. He defined tourism as the “some total of operations, mainly of economics, nature which directly related to the entry, stay and movement of foreigners inside and outside a certain city or region.

the most widely used and popular definition of tourism is one prepared by the United Nations conference on international union of official travel organizations (IUOTO) in 1908. Again, in 1993 the United Nations statistical commission adopted Rome definition if tourism in revised from prepared by World Tourism Organizations (WTO) as follow up to the OTTAWA international conference on tourism statistics, jointly organized by WTO has developed a schematic break down of all travelers. A travelers is defined as “any person on trio between two more countries or two or more localities within is/or country of usual residence” (WTO, framework for the collection and publication of tourism statistics, Madrid).

WTO has defined ‘Tourist’ in precise term as “any person who travels to a country to other than that in which he/she has his/her usual environment for a period of at least one night but not more than one year and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited. This term includes people traveling fir leisure, recreation and holidays; visiting friends and

relatives; business and professional; health treatment; religion/pilgrimages and other purpose”. Thus, tourism comprises “the activities of person traveling to and staying in place outside their usual environment for not more than one consecutive year for leisure, business and other purpose” (WTO, 1993)

According to Webster's new international dictionary, 1975, Tourism is “traveling for recreation” similarly the term tourism was defined as the sum total of operation, mainly of economy, nature which directly related to the entry, stay and movement of foreigners inside and outside a certain country, city or region. The function of tourism is to import currency from foreign resources into country. Its impact is what tourist expenditure can do for the hotelkeepers.

Thomas Cook, developed the first concept of modern tourism, father of travel 1841 started tourism while, as the first steamship was invented 1830 (Cook, Cormack, Morrell, & Smith, 1998). He is respected as the father of modern tourism the industrial revolution and mechanism increased the wealth and surplus time and developed the attitude of outgoing because of which such tourism became organized and established institution.

According to the Swiss professor Huziker and Crafts “tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers, provided the stay does not imply the establishment of permanent residence and is not connected with a remunerated activity” (Bhatia, 1982)

2.3.6 Global Perspectives

Tourism as emerged as an industry which, according to the WTO, in 1991 generated approximately 74 million jobs in its direct and services oriented industries, such as airlines, hotels, travel services and publications (Cook, Cormack, Morrell, & Smith, 1998)

The World Trade Organization predicts that international tourism by the years 2000 and 2010 will involve 702 million and 1108 million visitors respectively. This tourism will have significant economic and environmental implications worldwide (Niroula, 2005).

Madrid (1999) international tourist arrival grew by a solid 2.4 percent worldwide in 1998, despite fallout from Asia's economic crises, which depressed travel throughout the Pacific Rim countries.

According to preliminary results released by the World Tourism Organization 625 million tourists visited foreign countries in 1998. Receipts from international tourism, excluding airfares, climbed two percent to US\$ 444.7 billion (WTO, 1993).

Arrivals to South Asia grew by 5 percent—twice the world average—to reach 5 million tourists, while receipts climbed 2.8 percent to US\$ 4.4 billion. India, which accounts for nearly half the regional total, managed to maintain a growth rate of one percent in arrivals by attracting increasing numbers of European tourists. Iran achieved significant tourism growth of 21 percent in terms of arrivals and 22 percent in earnings, although starting from a very low base. Sri Lanka also showed good tourism growth with an increase of just over 4 percent in arrivals and a jump of nearly 10 percent in tourism receipts. The Maldives has become an increasingly important destination in the South Asia Region with a strong increase in tourism of 10 percent last year. (Source: http://www.cybrary.com.sg/pages/e_learningtmo2.htm)

Nearly twenty years ago the American futurologist Herman Kahn, (1976) predicted that by the end of the century tourism would be one of the largest international industries in the world; it appears that he was correct. Already the international tourism and travel industry is 4 times as large as the international arms trade and twice as large as the trade in petroleum products. By 1990 tourism expenditure in the United States, including both domestic and overseas, was nearly twice as large as expenditure in all forms of education and was only surpassed by the health and medical service (Shrestha, 1993).

Rob Davidson and Robert Maitland (1997) have mentioned that ‘from its early origins as an indulgence restricted to the rich and leisured classes, tourism has grown to become an inseparable part of modern life and an integral part of modern life and an integral part of social, cultural and economic activity in Western Europe, as in other parts of the developed and developing world. The European Union 1995 Green Paper on tourism remarked that: ‘More than a matter of habit or a heterogeneous set of economic activities, tourism has become, within less than a century, a determining factor in the life of millions of people, tourism changes with the improvement in living standards and result of it.’ (Commission of the European Communities, 1995)

2.3.7 Nepalese Scenario

Nepal's economy is generating US\$ 170 million annually and attracting just fewer than half a million foreign visitors – 463646 in 2000 (MOCTCA, 2001). Tourism provides direct and indirect employment for over 300,000 people is Nepal's major earner of foreign exchange dollars and represents 15% of total export earning (Nepal Tourism Board, 2007). In this scenario, there is no doubt that expansion of tourism to villages will contribute more to the economic development for the country like Nepal. Tourism plays an indeterminate role in Nepal's economy. It has become a pillar for economic development in recent years. According to a study of World Tourism Organization, one incoming tourist in a particular country provides direct and indirect employment to nine persons. The tourism sector accounts 19 percent of foreign currency earnings. On top on this, the sector pays for more than 33% of total revenue to the government.

Economic survey (2003/2004) has evaluate overall present situation of tourism in following manner.

-) The number of tourists visiting Nepal, from mid-December 2001 to mid December 2002 declined by 23.7 percent. The number of tourists visiting Nepal from mid December 2002 to mid-December 2003, however increased by 21.5 percent. Average duration of stay per tourist has also increased from 7.92 to 9.5 days during review period.
-) In terms of purpose of visit, most tourists came for recreation, trekking and mountaineering. In period of mid December 2002 and mid December 2003, 40.0 percent of the tourist arrival was for recreation, 21.5 percent trekking and mountaineering, 6.2 percent for miscellaneous purpose
-) In terms of origin, it is estimated that 31.0 percent came from Western Europe, 7.7 percent from North America, 3.1 percent from Australia and the Pacific, 1.9 percent from Eastern Europe, 1.0 percent from Central and South America, and 0.4 percent from Africa during the period between mid December 2002 and mid-December 2003. Tourist from Asia shared 54.0 percent including 24.0 percent from India alone.
-) There are a total of 108 Star category hotels in the Capital, 4 of them added during mid-December, 2002 through mid-December 2003, Non-star hotels totaled 858 including 19 added during this period. Number of beds in the Star-level hotels increased by 2.4 percent and by 1.5 percent in non-star hotels. The

total numbers of beds in the star and non-star level hotels has reached 10,535 beds and 27,735 beds respectively. There was 2.4 percent increase in the number of hotels and the number of beds increased by 1.7 percent during the review period.

- J) Analysis of mountaineering expedition and the mountaineers arriving between mid-January to mid-June 2003 (FY2002/03) and mid-July to mid December 2003 (FY2003/04) revealed declines in all parameters like number of mountaineering expeditions, seasonal employment, receipt of royalty, and the expenditure of the mountaineers. Nonetheless, the seasonal employment during the period of mid-January to mid-January to mid-July of FY2002/03 increased compared to mid December 2002. During mid January mid-December 2003, number of group tourism increase to 152 from 134 of such period of the previous year. Number of mountaineers during this period increased form 913 to 1080 and employment from 9928 to 14838. Royalties from these expeditions went up from Rs. 128.19 Million to Rs. 181.36 million. Amount for money spent by the mountaineers during this period also increased form Rs 600 million to Rs 630 million.
- J) Nepal Academy for Tourism and Hotel Management (NATHM) are engaged in production of skilled manpower needed for tourism promotion. Academy conducts training in tourism business operation to encourage rural people to ingest in such a ventures for the promotion of rural tourism. NATHAM is also producing skilled manpower required by the urban-based tourism industry. Accordingly, 787 persons were trained in FY 2002/2003. A total of 1,134 persons have already received training from this academy in the first eight months of FY 2003/2004

2.3.8 Village Tourism in Nepal

In fact rural tourism is not a totally new concept. The rural tourism of the 1970s, 80s, 90, and 2000, is however different in several ways, while on pondering over rurality, it has been argued that the concept is connected with low population densities and open space, and with small scale settlements, generally of less than 10,000 inhabitants, where farming, forestry and natural areas dominate land use.

A rural tourism product is anything that can be offered to a tourist for attention, acquisition or consumption; it includes physical objects, services, personalities, place and ideas too (Niroula, 2005).

Dr. Surendra Bhakta Pradhananga who is recognized as ‘Father of village Tourism’ and Discoverer of Scientific Tourism has defined village tourism as ‘Village tourism is a grass root level of tourism designated t its own Nepali village style, mobilized by Nepali people themselves; their skill and resources displayed as village life style and environment, involved by groups of village tourists, assigned by Nepali adult authorities positively within its balance of social and environmental function and strengthened the village and village economy” and he further defined that village tourism is a planned industry. Its dimensions are very broad. All in an equitable distributive pattern shares benefits; those who live in tourism in which the villagers are not left as creatures but always graded as superior beings of their own circumstances”

According to Nandit Jain, the concept of village-based tourism needs to be focused on the few things as given below:

-) Transits trekking route-scenery, comfortable
-) Reasons of stay: any special functions or specialty
-) New products: which the tourists don’t get it anywhere and
-) Extra demands of tourists

The objective of ‘village tourism’ despite often ambiguous is to attract tourists to natural areas and use to revenues for local conservation and economic development activities. The tourist village family, who pays respect and love to visitors, is a peculiarity to village Tourism.

-) Village tourism leads to dynamism to tourism industry. It concerns with all villages of Nepal. Most importantly, tourism in Nepal has been one of the most important supporting features of Nepalese economy.
-) Tourism affects the village society and socio-economy patterns of the people. Tourists influence food habit, family structure, religion language and psychology of the people.
-) Tourism helps to keep local craft industries alive and saves the traditional weaving and woodcarving. It generated employment and income in several sectors of economy as well as development of infrastructure and a number of

industries. Tourism paves the way to total development of villages through generation of job opportunities and income.

-) Tourism development is not an isolated task. It is interdisciplinary work concerning different sectoral activities.
-) Tourism is a goose that lays golden eggs. The golden eggs are the reward earned from tourism promotion. Village tourism as a phenomenon is concerned with river, sun, environment, rural society and household. It represents conservation, lifestyle, experience adventure and above all the nature and adventure oriented benefit to the local people. The objectives of village tourism include helping tourists to plan a trip, choose a tour and minimize ecological impact. The village tourist should be considered as a responsible traveler. Village tourism guidelines are generally targeted at village tourists who generally would go to natural areas, parks and protected areas. Basically, village tourism plans focused on the target group of tourists intending to participate in programs that provide local benefit.

Starting from Ghandruk followed by Sirubari and Ghalegaun, the wave of rural tourism has gradually begun to spread across the country. Development of natural, cultural and social heritage to promote tourism can be found in almost villages.

About 60 percent of tourists visiting Nepal would like to go to rural areas. If tourist-visiting areas like Kathmandu, Pokhara, Chitwan and Lumbini can be taken to various villages, their stay will be prolonged. But this needs widespread participation by people.

The village with rural culture and lifestyle and delightful natural scenery all around, is moving towards modernity with cemented modern buildings coming up and people gradually adapting to modern lifestyle. With the gradual influx of tourists, there have been big changes in the economic and social status of people of Ghandruk.

(Raman, 2003), 'Sirubari Village' the first model tourism village, was initiated by Nepal Village Resorts (P) Ltd. in 1997. It was the first step towards introducing community based village tourism in Nepal. Through the concept of village tourism, Nepal Village Resorts is trying to give a rare chance to experiencing and learning the indigenous culture and tradition by staying there as one of the members of the community. People here have more employment opportunities now and there is less danger of losing the culture. It is also in the interest of the resort to make the local people and community a direct beneficiary of economic gains out of tourism. That is

why the resort has introduced the concept of community-based village tourism, which entails that every community should get benefits from tourism, which can in turn be used, for the development of the place.

Niroula, Manager of Nepal Village Resorts (P) Ltd. Says people are encouraged to self-development. According to him the arrangement for the handling the tourists is entirely conferred upon the communities. He confirms that 50% of the total cost of package goes for the locals; 20-25% almost gets spent on the transportation and Nepal village Resorts get the remaining. As of the community had a direct collection of Nrs. 2,50,000.00 the largest sum of money even the local VDCs can't offer. According to Niroula over 20,000 tourists have explored Sirubari village until now.

One of the other things that could also be essential in promoting village tourism according to Niroula, is formation of a separate body. He says "Village tourism has the best of system distribution and networking. Nepal Tourism Board should form another body to work towards the development and promotion of village tourism. Once this is done, I think village tourism could become the most saleable tourism component within a decade.

Ghale Gaun is located in the Western Development region of Nepal. A fresh tourism spot, the place is on it's way towards becoming community-based village tourism, after Sirubari and Ghandruk. It boasts of a rich cultural heritage. According to Dwarika Das, an expert in tourism informs that community should realize the importance for domestic tourism. The village should be a model for domestic tourism rather than European-based tourism. He also says that the feeling of becoming a tourist is not there among the Nepalese people. He further says that Nepalese should follow certain norms and ethics of tourism like friendly behavior, and learn to enjoy at ones own comforts and not at the others. He also thinks that entrepreneurs should also support and promote this concept by targeting the domestic tourists as well instead of concentrating only on foreign tourists.

The prospect of developing tourism in village is rally good. However, we still need to spread awareness among the local people about conservation of natural resources and its gain to tourism. In addition, without the development of basic facilities and promotion of domestic tourism, the village will be far from seeing tourism flourish in the region.

2.8 Theoretical Review

Eco tourism respects the host culture and the environment of the host area, the traditional way of life and economy, and the leadership and political patterns. Ecotourism is "responsible travel to natural areas that conserves the environment and sustains the well-being of local people." Sometimes it is defined as a sub-category of sustainable tourism or a segment of the larger nature tourism market. It includes an interpretation/learning experience, is delivered to small groups by small-scale businesses, and stresses local ownership, particularly for rural people.

While nature-based tourism is just travel to natural places, eco-tourism provides local benefits - environmentally, culturally and economically. A nature-based tourist may just go bird watching; an eco-tourist goes bird watching with a local guide, stays in a locally operated eco-lodge and contributes to the local economy.

Sustainable Tourism embraces all segments of the industry with guidelines and criteria that seek to reduce environmental impacts, particularly the use of non-renewable resources, using measurable benchmarks, and to improve tourism's contribution to sustainable development and environmental conservation

Sustainable Ecotourism thus focus on to achieve following major indicators

-) Minimizes environmental impacts using benchmarks
-) Improves contribution to local sustainable development
-) Requires lowest possible consumption of non-renewable resources
-) Sustains the well-being of local people
-) Stresses local ownership
-) Supports efforts to conserve the environment
-) Contributes to biodiversity

Our goal is to enable people to enjoy and learn about the natural, historical and cultural characteristics of unique environments while preserving the integrity of those sites and stimulating the economic development opportunities in local communities.

The general objectives of the study focus on the sustainable eco-tourism development in Bandipur, which covers a broad area of activities, which includes eco-tourism, community based tourism, or village or rural tourism.

SWOT Analysis of Village Tourism in Nepal

Strengths

After signing the Peace agreement and performing of parliamentary elections finally the Federal Democratic Republic of Nepal was declared. Such development of democracy and political stabilization of the country means a very encouraging factor for the further development of tourism which was not the case in the last decade

The political parties in parliament have given their commitment to tourism as the most important sector of Nepalese economy. Consequently the “New Nepal” was awarded also a new tourist brand name and marketing promotion by The Nepal Tourist Board. State budget for touristic sector is growing although the experts in touristic sector still claim to expect more funding by the government.

The demand on Nepal as a touristic destination is still lasting on the global touristic market and a strong market appeal with huge interest is to feel worldwide. The Nepal’s nature by its beauty, diversity and uniqueness at the same time is representing a permanent strong point of touristic sector in the country.

Weaknesses

Despite the huge interest of the global touristic market for the region the neighboring countries represent a strong and direct competition to Nepal and thus the final figure of tourist reaching Nepal is relatively lower as it could be which means a relatively lower results from tourism stagnant demand.

Nepal as known “Low cost destination “is earning less foreign currency as it could by better organized touristic offer and improved infrastructure of the country. There are also other factors that are representing a strong obstacle to the efforts of the touristic experts to raise the image and quality of services which would finally lead into the higher ranking position of the country touristic and thus enable better prices and related higher income.

In addition to the internal obstacles on the way of reaching higher image of tourism in Nepal there are unfortunately also external negative factors where a strong bargaining trend of international operators is identified. This trend is hard to stop again due to existing profile of a low cost destination. The poor country infrastructure and accessibility by air and by land represents a bottleneck for a considerably higher touristic inflow currently and also midterm. Drinking water and hygienic food also represent a big problem for the image of local tourism since they are not yet

accessible on sufficient places

Despite the official support of the politics to the development of tourism the priority of this economic sector is still not widely shown which gives lower results than expected by the local and international experts as well as wider public in the country. Beside the above described weaknesses there is to be mentioned also the unmotivated and divided industry as well as the inadequate software and missing knowledge's on different fields of tourism.

Opportunities

There are signs of recovery due to the stabilizing of political situation which influences on growing environment for tourism). Certain softening of travel advisories is recently present which is mainly in relation with the improvement of the political situation. It is followed by the increasing business inquiries-and bookings.

As a permanent opportunity the Nepal's tourism attractions and their unique and nature based activities are determining the diversity of the local tourism. Products like "Life time experiences embracing nature" as well as culture and adventure are joining into the frame of the country image.

Growing awareness towards Nepal among global audience and emerging markets are based on attracted natural and rural experience. The substantial growth in outbound tourism in neighboring countries like India and China represent a huge potential for the coming years.

The promotion of regional tourism must intensively include local culture e.g. Buddhism, Asian culture, Himalayan trail tec.

Sales on line and internet travel portal represent the quickest and cost effective way of reaching potential customers.

Threats

Despite the improved situation of tourism due to the stable political situation the country is still the victim of the past image which is visible as a travel reluctance for Nepal and through negative and strong travel advisories.

Due to international situation there are some declining figures already from 2002 and due to the very recent energy crisis it is a question if the growth of Nepalese tourism will be as high as expected on basis of favorable domestic factors. If the need to strengthen the National air carrier will be neglected further this can mean an additional trouble on the existing bottleneck of the air accessibility. The lack of

sufficient seats on Indo Nepal sector and the poor long-haul connectivity are joining to the same issue.

Unfortunately there are many further threats such as low market resources which are insufficient to carry out sustained promotion activities, less scope for product diversification due to low investments, still relatively poor market confidence and respectively long haul traffic declination, other accessibility and cost problems due to poor infrastructure.

Additionally and again there must be mentioned threats from the competition on the global market and especially from close competitors like Malaysia, Thailand, Singapore, Srilanka, Maldives where the resource constraints like low budget comparing to competitors, slow development of infrastructure also have an important negative role.

2.9 Tourism policy/plan documents

1. Pro- Poor Tourism Policy and National Strategic Tourism Plan

The Pro-Poor Tourism Policy and the National Strategic plan (2005-2009) were prepared and handed over to the Ministry of Culture, Tourism and Civil Aviation (MoCTCA) on April 30, 2004. The Pro-Poor Tourism Policy document will support planning and implementation of pro poor tourism activities in Nepal, whereas Tourism Strategic Plan will guide policy makers and the tourism industry of Nepal to consolidate the strengths, increase quality visibility and focus on primary markets. The documents were prepared by TRPAP, over an extensive period of one year, with help from the international pro-poor tourism expert and in consultations with the tourism industry, Tourism Ministry, NTB and tourism stakeholders through a series of workshops and meetings.

2. Sustainable Tourism Development: The Policy and Regulations

TRPAP has prepared a regulatory framework to meet the recent challenges and opportunities of the tourism sector by identifying and filling out policy gaps, acts and regulation and thus giving a policy feedback to Government of Nepal. The Framework has visited the entire Tourism Policy of 1995 and reviewed areas as deemed necessary, for example fixation of wages, insurance policies, hotel, lodge, restaurants and bar regulations, to name few.

3. 15 Years Tourism Marketing Strategy

15-year Tourism Marketing Strategic Plan (2005-2020), was prepared and handed over to the Ministry of Culture, Tourism and Civil Aviation (MoCTCA) on July 2, 2004. The Strategy prepared by international expert in extensive consultation with the Tourism Ministry, private sector, NTB and related stakeholders chalks out the marketing strategies to be used for the promotion of sustainable tourism development in Nepal over the next 15 years.

4. District Tourism Development and Management Plans Prepared

TRPAP has prepared District Tourism Development and Management Plan (DTDMP) for the programme districts Rasuwa, Taplejung, Dolpa, Solukhumbu, Chitwan and Rupandehi. The 5-year plans guide the development and management of nature and culture based tourism activities and support the overall development of the districts. Similarly, park management and tourism plan for Sagarmatha National Park has also been compiled. These plans have been compiled by TRPAP in consultation with a wide range of tourism and development stakeholders from community, village, and district to central level.

5. STDS/ STDF and STDC/ STVF by Laws 2060 (Guidelines) Prepared

TRPAP has prepared By Laws (Guidelines) for Sustainable Tourism Development Section (STDS)/ Sustainable Tourism Development Fund (STDF) and Sustainable Tourism Development Committee (STDC)/ Sustainable Tourism Village Fund (STVF), on a consultative and participatory approach from experts of micro, meso and macro levels. STDSs and STDCs have been formed according to the Bylaws.

6. Trekking in Nepal

The then His Majesty's Government in 1966 formally declared this smokeless industry to be developed for increasing economic prosperity of the Nepalese people. Nepal, being mountainous country, primarily, it is popular for trekking, mountaineering and sightseeing. Among these, trekking is the best option for tourist. "Trekking means walking in the hills or mountains". Credit goes to Sir Edmond Hillary and Tenjing Norgay. Had they not scaled the summit of Mount Everest, Nepal would not be known to the outside world for trekking destination. Trekking in Nepal provides an opportunity to observe the local culture of the people and enjoy beauty of

nature. We have so many trekking trails of world class. Either it is organized or independent trekking, everybody can enjoy its importance. In the development of trekking, several trekking companies have started their service to provide the trekkers. In 1979 Trekking Agents Association of Nepal was established for the welfare of Trekking Agents and to make reliable support to the trekkers. NATHAM was established in 1972 AD to provide the training for trekking guide to improve the service for the trekkers. As we know that trekkers trek in Nepal for enjoying natural beauty, culture, life style of Nepali people and many more.

The aim of trekking guide training is to increase the employment rate of the local people by increasing skilled manpower to provide the qualitative service to trekkers. No doubt, with the increase in tourism opportunities, the rate of employment can also be increased. With this, poverty can be reduced to a greater extend and increase the life standard of the people.

Trekking Agencies' Association of Nepal (TAAN) was formed and registered with the Kathmandu CDO Office in 1979 by a handful of trekking agents who realized that it was time to assemble and create an umbrella organization. Under which they could work together to meet their common goals and also assist the government by providing suggestions to develop trekking business into a revenue generating industry. Such a body was necessary for many reasons. There was a need for a single organization, which could undertake the major responsibilities. Since the inception of TAAN not only the trekking agencies have been increasing, and so has the TAAN members. TAAN limited its membership only to Nepalese trekking agents at its initial phase. Nevertheless, it opened its associate membership to foreign organizations to broaden the scope of the Association.

TAAN members (417 General Members, 14 Associate Members and 39 general members of TAAN Regional Pokhara Chapter) meet annually to endorse policy guidelines, which govern the Executive Body. It frequently communicates with the concerned bodies of the government to simplify the procedures and solve the problems related with trekking. TAAN has four Sub-Committees, which assist to meet its objectives. It also organizes workshops to make trekking agents aware of the rising pollution in trekking routes and other problems encountered by the trekkers and trekking agents. The executive body, which is elected every two years, has 6 office

bearers, 8 Executive Members, 1 immediate Past President, 1 Chapter Representative and 3 Nominate Executive Member/s.

CHAPTER III

RESEARCH METHODOLOGY

This chapter explains about the preparation and execution of the field work for this study justification of the utilization of instrument in the field together with the description, the way of presentation and the analysis of the received information and data.

3.1 Rationale for the Selection of the Study Area

Lele village of Lalitpur district has been selected as my study site for the completion of my research work. It is situated semi urban area from its headquartering. However, with the growth of tourists flow after 1998 in the nation there has been flow of tourists in this virgin land. Lele is rich in natural beauty, scenic view of mountains, cultural diversity and much more. No doubt, it has high potentiality of tourism but due the scarcity of infrastructural development, this region has not yield what it has to. Until the date, no any research work has been done so far in this region and my study will have a great significance. Further more, this research will be and important basis for future researchers on village tourism in this region. It is estimated that research will have positive influence and provide input for formulating the plans and implementing programs both at national and local level as well.

The selection of the study area is one of the critical issues while undertaking a research work. Considering the common base in site selection Lele village is selected to cover the holistic reflection of the whole area of Lalitpur district as a place of attraction for the village tourism in the field of ecotourism, cultural tourism, rural tourism, agro-tourism and religious tourism.

The researcher is familiar with the ecology. Because of poverty, they are finding hardship to maintain hand to mouth problem. Before this study there are no any studies in this site which shows actual situation of possibilities of village tourism.

3.2 Research Design

The research design is based on descriptive and exploratory. It is descriptive as it is based on detailed investigation and records of the study area.

It is exploratory in the sense that analysis is focused on exploratory as the information derived from the study was focused for analyzing the tourism development activities for the prospects of village tourism in Lalitpur district in Lele village.

3.3 Nature and Source of Data

The data collected are qualitative and quantitative which have been tabulated and explained in the respective paragraph. Both primary and secondary data have been collected for the purpose of study. Therefore:

Primary data are based on survey, observation, questionnaire, interviews, focus group discussions and case study.

Both published and unpublished documents, records, books and relevant materials related to the subject matter have been incorporated as secondary data.

However secondary data will be derived or collected from different authorized sources that are given below.

1. Tribhuvan University Central Library, Kirtipur
2. Newspaper, magazine, Internet search.
3. Nepal Tourism Board
4. CBS

Other sources which facilitated the researcher with useful insights advantage with this study are also considered a prior importance.

3.4 Sampling Procedure

The selected area of the Lele village was the universe of the study. The village tourism is from overall perspective so, samples were randomly selected from above mentioned village. Moreover, due attention was paid for sample size. Eighty households of respondents were selected for the study in simple random basis as Lele is a homogeneous community. The selected households were from all of the 9 wards of Lele VDC. Focus group discussion was held with 20 entrepreneurs of small hotels and one resort center. Ten key respondents were selected purposively to collect relevant information for the study.

3.5 Techniques and Tools of Data Collection

For the collection of primary data, the following techniques were adopted.

3.5.1 Household Survey

Household survey was conducted and interview has been taken. A structured questionnaire was designed for research interview. Both open and closed ended

questions were included in the research interview questionnaire. Closed ended questions gave the quantitative information. The open ended questions provided in depth information about objectives of the study. This is both due to the little spare of time people have and because if it is too long it is hard for both the interviewing team and for the respondent to concentrate.

3.5.2 Observation

At the time of collecting information emphasis was given to “Participant observation” method. The researcher was involved in close observation on the activities of the study site. The observation technique has been used for observing village tourism possibilities.

3.6.3 Interview

Semi-structures, structures and key informant interview was conducted whenever necessary depending upon the situation. Interview was conducted to get information about the village tourism and its possibilities.

3.5.4 Key Informants Interview

Some knowledgeable persons such as hotel entrepreneurship, resorts people, elderly persons, their thinking about this, and its possibilities of village tourism, community based representative, teachers and local leaders were selected as key informants to carryout research.

3.6 Reliability

To ensure the reliability of the research tools, the researcher has visited the study site and due attention was given to sample size.

3.7 Data Analysis and Presentation

The collected data were edited, coded, classified and tabulated for data organization. The quantitative data have been presented in tabular form and suitable statistical tools like percentage, ratio, etc has been adopted for data analysis. The quantitative data have been interpreted and analyzed in descriptive way based on their numerical characteristics.

CHAPTER IV

INTRODUCTION OF LELE VILLAGE

4.1 Lalitpur District at a Glance

Lalitpur district is situated at the southeast of Kathmandu, west of Bhaktapur and north of Makwanpur district. It comprises numbers of VDCs and a sub-metropolitan city, Lalitpur. It is filled with diversified castes and ethnic groups. In some of its parts, inside the valley, there is majority of Newars while outside, Brahmin and Chhetris are in majority.

Patan Durbar Square Area is situated in the Lalitpur sub-metropolitan city, is also famous with the name of Patan city. Being a Newari city it has its Newari name-YALA. The ancient city of Patan is situated on the southern bank of the river Bagmati and is about five km southeast of Kathmandu. The city is full of Hindu temples and Buddhist monuments with bronze gateways, guardian deities and wonderful carvings. Noted for its craftsmen and metalworkers, it is known as the city of artists.

The city was once independent kingdom ruled by Malla King and the Durbar Square Area was the palace of the Malla king then. Since the establishment of Patan as independent kingdom and after construction of palace of the king, the area began to be known as Durbar Square Area. The sub-metropolitan city is prevailed in 16.4 square km, providing residence to 1,75,000 people of different ethnic and caste groups but with ample majority of Newars.

The study area is situated in the southern part of districts. It is one village out of the 41 VDCs of this district. About 5000 people are living here and it is only 15 km far from the ring road.

4.2 Lele Village at glance

Lele Village lies south of Lalitpur valley. This village is 15 km away from Patan. Lele village with its sloppy arrangement rests at the junction of the Nallu and Dhunge River. Lele is 1590m up from sea level. This village is oval in shape which is astonishingly beautiful and land is cultivated here. This village is also gateway of Mahabharat range. Total house hold of Lele is 724 and total population is 14601. Among them Female population are 7253 and male population are 7348. Nature lovers and bird watchers can spend days exploring and discovering some exceptional species of wild life, tradition un-touched by modernity. That's why Lele Village is known as nature and culture discovery village. This 'off the beaten location' has

endless trails leading to some ethnic tribes offering excellent short hikes and mountain biking on easy trails. Many of the sacred and ancient temples such as Tuleswor, Saraswoti temple, Tikabhairab, Nag Kunda, Manakamana Temples are located in this region and still needs to be discovered and unveil its mysterious past.

There are a number of excellent short and long hikes from a day to 3 days within Lele Village and its surrounding gives you ample opportunity and time to explore this quaint natural heaven.

4.3 Educational Distribution of Population of Lele

Tourism has provided and enhanced educational opportunities in particular areas. Access to education is a basic right of all human beings. When, we talk about education status of Lele, its satisfactory comparing with other villages of Nepal.

Table 4.1: Percentage Distribution of Literacy

S.N.	Literacy Status	Male		Female	
		numbers	Per cent	Numbers	Per cent
1	can read and write	1372	55.74	1399	80.68
2	Can't read and write	1089	54.26	334	20.32

Source: CBS, 2011

The table two indicates that there are more literate people (80.68) in Lele than illiterate people. Illiterate male are high (54.26%) than the females (20.32%), this indicates that there is female domination in literacy. It also shows that female are more educated in the comparison to male.

4.4 Demographic Characteristics of Lele

The total numbers of people that they stay in any certain territorial is place indicates demographic characteristics of that place. While looking the situation of this village following data shows the information about it.

From the below population distribution table we find out that Lele VDC has more females than males in numbers in each ward and the whole VDC itself and the total number of households is 1822.

The total population of the Lele VDC is 8411 comprising total male population percentage to be 47.93 and female 52.07 respectively

Here is the ward wise population and household distribution:

Table 4.2: Ward Wise Population and Household Distribution

Ward	Households	Total Population	Population		Per Cent	
			Male	Female	Male	Female
1	280	1,170	548	622	46.83	53.17
2	179	784	385	399	49.10	50.9
3	169	784	375	409	47.83	52.17
4	168	812	371	441	45.68	54.32
5	103	459	201	258	43.79	56.21
6	170	855	407	448	47.60	52.4
7	297	1,429	707	722	49.47	50.53
8	267	1,296	639	657	49.30	50.7
9	189	822	399	423	48.54	51.46
Total	1822	8411	4032	4379	47.93	52.07

Source: CBS, 2011

4.5 Religious Status of Lele village

Religion is one of the important social institutions that shape the everyday life and influence daily experiences. Religion is an influential social institution that plays a power role in the construction of in every society. Religion is an important social construction that determines and to great extent, legitimizes power relations identities and meaning that affect the role and status of men and women in society. Apart from that the highest number of Hindu are there in our country. The CBS 2008 shows following data about religious people in Lele village.

Table 4.3: Percentage Distribution by Religious Status

S.N	Religion	Number	Per cent
1	Hindu	1867	59.51
2	Buddha	1270	40.48
	Total	3137	100

Source: CBS, 2008

From the above data we know that Nepal is a Hindu country so majority of the people follow Hindu religion. So in Lele also majority of people follow Hindu as their main religion where there is Buddhist is second religion and no other religion is identified till now.

4.6 Population Distribution by Caste, Ethnicity and Sex of Lele

Caste is the extreme form of social class. Here's a table of data by CBS in 2008.

Table 4.4: Per Cent Distribution by Caste/Ethnicity and Sex

S.N.	Castes	Total	Male	Female
1	All Caste	8411	4032	4379
2	Chhetri	3481	1654	1827
3	Brahmin	366	170	196
4	Magar	69	39	30
5	Tamang	1574	761	813
6	Newar	1559	750	809
7	Kami	168	72	96
8	Rai	14	7	7
9	Damai/Dholi	141	63	78
10	Sarki	54	19	35
11	Chamar/Harijan./Ram	14	7	7
12	Sanyasi/Dashnami	14	8	6
13	Gharti/Bhujel	12	6	6
14	Pahari	834	413	421
15	Others	66	35	31
16	Dalit Others	45	28	17

Source: CBS, 2014

Here mobility is up and down the status ladder, occupations, life changes, individuals rank and positions are ascribed on the basis of birth into particular caste group or ethnicity also influence the gender roles and status of men and women. Generally in high caste group women are in low status than men and ethnic groups women are better condition than women of high caste of caste groups.

From the above table we know that Chhetris are the majority caste in Lele, while Tamang is the second and Newars as the third position is occupied by others who

belong to Magar, Sherpa, Sanyasi, Newar, Kami, Damai, Unidentified and others respectively.

CHAPTER V

ANALYSIS AND INTERPATION OF DATA

The data collected were edited, classified and tabulated in a presentable form. This chapter as a whole has been organized as:

- 5.1 General Background of the Respondents
- 5.2 Socio-Economic Status of Tourism Practitioners
- 2.3 Problems and Potentialities of Tourism

In this study descriptive as well as analytically method was used to analyze the data and information. The simple statistically tools and computer were also used. Necessary map and diagram were used when ever appropriate in the presentation.

5.1 General Background of the Respondents

5.1.1 Knowledge of Tourism

To find out local's perception towards knowledge of tourism, 80 respondents were interviewed and their perception was different. According to them 37.5 percent were travel from one place to another, 50 percent has very sound knowledge of tourism activities they are like as a tourist activities, 12.5 percent has travel one place to another place for job perspective, no people stay permanently and all people have seems full knowledge of tourism. It has categories in the following way.

Table 5.1.1: Percentage Distribution by Knowledge of Tourism

S.N.	Knowledge of Toursim	Number	Per Cent
1	Travel from one place to another	30	37.5
2	Tourist activities	40	50
3	Travel for job from one place to another	10	12.5
4	Residence permanently one place to another		0
5	Do not know		0
	Total	80	100

Source: Field Survey, 2015

5.1.2 Caste and Ethnicity

Degree of severe poverty, illiteracy and in access to decision-making level is highly attributes by the groups who are never been represented in true sense of Nation- State. Therefore, casts and ethnic variation by groups become one of the important variables to define social illness. There is a clear foreland cropping up of an affluent and a poverty-stricken society on the basis of caste/ ethnic groups. However, groups have their own traditional and value system that is less likely affiliated with the income level. In spite of that poverty and abundance is measuring in terms of income perceived in terms of property and shape according to a society is becoming less traditional and more market dependent. Either called it globalization or modernization it ultimately shapes the society more homogenized. The modern process reluctant to hear the society still constitutes ethnic diversity. Nepal is an exceptional one where dozens of various caste and ethnic groups exist. According to the national census 2001 there are 101 different caste and ethnic groups identified. Inthe case of Lele, the study area found following castes and ethnicity?

Table5.1.2: Percentage Distribution by Caste and Ethnicity

S.N.	Caste and Ethnicity	Number	Per cent
1	Janajati	28	35
2	Chhetri	22	27.5
3	Brahmin	24	30
4	Dalits	6	7.5
	Total	80	100

Source: Field Survey, 2015

According to field survey, 2015 in the above tabulated data, janjati has the highest ethnic groups in Lele village so it has a possibility of village tourism as the Janajatis are very curious in doing this type of tourism business.

5.1.3 Educational Status

Educational status of the respondents has been divided into 7 categories, Illiterate are those who can not read and write, literate are classified as the people who have been able to read and write through informal education system.

Table 5.1.3: Percentage Distribution by Education Status

S.N.	Category	Number	Per Cent
1	Illiterate	0	0
2	Literate	18	22.5
3	1-5 class	0	0
4	6-10 class	0	0
5	SLC	4	5
6	10+2	30	37.5
7	BA & above	18	35
	Total	80	100

Source: Field survey, 2015

None of the respondents that were interviewed are illiterate. 22.5 per cent of the total respondents are literate who can read and write.

The above data shows that many educated people are attracted to the tourism industry either in the capacity of business related to tourism or to the level that people occupy the information and knowledge about tourism.

5.1.4 Expenditure Nature

In Lele, the expenditure nature is different. 10 percent people's expense is below Rs. 18000, and maximum expenditure was 45001 and above of 47.5 percent people.

Table 5.4: Percentage Distribution by Expenditure Nature

S.N.	Amount of Expenditure	Number	Per Cent
1	Below Rs. 18000	8	10
2	Rs. 18001 -Rs. 30000	10	12.5
3	Rs. 30001 -Rs. 45000	18	22.5
4	Rs. 45001 and above	38	47.5
5	Rs. 100000	6	7.5
	Total	80	100

Source: Field Survey, 2015

It shows clearly that if people have the good economic status, they expend upto their satisfactory.

5.1.5 Saving Nature

In Lele VDC, the saving nature of people is diversified. 10 percent of the respondent's saving are below Rs. 15000.

Table 5.5 Percentage Distribution by Saving Nature

S.N.	Category (Saving)	Number	Per cent
1	Below Rs. 15000	8	10
2	Rs. 15001 -Rs. 24000	14	17.5
3	Rs. 24001 -Rs. 36000	16	20
4	Rs. 36001 and above	32	40
5	Rs. No saving	10	12.5
	Total	80	100

Source: Field Survey, 2015

Similarly, saving nature is seen more in the respondents with savings of category Rs. 36,000 and above which is 40 per cent. Respondents who didn't save at all belong to the per cent category of 12.5. It is clearly seen from the table that if people have good economic status and opportunities to earn, they are more likely to be saving more.

5.6 Knowledge of Tourist

To find out local's perception towards knowledge of tourist, 80 respondents were interviewed and their perception was different. According to them 30 percent were traveler, 30 percent were foreigner and 30 percent were both traveler and foreigner and rest 5 percent were others which included dwellers and non-Asian looking. It has been categorized in following way.

Table 5.6: Percentage Distribution by Knowledge of Tourist

S.N.	Knowledge of Types of Tourist	Number	Percentage
1	Traveler	24	30
2	Foreigner	24	30
3	Both Traveler and Foreigner	24	30
4	Others	8	10
	Total	80	100

Source: Field Survey, 2015

5.1.7 Types of Attraction of the Location

Lele is one of the unique places for village tourism. I asked respondents reasons for Lele to have possibilities for village tourism to 80 respondents and 7.5 percent people said it has unique Culture, 32.5 percent people said Scenic Beauty, 35 percent people said Scenic geographical and 17.5 percent said Lele has biological and cultural diversity and rest of the people gave other reasons that included affordable and cheap services and accomodities.

Table 5.1.7: Percentage Distribution by Types of Attraction

S.N.	Types of Attraction	Number	Per Cent
1	Unique Culture	6	7.5
2	Scenic Beauty	26	32.5
3	Scenic Geographical	28	35
4	Biological/Cultural Diversity	14	17.5
5	Other	6	7.5

Source: Field Survey, 2015

5.1.8 Motivating Factors in Entering in Tourism

I interviewed 80 respondents how they became motivated to enter in to tourism among them 35 percent people said by suggestion from relatives, 7.5 percent by demonstrating effect of neighbors, 5 percent by trainings from Nepal Tourism Board, 35 percent by self-motivation and rest by other which included in search of new sector to invest, trial business in Lele Village.

Table 5.1.8: Percentage Distribution by Motivation Factors

S.N.	Motivating Factors	Number	Per Cent
1	Suggestion from Relatives	28	35
2	Demonstrating Effect of Neighbors	6	7.5
3	Nepal Tourism Board Training	4	5
4	Self	28	35
5	Other	14	17.5
	Total	80	100

Source: Field Survey 2015

5.1.9 Tourist Attracting Factors

There are many reasons of tourist attraction of Lele Village. According to focus group from 20 entrepreneurs of tourism occupation, 15 percent people said because of

culture programme, 20 percent said reception and hospitality, 55 percent people said natural beauty and geographical reason is one of the main reasons of tourist attraction.

Table 5.1.9: Percentage Distribution of Tourist Attraction Factors

S.N.	Tourist Attraction Factors	Number	Per cent
1	Culture Programme	3	15
2	Reception & Hospitality	4	20
3	Natural beauty Geography	11	55
4	Typical food	2	10
	Total	20	100

Source: Field Survey, 2015

5.1.10 Nature of Employment

The first and foremost economic impact of tourism is employment. It can employ all category of manpower from skilled to semi-skilled and unskilled as well. Lele has introduced opportunities for women's advancement and empowerment because there is no need of additional preparation for tourist.

They cook food as their daily routine. Tourism has allowed many HH to employee seasonal labor to assist for cooking and cleaning. Not only man even women also seem to be benefited from tourism in a large number. Even luggage carriers also seem to be benefited from visitors.

Table 5.1.10: Percentage Distribution by Nature of Employment

S.N.	Nature of Employment	Number	Per Cent
1	Employment	5	50
2	Semi employment	3	30
3	Alternate Employment	1	10
4	Time pass business	1	10
	Total	10	100

Source: Field survey, 2015

A number of employment opportunities is generated from tourism in Lele. The primary employment generated by tourism in the area is for porters, guides. The secondary jobs generated by tourism include buildings, laborers for constructing houses, shopkeepers.

According to interview with key respondents 50 percent people are employment from tourism business, 30 percent are semi employment, 10 percent are alternate

employment and 10 percent are time pass businesses which are described as following way.

5.2 Socio- Economic Status of Tourism in Lele

When a destination starts to promote tourism activities, social, economic and environment impacts start flourishing there. Similarly, the impacts of tourism on the environment impacts, society and economy of Lele have not been felt yet which is mainly because of low volume of tourists. Development of tourism in Lele has brought overall changes in socio-economic status of villagers. Tourism affects not only the way people's life and work, but also how they think, dress and act. Only socially sound community can manage the development works. Number of impacts of tourism upon local society which were observed during the field survey has been described below.

5.2.1 Social Status

Tourism is not exclusively an economic phenomenon. It also involves social, cultural, and environment aspects. It has non-economic and intangible effects which provide ample to locals. Development of tourism industry in particularly remote area has brought number of changes in the lives of local people. Villagers have got opportunity to learn many things from tourists. Village tourism in Lele touches many aspects of community life. Truly, tourism is important to check people from doing hard work such as agriculture labor, water and fuel wood.

Collection and to provide less time consuming one. This study is focus on social impact of tourism in Lele.

5.2.2 Source of Taking Loan for Tourism Business

To find out the source of investment in tourism business, one major question was kept. "Have you taken Loan from any organization? Most 60 percent people said that they don't have source of income to investment in tourism business so they take loan from mainly four options: Bank, Government Organization, Co-operative, Money Lender and 40 percent tourism business people said that no need because it has also four options: Not needed, Process difficult, Not Available and most people said that Interest is very high. Most of the business of tourism was started are post army people family. It revealed that guestroom owners rely heavily on remittance and pension. This is the period of secured situation of our country, the proportion of tourist flow

has increased largely in Lele also in one side in another due to the global crisis the tourist flow is possibility to decreasing.

5.2.3 Social Status of Tourism in Social Business

To find out the impact of tourism in their social life of locals, the major question was kept 'How has tourism affected your social life?' The following table gives the details:

Table 5.2.3: Percentage Distribution by Status of Tourism in Social Business

S.N.	Status of Tourism in Social Business	Number	Per Cent
1	Increase Social Status	48	60
2	Increase Social Friendship	15	18.75
3	Decrease Social Friendship	0	0
4	No Affect	17	21.25
	Total	80	100

Source: Field Survey, 2015

Out of 80 respondents, 60 percent respondents said increase social status, 21.25 percent respondent said no affect, 18.75 percent respondents said increase social friendship. It means that Tourism business has a very good impact to raise their social status.

5.2.4 Economic Status of Tourism

To find out the impact of tourism in their economic life of locals, the major question was kept 'How have tourism affected your economic life in past 5 years?' The following table gives the details of these questions.

Table 5.2.4: Percentage Distribution by Economic Status in Tourism Business

S.N.	Economic Status in Tourism Business	Number	Per cent
1	Economic growth	30	37.5
2	Decrease Economy	24	30
3	As it is	20	25
4	No affect	6	7.5
5	Others	6	7.5
	Total	80	100

Source: Field Survey, 2015

Out of 80 respondents, 37.5 percent respondents said increase economic growth, 30 percent respondent said decrease economy, 25 percent respondents said as it is and. It means that Tourism business doesn't not have very good impact to raise their

economy growth. All the villagers told that they all are quite satisfied by its popularity although the contribution of tourism in their income is negligible because they are not fully depended on tourism.

5.2.5 People's Involvement in Tourism

Tourism has become a main employment source as well as foreign exchange generator of Nepal. Tourism is a strong factor to change economic condition of people in particular destination. Tourism has changed the local people's economic status within the short period of time. The economic impact of tourism is found particularly in the form of employment and income. Tourism development is pursued at the community level for three main economic reasons. It is a source of income, provides employment and helps to diversify the local economy.

For local people, tourism has provided an unparalleled opportunity to improve standards of living and the quality of life, households are able to buy more food and better clothes, afford repairs to house.

Table 5.2.5: Percentage Distribution by Involvement in Tourism

S.N.	Involvement in Tourism Business	Number	Per cent
1	Involve in tourism	60	75
2	Not involve in tourism	20	25
	Total	80	100

Source: Field Survey, 2015

Out of 80 respondents 75 percent respondents are involved in tourism business and only 25 percent respondents are not involved. It shows that village tourism, if appropriately developed, can create more tourism related business activities.

5.3 Problems Faced in Tourism

People take tourism as the main occupation in Lele, and 75 percent people take it as a source of income but it has also some obstacle for sustaining this business.

Out of 80 respondents, 30 percent respondents said lack of marketing, 17.5 percent citing the conflicting situation as low rate of tourist arrival in Lele, 10 percent respondent said lack of investment and 7.5 percent respondent said lack of awareness of tourism and rest 10 percent said other reasons has difficulty to sustain the tourism business and create problem.

5.3.1 Access to Drinking Water and Toilet Facility

Safe drinking water is an important factor that determines health status of the rural households. Beside health benefits, availability of pipeline water also reduces time to collect water and the burden on women. In Lele there is one resort center and have the facility of taps in their bathroom, kitchen and toilet. And every alternate two or three households has community taps and they get easily water supply.

Toilet, drainage and garbage disposal are a regular part of daily life. The environment can not be cleaned unless they are managed properly and systematically.

Today, nobody likes living in dirty and polluted environment. Basically, tourists like seeing a pollution free society with fresh and cool water and air. In Lele it was found that every one is conscious about the environment. Garbage produced at the time of welcoming and fare welling of the visitors has been used as fertilizer in their respect fields. Every toilet has a direct water supply. Both the toilet and the bathroom have been connected to a septic tank. The village is totally pollution free.

5.3.2 Infrastructure Development

Infrastructure plays a vital role in prompting tourism. The development of tourism infrastructure in Lele is rapidly increasing in present.

It is necessary to have an infrastructure in a place which could be beneficial for both the locals and the tourist. That includes the building and maintenance of trails, bridges, transportation facilities etc.

5.3.3 SWOT Analysis of Village Tourism at Lele VDC

Following table shows the SWOT analysis of Lele VDC Village tourism. This SWOT analysis is purely for Lele VDC based on my research. It doesn't imply to any other studies as such.

Table 5.3.3: SWOT Analysis of Village Tourism in Lele VDC

This interpretation is entirely limited to Lele VDC for purpose of completion of my thesis paper.

Favorable	Strengths	Threats	Unfavorable
	<ul style="list-style-type: none">) Improved access of roads and transportations, electricity hotel and motels) Abundant cultural and natural resources) Temples and water resources of religious importance (Saraswoti kunda, Manakamana temple, Tileshwor mahadev, etc.)) Terrace farming (seasonal crops)) Eco-Route trails for hiking and trekking) Safer neighborhood in rural areas 	<ul style="list-style-type: none">) Tourist interest to nearby villages) Modern buildings replacing traditional houses) Village tourism itself acts as a threat for local culture.) Disparity between hoteliers and non-hoteliers) Political Instability 	
	Opportunities	Weakness	
	<ul style="list-style-type: none">) Promotion of Local arts, literature, music, religion) Preservation of historical heritage (Manakamana Temple) cultural values (Saraswoti kunda)) Employment opportunity for youngsters (internal tourism)) Economic development through tourism (hotels, lodges, Guide, porters).) Use of locally produced materials) Better chance to enhance cultural tourism and eco-tourism) Park and natural greeneries 	<ul style="list-style-type: none">) Lack of proper waste management system) Absence of local market (tourist influenced)) Cultural change) Loss of traditional knowledge) Lack of tourist guides) Out migration specially of young people 	

CHAPTER VI

SUMMARY, CONCLUSION AND RECOMMENDATION

6.1 Summary

This study deals with socio-economic status of village tourism in Lele. It is one of the model villages in Nepal. It is near by the capital city of Nepal. There is one special resort center which is the place of attraction of tourist that is called Lele village Resort. It is filled by cultural and natural resources. This is inhabited entirely by Tamang and Pahari People. The village is small and compact with neat and clean trails connecting the main stone slate houses. The present study was carried out in Lele village with a view to find out the contribution of tourism in improving locals' life and condition of the village. In the field of visit of Lele, the researcher found exclusively new feelings and experience. The major findings are summarized as follows:

It was reported that, in the beginning Lele was visited by Nepalese people who used to come to see the community forest. Slowly with the hard work of villagers these visit were converted into village tourism. 37.5 percent travelled from one place to another, 50 percent have very sound knowledge of tourism activities, 12.5 percent have travelled one place to another place for job perspective, no people stayed permanently and all people seemed to have full knowledge of Tourism.

Janjatis are the highest ethnic groups in Lele village so it has a possibility of village tourism as they are very curious and experienced in doing this type of business. Lele has the entire necessary infrastructure to develop as a tourist destination, but the trends of visiting Lele and expenditure by the visitors are very nominal and there are no such official records of tourists and their expenditure pattern. This may not be so contributing factor in the economic and social aspect in the life of Lele people in the present situation.

Lele as its potential for tourism development, the local community is seen to be active and aware about the development of this area jointly as tourist destination. To find out local's perception towards knowledge of tourist, 80 respondents were interviewed and their perception was different. According to them 30 percent were traveler, 30 percent were foreigner and 30 percent were both traveler and foreigner and rest 5 percent were others. Lele reflects its prosperity in cultural and heritage monument, which are

related to Village tourism. Hence, there is potential to foster the cultural tourism - forms of village/rural tourism.

75 percent respondents are involved in tourism business and only 25 percent respondents are not involved. It shows that village tourism, if appropriately developed, can create more tourism related business activities. 30 percent respondents said lack of marketing, 17.5 percent citing the conflicting situation, low rate of tourist arrival in Lele, 10 percent respondent said lack of investment and 7.5 percent respondent said lack of awareness of tourism and rest 10 percent said others reason has difficulty to sustain the tourism business and create problem. It was found that every one is conscious about the environment. Garbage produced at the time of welcoming and fare welling of the visitors has been used as fertilizer in their respect fields. Every toilet has a direct water supply. Both the toilet and the bathroom have been connected to a septic tank. The village is totally pollution.

By observing the social condition of the villagers of Lele. It is found that, the literacy rate of guestroom owners is higher than rest of the people. The food and drinks provided to visitors is strictly local with no western items. All activities related with tourism are organized by local people and local institution.

6.2 Conclusion

From the above findings of the study, it is concluded that the development and exclusion of village tourism has made livelihood changes, employment and other opportunities. It can also help in achieving regional balance and poverty alleviation in particular area. It has number of positive impacts. The development of tourism has negative as well as positive impacts upon the community but the locals can minimize the negative and maximize the positive. About Lele, we can say that it has wide and bright prospects of tourism development which shall be actualized to increase the level of income of the locals.

In Lele, a number of improvements on the lives of the villagers have been seen as a result of tourism activities. We found many factors behind the success of Lele which are as follows.

On the basis of analysis of present situation, we can draw an inference that Lele is gifted with all the ingredients which makes it a famous place for tourist attraction. There is enough scope for expending household participation in village tourism as tourist volume is increasing. From an environment perspective, village tourism has

made the community aware of cleanliness and good sanitation: even among those who do not have guest accommodation. Tourism in Lele has changed the economic status and the living standard of people. Local and scientific knowledge is essential for promoting tourism which makes the environment, cultural values and beliefs sustainable presence of well knowledgeable local tour guide could increase the length of tourist stay in the village. To sustain the village tourism in long run, the opportunity and strength of management should be capitalized. In the mean time, the management efforts should be extended towards minimizing the weakness and threats. Finally, it is realized that we need special efforts and attention for the implementation of a village tourism strategy and its plan.

6.3 Recommendations

In order to promote village tourism further in Lele, following recommendations should be taken up:

People participation is central to the success of sustainable village tourism. Local community members should be encouraged and closely involved in the complete cycle of tourism development programs.

The concerning agency should take active part in it. Knowledgeable local tour guides were not found in village. So, training programs about tourist guide, handicraft production along with its documentation should be done because presence of local tour guide, local handicraft would increase the length of the tourists stay in the village. And obviously, the benefit of the tourism could be distributed to the local people.

There is no such official record of tourist visiting Lele and their expenditure pattern so there is necessity of those types of office which can give clearly data concerning tourism.

It seems that, people are not engaged in producing handicraft which is very necessary and important thing. By this income level of locals will rise and here they might become creative. So they should think about developing and marketing their hand skills.

Moreover, infrastructure for the tourism can be developed by providing loan to the local people with minimum interest from government and other associated agencies. Apart from that, tourist information centre should be established in the major places of the route.

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ANNEXES

ANNEX-1

QUESTIONNAIRE FOR RESPONDENTS

Personal Data:

Name:

Age:

Occupation:

Education:

Sex: M / F

Marital Status: Married/Unmarried

Family Member:

Male: Female:

Questionnaire:

1. What is your source of in come?

- a) Tourism
- b) Agriculture
- c) Job
- d) Own Business
- e) Persian
- f) Other (specify)

2. How much do you spend in a year?

- Below Rs.18000
- c) Rs 18,000-30,000
- e) Rs.
- b) Rs.30,000-45,000
- d) Above Rs.45,000

3. How much do you save in a year?

- Below 15000
- c) Rs 15,000-24,000
- e) Rs.
- 24000-3600
- d) Above 36000

4. What do you know by word Tourism?

- a) Travel from one place to another
- b) Activities, which is done by tourist away from his home, spent more than a night.
- c) Travel for their job one place to another
- d) Move from residence to another place fro permanently
- e) Don't know
- f) Other (specify)

5. Do you know about tourist?

- a) Traveller b) Foreigner c) Both d) Others

6. Who did you motivate to enter in tourism?

- a) Relative, b) Neighbor c) Nepal Tourism Board d) Self Motivated
e) Others (Specify)

7. Do you know type of tourists?

- a) Yes b) No

If yes what is their type?

8. Since, How long tourism has been started in this area?

- a) Before 1990 b) Since 1990 c) Since 1995
d) Since 2000.

9. Because of what reason tourism started in this village?

- a) Unique culture.
b) Scenic beauty
c) Scenic beauty Geographical
d) Lovely environment
e) Others (Specify)

10. By which factor tourist are more attracted in this area?

- a) Cultural programme b) Reception and Hospitable
c) Natural beauty of geographical structure d) Typical food e) Others
(Specify):

11. i) How many tourists visit this village in a year?

- Below 50 c) 50-100 e) 100 -150
150-200 d) Above 200

ii) If you any record please mention here

- a) Domestic:

b) International:

12. Are all the Basic needs of tourist available in local market?

a) Yes b) No

c) I don't know.

13. How do you like this tourism Business?

a) Employment b) Semi employment

c) Alternative Employment d) Time pass business

e) Others (Specify)

14. Do you have own Business?

a) Yes b) No

15. How is your business these days?

a) Very good b) Satisfactory

c) Just ok d) Not good

16. (i) Have you taken Loan from any organization?

a) Yes b) No

If Yes,

(ii) Give the name of Organization:

a) Bank b) Government Organization

c) Co-operative d) Money Lender

If no,

(iii) Why?

a) Not needed. b) Process difficult

c) Not Available d) Interest very High

17. How does tourism affect your life?

a) Increase Income b) Decrease income c) Not much affected

d) Increase life style e) other specify

18. How do you find your social status after entering in tourism?

- a) Reputed b) Good c) So so
- d) Criticized e) other (Specify)

19. How does tourism affect in the villagers social life?

- a) Increase social status b) Increase social friendship. c) Decrease Social friendship
- d) No Affect e) Others Specify

20. How does tourism affect in the villagers economic life?

- a) Economic growth b) Decrease Economy c) As it is.
- d) No Affect e) Others Specify

21. (i) Are you involved in tourism industry?

- a) Yes b) No

If Yes,

(ii) What any kind of Problem are you facing in this industry?

- a) Lack of Investment b) Low rate of tourist arrival c) Lack of marketing
- d) Lack of awareness of Tourism e) others (Specify)

If no, (iii) why

- a) Lack of Investment b) Low rate of tourist arrival c) Lack of tourism knowledge
- d) Not interested e) Others (Specify)

22. How do tourists behave with you?

- a) Friendly b) Respected c) Angry
- d) Polite e) Others (Specify)

23. (i) Have you established any industries after development of tourism?

- a) Yes b) No

(ii) If yes, a) Handicraft Business b) Restaurant business c) Hotel business

- d) Machine based business e) Others (specify)

24. Have you invested any share of your income in social work?

- a) Yes b) No

If yes, which sector?

- a) Road construction b) Temple and monastery c) school and
health post construction d) cultural programme e) Others
(specify)

25. Does tourism have erased (negative affected) any norms and value of society?

- a) Cultural destroy b) Religious change c) Increased gap
between poor and rich e) Others (specify)

26. (i) Have you served both Domestic and international tourists ?

- a) yes b) No

(ii) If yes, what is the ratio?

- a) 50 – 50% b) 60 &40% c) 40 & 60% d) 70 &30%
e).....%

27. Is It easy to deal Domestic or international tourists?

- a) International b) Domestic c) Both d) Others (specify)

28. (i) Do you find any special problem to deal with international tourist?

- a) Yes b) No

(ii) If yes,

- a) Cultural barrier b) Religious barrier c) Language barrier

d.) Others (specify)

29. Which of the below infrastructure have been developed after development of tourism?

- a) Drinking water b) School and collages c) Health post
D) Transportation e) others (specify)

30. What are more essential facilities to develop tourism?

- a) Transportation b) government aid c) electricity

- d) Awareness of tourism e) others (specify)

31. (i) Does government help to develop the tourism of this village?

- a) Yes b) no

(ii) If yes,

- A) transportation sector b) communication sector c) marketing of
product d) health sector e) others(specify)

32. Why do domestic tourists visit this village?

- a) Entertainment b) reduced the poverty c) to attain the
conference d) educational tour e) research
f) Others (specify)

33. Why do International tourists visit this village?

- a) Entertainment b) Research c) To learn about the local culture and
area
d) Educational tour e) Business f) Others (specify):

34. How does tourism affect to diverse development of this area?

- a) By providing opportunities of employment and services
b) Development of traditional cottage industries
c) Conservation and promotion of nature and culture
d) Opportunities of local business
e) Opportunities of cash crops
f) Others (specify)

35. What do you think about tourism business of this area in coming future?

- a) Intend to social development
b) Intend to individualism
c) Intend to overall development of society
d) Intend to benefits only limited people of society
e) Others (specify)

36. Would you mind to give any suggestions to develop the tourism of this area in present situation?

- a)
- b)
- c)
- d)

37. In your opinion what are the solutions for existing problems to foster tourism in this area?

- a)
- b)
- c)
- d)

38. In your opinion which factor is more potential to foster tourism in this area?

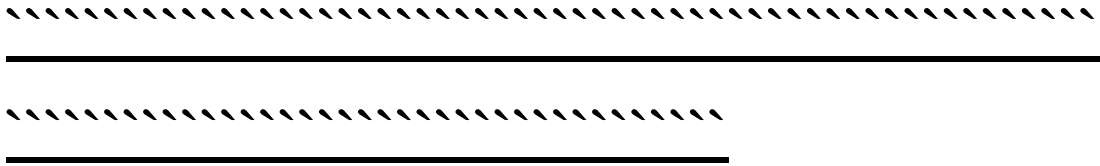
- a)
- b)
- c)
- d)

39. Which sector is more responsible in the development of tourism in this area?

- a) Government NTB C) TRPAP d) local community
- e) Others (specify)

Checklist for Observation of the Study Area

1. Physical situation of the study
2. Involvement of people in tourism sector and activities
3. Essential facilities in the village which support to develop tourism
4. Site topography- hilly, steep or plain
5. Location of any nearby rivers, streams, lakes, other water bodies wet lands, gullies and ghats
6. Location of community services- schools, health care, emergency shelter , churches , recreational spaces, markets and garbage collection and disposal
7. Presence and condition of basic infrastructure (drainage, roads, water sewage system, waste disposal, electricity, telephone)
8. Proximity to areas of local or national significance (e.g. National parks, waterfalls , touristic places of attractions, heritage sites, historical cultural art facts)
9. Location of any unique vegetation, animal/birds dwelling nests, cultural and heritage properties.



ANNEX-III

Interview Guideline for the Hotel/Home Stay Owners

Name of the Hotel:

1.
When the hotel/home stay was established? (20 / /)
2.
How many hotels/home stay were there when you established yours?
.....
3.
What are the peak months and off-season period of tourist visit? Peak months.....toand off – season.....to.....
4.
What is the average number of tourist visiting your hotel? Normally.....per day, Peak season.....per day and off-season.....per day
5.
Generally, how long do the tourists stay in your hotel/Home stay?
 - a.
Few hours(), One night (), Two nights()
 - b.
Three nights (), More than three nights()
6.
How many tourists have visited this area? Domestic (.....), SAARC (.....), Others (.....)
7.
How much a tourist normally spends per night (expect room charge)?
.....
- 8.

Are you satisfied with your income from the hotel? yes() , No ()

9.

Is your business in profit at present? Yes(), No()

10.

How many employees are there in your hotel/home stay? ()

11.

How much do you charge for the room? Rs..... for single bedroom and Rsfor doubles bed room.

12.

What is your plan in upgrading the business?

13.

What is your opinion about the satisfaction of tourists after visiting this place? a.

Fully satisfied (), b. satisfied(), c. Dissatisfied () and d. don't know ()

14.

Have you reported any complaints from tourists after visiting this place and what are they?

What are your suggestions for increasing the number of tourists and increasing benefits from tourism in this area?

Photos Gallery



Site Scene of lele VDC



Manakamana Temple at Lele



A Woman Hand Knitting



Green Land with Agricultural Production Seen in Outskirts of Lele VDC



Tamang Ethnic Cultural Dance