

CHAPTER-1

INTRODUCTION

1.1 Background of the Study

Nepal is a beautiful country with snow clad mountains is cold torrents and green vistas. It is situated in southeastern part of Asia between two giant nations china and India. Geographically, it is divided into three parts namely Terai hill and mountain. It is located between 26° 22' to 30°27' north altitudes and 80 4' to 88 12' east longitudes. It covers an area of 1,47,181 sq km with 885 km east west length and 193 mean width. Its population is 2,64,94,504 (CBS 2011). About 80% of total population is living in rural area and 23.8% people are under poverty line. The per-capita income of Nepalese people is \$770 (NPC, 2015).

Tourism is gaining a growing recognition as an important industry globally. Comparatively, it is less capital intensive but high yielding economic sector. That's why it is more useful and reliable sector for least developing countries like Nepal. Tourism is the important component of international trade in services. It also services as a stimulant the development of basic infrastructure by attracting foreign investment, technology transfer and knowledge. The word tourism is derived from the word 'toor' which means journey from place to place.

Nepal is rich in natural resources such as forests water and bio-diversity. Forest covers approximately 39.6 land of the total area. The number of all season rivers touches handles on number though have not yet been fully exploited in generating electricity and irrigation. Administratively, the country has been divided into five development regions, 14 zones and 75 district likewise there are 191 municipalities that are considered as urban and 3276 village development committees (VDC) which are predominantly rural area.

Nepal as a unique destination for mountaineering trekking, rafting and jungle safari. It possesses 8 out of 14 highest mountains in the world. Out of many places of Nepal, Pokhara is the most important and natural beauty city for tourism for lakeside, Talbarahi temple, Bindabasani Shanty Stupa, Sarankot, Mahendra Cave, David Falls, begnas lake Phewa lake, etc. Pokhara is also important for viewing the Himalaya range like Annapurna, Machhapuchhre etc. it is also known as the city of the lake.

Tourism industry, begin a comparative industry of Nepal, has important role in Nepalese economy. Development of tourism sector has contributed to increase employment and income generation and to improve the balance of payment of the country. It is important not only from the point of view of earning foreign exchange but its also exchanges scope for various industries branches like hotels and types of accommodation, restaurants and other food services, amusement and other texture activities, gift shops and large no. of the enterprise such as fruit production and processing etc. Nepal, where, the possibilities of expanding manufactured effects such as the balance of payment situation and generation of employment opportunities directly and indirectly as well (Bhatai,2002).

Observation of the trend of tourist arrival for the past 10 years until 2012 showed an increasing trend the no. of tourist arrivals between January 2013 and 2014 totaled 1, 97,759. The figure is less by 0.7 percent as compared to the corresponding period (January 2011 to January 2012 of last year). The average length of stay per tourists during the period of January 2012 to January 2013 stood 12.6 days. Though this figure is slightly lower as compared to that of previous year per capita length of tourists stay for the last 10 years has averaged around 12 days (www.google.com).

During the current fiscal year \, various program have been conducted in Nepal for tourism promotion. With the involvement of Nepal tourism board and tourism entrepreneurs, promoting Nepalese tourism has been done bye

participating at a total of 21 tourism exhibition held in India , china, Japan, Singapore, Israel, Malaysia, Belgium, united kingdom Germany, Netherlands, Spain, turkey, Italy together with organization of B2B session (interaction among Nepalese and foreign, tour operators) and sake mission including media brief in India and 7 different cities of Scandinaian countries has been conducted. Promotional program related with Nepal tourism had been organized in India, china, Argentina and brazil in the joint efforts of local Nepalese embassy and public relation representatives of Nepal. Tourism board MOF(2014) (Page no. 171 and 175). For the promotion of tourism industry industry, the ministry of finance allocate a total of Rs 3.92 billion for the development of tourism infrastructure and cultural promotional program for the FY 2014/2015. (MOF, 2015 : 34)

1.2 Statement of the Problem

Nepal is a one of the developing country in the world. Unemployment and poverty are the common feature of most of the least developed countries. In Nepal 23.8% people are under the poverty line (M0F 2014). Due to slow pace of economic growth, backwardness in agriculture, policy Nepal is suffering from unemployment and poverty level.

In Nepal, there are many places and sections which are distinct and carry huge potentials for tourism development. Among them, Pokhara is such a unique and ,most important place where there are many cultural, natural and other attractions which can attract tourists . Today, tourism, being a major and important industry as a source of both national and international exchange, has as active role in economic development of least developed countries like Nepal. Various scholars in the national and international level, have been done various research programs, seminar and studies in the topics of tourism industry.

The present study aims to analyze the problems and prospects of tourism in Pokhara sub-metropolitan municipality Kaski district. There are many problems to develop the tourism industry in Nepal. The tourism industry is a

highly labor intensive service and hence is available source of employment, tourism is seasonal that is there are certain times in a year when tourists prepare to visit. As a result, many tourism jobs are part time and casual. Also, tourism provides low skilled and low paid job opportunity of the people.

Research problems can be presented as follows:

- i. How can we promote employment in Pokhara?
- ii. What are the potentialities of tourism in Pokhara?

1.3 Objectives of the Study

The general objective of the study is to examine the problem and prospect of tourism. The specific objectives are as follows;

- i. To analyze the employment opportunities and income generation in study area.
- ii. To analyze the problems and prospects of tourism in study area.

1.4 Significance of the Study

Nepal is the small country located between two big countries like India and China. It has the second largest water resources from 59 to 8848 km from sea level so, Nepal is facing the problem of industrialization because of topographic region. Tourism industry is comparatively smokeless and less developed country, tourism plays vital role for long term sustainable economic growth.

The present study aims to analyze the problems and prospect of tourism in Pokhara municipality. The salient significance of the study is that Pokhara is very beautiful city of Nepal and best place for tourism industry. Tourism is also seen a effective means to directly and indirectly benefit the local people through local employment and income generation. Another significance of the study is to recommended the effective way of management of the resources of the Pokhara Sub -metropolitan

1.5 Limitations of the Study

This study has been focused on tourism related business to analyze the employment structure on tourism area of Pokhara in a limited time and small sample size. So, the conclusion drawn from this study will more indicative rather conclusion which could not be generalized from the whole. Therefore, the conclusion of this study may not be applicable to all the places of the country.

1.6 Organization of the Study

The study is presented into six chapters.

The first chapter includes general background of the study, statement of the problem, objectives of the study, importance of the study, limitation of the study and organization of the study

A Review of literature in the field of income and consumption expenditure is summarized in the second chapter. This chapter begins with the presentation of review of established theory in this field. Subsequently, the remaining part of the chapter contains the presentation of review of major studies in the are.

The third chapter is research methodology. This contains the research design, nature and source of the data, sampling, sampling procedure tools or methodology of the study area respectively.

The fourth chapter deals with the introduction of the study area. The fifth chapter includes presentation and analysis of data. The six chapter includes summary, major findings and conclusion of the study.

Lastly, references and appendixes are included.

CHAPTER- TWO

REVIEW OF LITERATURE

There are different kinds of literature available on tourism. In this chapter an attempt will be made to provide the theoretical foundation of tourism. Here an attempt has been made to briefly with some theoretical foundation studies , books, reports and findings. Previous studied cannot be ignored because they provide the foundation to the present study. Mainly studies have been made directly or indirectly regarding tourism in Nepal. Almost all studied have stressed the need of it in the sense that it has greater potentialities and prospects to develop in Nepal. In order to make the study more reliable and comprehensive few available articles, bulletins, reports, survey and book on the relevant studies have been reviewed. Because of the growing importance of tourism many writers and scholars have contributed a lot in the field of tourism. Here an attempt has been made briefly with some studies and findings.

2.1 Theoretical Review

2.1.1 Introduction of Tourism

Tourism is a product of three main elements; destination, hosts and the tourists. Tourism is a process which obviously affects various aspects of society and culture. Primarily its impact is of economic nature. The contribution of tourism in gross foreign exchange is 15 to 50 percent and the influence of tourism is also centered in some specific areas only not throughout the whole nation but it does not mean to underestimate the tourism because we know a very little about the multiplier effect of the tourism; we must take account of the foods, vegetable and fruits that the tourists take as well as the employment plus the crafts that the tourists purchase. (Bhusal,S 2013).

Upadhyaya (2005) has explained that there is a positive impact of tourism on economy of Nepal. It is also observed that it is established as one of the important sector of Nepalese economy.

Agrawal and Upadhyay (2006) have attempted to find out the role of the tourism sector in economy of Nepal. This has been attempted with the view to find out activities of the tourism sector in broaden perspective to speed up the process of economic development of this Himalayan country. It has also been found that through the promotion of tourism sector the Nepalese economy can be move faster on the path of globalization. It implies that tourism sector has the potential to link the backward Nepalese economy with the forward economies of the world. On the whole it can be argued that the tourism sector could be considered to play the role of leading sector in the economy. Tourism sector has strong inducement effects on other activities of the country. Besides, the foreign exchange earnings from tourism have been found to be an important determinant of government's development expenditure and regular expenditure

Economics of tourism in Nepal (1981) is one of the studies done by development research and communication group. This study shows that tourism is one of the crucial, potential and fastest growing sectors of the Nepalese economy. The continuous increase in the volume of tourist flow had direct and indirect impacts on the process of Nepal's economic development. Despite enormous potentiality tourism has very late beginning in Nepal. It was not until the 1950's that the country had started witnessing the development of tourism in an organized manner. The study has worked out tourism arrival and tourism expenditure. The total tourists nearly 80-87 percent were found visiting Nepal for pleasure purpose, almost 85-96 percent of the tourists visiting Nepal were found travelling by air. Of them 50 percent came via India, 28 percent via Bangkok and 12.5 percent via Dacca both Indian and non-Indian tourist seasonal bias, with a relatively lower preference for visiting Nepal during rainy season.

Sharma (2006) has extracted that the quotes of the tenth plan (PRSP2002) The tourism sector can be an important instrument of poverty reduction by increasing employment opportunities directly and indirectly in urban as well as rural areas, particularly in the hills and mountain areas along trekking trails and tourism sites. He has asserted that it can be aid-led tourism development where problem of sustainability and indigenous efforts will be overshadowed.

Kunwar (1997) has discussed that the tourism, being an important activity, plays not only on instrumental role in alleviating poverty but also improves socio-economic status of a community. It helps to earn foreign currency and provides a sustainable way of conserving environment and culture through integrated local participation. By all means , it's people industry: it is run by the people for the people at the core be they guests or hosts, and it is their well being and enrichment which should be the primary goal of tourism development.

The decline in tourist arrivals in Nepal was noticed in the past also. As for example, negative annual growth was recorded in 1965, 1981,1984, 1989 and 1993 also. The reason of the fall in tourist arrivals was due to some internal reasons. The tourist arrivals declined by 1.4 percent in 1965, it was due to India-Pakistan clash while in 1981, it was due the people's movement in Nepal. The tourist arrivals in 1984 were also recorded negative (1.5 percent). The decline in tourist arrivals in 1984 was no other reason than assassination of Prime Minister Indira Gandhi in October 1984, which lead to massive cancellation of tonus India and Nepal. Similarly, decline in tourist arrivals in 1989 was noticed by 9.8 percent as compared to the previous year due to the political unrest for restoration of democracy and Transit dispute with India. Likewise, the main reason for decline in tourist arrivals in 1993 was the negative publicity of pollution in Nepal by international media, and economic recession in major tourist generating market in 1992. The devastating flood of 1993 also pulled down to the arrivals in the same year (Nepal Tourism Board 2012).

Chand (2000) has contributed to the overall growth of the economy therefore any measure that tend to be negatively affect the tourism sector will affect the performance of the entire economy of the country. The sector of influence of tourism has explained tremendously and if better plans; more enduring support from the government and if more investment is ploughed into his sector it can area of influences.

Shrestha (1999) he has made a study on tourism industry in Nepal. The study also highlighted tourism industry having greatly prospects in Nepal. Being labor intensive industry, tourism sector has high potentials for generating employment and it is a multi sector industry. The performance of tourism industry from economic also far from satisfactory. The tourism earning did not rise in terms of US dollars because of low per capita tourist expenditure. Nepal considered as one of the lowest per capita per day spending outlet come to be known as a cheap tourist destination.

NTB (2006) explained that Nepal is one of the richest countries in the world in terms of natural beauty due to its geographical position and latitudinal variation with in this spectacular geography area some of the richest culture of Himalayan heritage and it has also invited tourist to meet the lovely people of rural Nepal share a meal with them, stay at their houses and family guests, taste their local drink and see them carry on with life graciously. As well they are expected to receive the heartwarming hospitality, to witness some of the spectacular views of the mountain landscape or heritage sites along the way.

Tourism links unique natural resources it an exciting living cultural heritage and friendly and hospitable people. It provides significant potential to use nature-based tourism as a low cost, eco-friendly alternative to support socio-economic growth and fight poverty (SNV, 2003).

2.1.2 Development of Tourism

Man has been travelling throughout the ages. Travelling is a human character but tourism is a new phenomenon. Since the beginning of human civilization man is travelling. Travel has had a fascination for man. Travel in the past was not undertaken for the purpose of pleasure and it was not taken during the leisure time. At that time the motive of their travel was not to seek holiday from the working situation. It was undertaken as a part of profession or job. So travelling is a human nature whereas tourism is a recent phenomenon (Ghimire, 1997). Before the development of transport, travel was limited to certain people and to certain places. Mechanized transport has made it possible significantly for more number of people to travel to the different places. Transport is the necessary pre-condition of tourism. But the pre-condition of travel is movement and movement asks for transport. Tourist and tourism is so much connected with the development of modern transport.

For the purpose of studying development of tourism it can be divided into three phases:

The First Phase (Up to 1840)

Before the industrial revaluation, travel was primarily related to trade, commerce and pilgrimage. The travelers' during that time were, therefore, traders and merchants looking for merchandise. At that time travel was possible only for the aristocratic class of people. They were small in number, the vast majority of the population hardly traveled beyond their village and the nearest market town. For this majority, the idea of leisure and holiday did not exist. Life was not divided into work and leisure. The traveler requires accommodation at his destination and for his journey. When a journey cannot be completed in a single day it requires overnight accommodation, only wealthy people equipped with all the lodging and traveling equipments. In this stage, most of the people travel commercial interest, religious purpose and seeking knowledge etc.

Second phase (1840-1945 end of Second World War)

The industrial development of the second half of the nineteenth century changed the social system and development urbanization led to mental tension. At the same time it increased the income and the living standard of the people. And these people in the industrial countries felt the urge to travel for the purpose of rest and relaxation. At that time people felt the need of some relief from their work. The increased income helped them to fulfill their desire. Similarly, the introduction and development of railways had a profound effect on transport. It helped cheap, swift and easy travel possible for the new middle and working class, which resulted in the growth of travel, e.g the first rail link between Liverpool and Manchester was started in this century.

The birth of the organized rail travel and the concept of tourism came in the year 1850. The man behind this idea was Thomas cook, who is known as a pioneer and the greatest travel organizer of that time. He booked rail seats, published a tour program and sold the tours at especially reduced fares. He collected as many as 570 passengers. By the process of booking and selling of the railway seats he learned that services is a product ; it can be sold as product and selling of the services can be a business-tourism business. Then after, encouraged by the success of his venture Thomas cook arranged similar ventures by chartering trains. He arranged many more excursion trips on a fully commercial basis and starts to published guidebook, periodical and cooks Excursionist and tourist advertiser. Now, the travelers do not need to carry big amount and worry about them – travel for pleasure. The voucher system supported the basic concept of tourism ‘pay here get there’ and ‘pay now gat later.

The Third Phase (After the Second World War)

By the turn of the twentieth century all the main characteristics of modern tourism were evident. Changes in mental attitude towards pleasure seeking, the realization of the importance of travel for education, increases in material

wealth, a growing need to find relief from working routine, and improvement in passenger transport system- all these factors produced a fertile ground for the development of tourism on a large scale.

After the second world war the standard of living of the working and middle class, rise in the industrial countries. Tourism began to appear in the countries where it had been practically unknown a few years earlier. The war also changed the people especially in Europe. It broke down the international barriers and peaceful internationalism developed. This is the most favorable climate in which tourism flourished. Tourism has taken place primarily in the advanced industrialized countries where travel has become a part of the life style. Thus the twentieth century and onward can be called “The century of mass tourism.”

In the past, tourism was limited –to-limited countries and destinations. Now every country is directly or indirectly involved in tourism. All countries compete with each other to attract tourist.

History of Tourism in Nepal

Travelling is very ancient phenomenon. Travel has existed since the beginning of time when primitive man set out. Often travelling great distance in search of game provided the food and clothing necessary for his survival. Throughout the course of history, people have traveled for purposes of trade, religious conviction, economic gain, war, migration and other equally compelling motivation. Thus, in ancient time, great motivations for travel were political or commercial interest, curiosity to know the custom and the habits of other people and finally religious sentiments.

Systematic tourism in Nepal started from 1966 with the establishment of a few hotels. The industry was further strengthened and established after the formation of tourism master plan in 1972. The master plan gave emphasis of tourism market development, sightseeing, trekking, eco- tourism, recreational

and adventure tourism (Baral 1998). Following this different support services such as accommodation facilities and resort centers in different important tourist sites were also established.

A famous Austrian political economist Herman Von schoolyard "tourism is the total sum total of operators meaning of an economic nature which directly related to the entry, stay and movement of foreigners inside and outside a certain country, city or region".

Swiss Professors Hunziker & Krapf have suggested that the Tourism is the totality of the relationship and phenomenon arising from their travel and stay of strangers provided the stay does not employ the establishment of a permanent residence and is not consulted with are moderated activity".

Burkart & Medlik (1999) "Tourism denotes the temporary and short term movements of the people to destination outside the place where they normally live and work and their activities at those destination".

McIntosh " The some of the phenomena and relationships arising from interaction of tourist business suppliers, host government and host communities in the process of attracting and hosting tourist and other visitors."

Thus, it is clear that temporary movement of people to destination outside their residence and working places is known as tourism. Their activities during the stay would be different from the activities of the residents and spending money that is earned elsewhere. The main motive of participation in tourism is not to seek permanent residence at destination that distinguishes it from migration. The journey and stay of tourist give rise to various demands such as transport, accommodation, safety, medical services, entertainment and other specific services. The destination should be in a position to supply. Therefore the place visited or destination is considered as the supplying sector of tourism services and the visitors denoted the demand sector is tourism".

Natural beauty, local life of indigenous people and the tradition culture have become the most valuable wealth. An American geographer has noted that for meeting one's basic requirements trading of cultural importance becomes necessary and here is no alternative to tourism. In fact this can surely be a thing of benefit as long as the mountains don't become smaller of tourist will keep on growing, judging from the stand point of tourism, the Himalayan region can ensure more advantage. The experts in planning and people have to improve management as well as preserve the opulence of the Himalayas. In many places especially in the delicate environment of the Himalayan region the unrestricted entrance of tourists has become a threat. The mountain treks where nearly about five thousands on foot tourist move become hateful with the useless articles, plastic bags, cans and other waste materials. In Khumbu of the mid mountain region of Nepal, due to trekking on foot the adjoining dense forests have been badly damaged (Baral, 1998).

Growth of travel and tourism sector generates larger income and employment for those who are directly involved. It is also expected that same secondary activities like retailing and small trading activities would spring up in the growth process. The tourism industry acts, as a big Brest to the primary producers, craftsmen, factory the tourists consume workers and landscape architects, who's good during their stay, in country. Tourists generally involve with hotels, carriers, restaurant and travel agencies still a substantial of poor people, particularly in the developing countries like serving tourists also benefits porters, hawkers, rickshaws pullers etc. Indirect benefices are also generated for the local poor like waterman, vegetable vendors and unskilled workers. The multiplier effects of tourist spending create secondary sound of economic activities and sizeable amount of income and employment is generated in the region of country. Most of the benefits through trickle down effects in a number of ways r the prosperity created by the spending of visitors are filtered down through the local economy (Kamal 2002).

Tourism, being an important activity, plays not only an instrumental role in alleviating poverty but also improves socio-economic status of a community. It helps to earn foreign currency and provides a sustainable way of conserving environment and culture through integrated local participation. By all means, it's a people industry: it is run by the people for the people at the core be they guests or hosts, and it is their well being and enrichment which should be the primary goal of tourism development (Kunwar,1997). If the local understanding contribution of tourism at local and national level, they automatically initiate promotional programs in rural areas (Kunwar, 1997).

The influence of external culture or limitations of their values is perhaps the consequences, which can't be checked and brought about by inviting the tourists. The Himalayan region has been bearing the impact of this adverse influence for years. Only a few will say that the open door policy for foreign visitors is completely wrong. Some others also say that it is necessary to take the Himalayan society in the modernity of the twenty first century such as the almost extinct handicrafts and art of Bhaktapur have been revived by tourism. But in the long run some people think that a bad culture will drive away good things. They think that owing to excessive number of tourists, Kathmandu has not remained a dear place as in the past.

It conducted a study about the economic benefits of tourism and its role in further promote of local arts and crafts of Bhaktapur. The study suggested increasing sightseeing excursionists so as to make them stay longer by offering restaurant facilities and cultural attractions (Lamsal, 1997).

2.2 Empirical Review

Shrestha (1999) has made a study in her Ph.D thesis on the topic "Tourism in Nepal" problems and prospects had identified the basic problems of tourism in Nepal. The study also highlighted tourism industry having great prospects in Nepal. The study has observed that average growth rate of tourist arrival in Nepal from 1975 to 1997 is 7.27 percent per annum. She concluded that the

correlation between tourist arrivals and foreign exchange earning in terms of US\$ shows the important of tourists arrivals for the economy. Being, labour – intensive service industry, tourism sector has high potentials for generating employment and it is a multi- sectorel industry. It has also been helping other sector of the economy such as agriculture, handicrafts industry and other allied industries. The performance of tourism industry from economic prospective also far from satisfactory. The tourism earning did not rise in terms of US dollars because of low per capita tourist expenditure. Nepal considered as one of the lowest per capita per day spending outlet came to be known as a cheap tourist destination. However, Mrs. Shrestha has not compared the trend of tourist inflow and foreign exchange earnings as there emerge the insurgency and insecurity.

Bhatai, (2002) has represented an important study in planning models for Tourism development with reference to Nepal, this study has attempted to highlight that traditionally tourism development plans have focused on increasing the number of tourist. It is presented that it results in increasing earning. However, it has not been so, different sites have their own attractions. Due to certain advantages of selected sites, it is a natural tendency to develop these. Thus, Bhatai tires to suggest that it is not necessary that development of tourism in all areas are equally rewarding.

Upadhyaya (2003) has opined that many countries have made various attempts to promote tourism industry as a means of economic progress. The economy of Nepal lacks in terms industrialization, some further alternative is to be found which can induce the process of industrialization to put the path of rapid economic development. To study the scope for global linkage of the Nepalese economy with special reference to tourism. He has suggested that tourism sector has the potential to link the backward Nepalese economy with the forward economics and to induce the other sector of the economy.

Upadhaya (2012) has conducted a study about to access the status of tourism in Ilam Municipality it's linkages the specific objectives of this study are to find out the major tourism related activities in the study area, to find out the present situation of accommodation facilities in the study area, to access The linkage of Ilam Municipality in terms of Tourism and to find out the main tourism problems in Ilam Municipality.

Tourism in some of potential areas can be the leading sector to activate the community level economy. It is a high level production sector in which low investment produces massive gains. Tourism in Nepal found a good soil to grow and it laid its strong root during the last twenty five years. It is the second most important source of foreign exchange for Nepal after agriculture and it will remain central to the economic sustainability and protection of biodiversity. It is found that traveling and tourism is the largest industry in the world in terms of employment.

In National Nepal, the Tenth plan (2002-2007) of GON focused poverty alleviation through tourism which mainly includes the policies and programs for expansion and diversification of tourism of tourism products with integrated and institutional development. The planners and policy makers in Nepal are presently conscious about the relative advantages of developing tourism and emphasize development of rural tourism sector for reducing regional disparities, poverty and unemployment through proper strategy in a dynamic framework.

In case of Ilam Municipality, tourism plays a major role to generate local income creating various opportunities of employment and agricultural diversification. It is found that local as well as national government should revisit the programs, planning's and activities used in this sectors. Local people appeal that must of the benefit of this area has been captured by India. It is because of their higher level of facilities to the visitors.

Joshi (2013) has conducted a study about the present situation of tourism in FWDR, to explore the major problems and prospects of tourism in the FWDR, to identify the major attractions of tourism in the FWDR and to draw specific conclusion and prescribes some of policy recommendation for the development of tourism in FWDR. Far Western Region of Nepal being far from the capital of the country is not getting attention from the very past, have a lot of possibility for the tourism development because of its national park, conservation area, wildlife reserve and ecological, environmental, cultural, religious, social, ethnic diversity which are the rich source for the tourism development. Tourist can be attracted here for sightseeing, trekking, wetlands exploring, village life exploring, home stay, agro tourism, healing tourism, market tourism, adventure tourism etc. Kailali a district with plain terai and chure hills have huge potential of tourism development because of its diversity, lakes, ponds, rivers, greenery, pastures, and breathtaking views, and cultural attractions, historical and religious sites. Kailali have potential for adventure tourism, market tourism, healing tourism, trekking, sightseeing, home stay, cultural tourism, religious tourism, agro tourism etc. Infrastructures and facilities development should be given high priority for the central and local level. Tourism can be a leading industry to bring up the living standard of the people and can contribute for the economic enhancement.

Chettri (2015) has conducted a study are to find out the various socio-economic impacts of Home Stay program and its contribution in the improvement in livelihood of rural society. The study covers only the selected area of Lwang Ghalel. The present study is carried out on the basis of exploratory that attempts to investigate the potentiality of selected tourism destination to attract tourists, the impact of it on the local environment and the living standard of local people. The number of tourists has been gradually increasing. However there is fluctuation in the annual incensement. In visit Nepal year 1998 (503684) and 2011 (735932) tourists arrived in Nepal. The

arrivals of tourists in 2010 (63) and 2011 (156) are fluctuating in Lwang Ghalel. Lwang Ghalel area is one of the popular Home stay destinations in Kaski.

The majority of tourists arriving Lwang Ghalel by purpose of visit are the following: cultural study 35%, ACAP's area and tea garden visit 23%, pleasure 27% and 15% for others in 2010. The majority of foreigners visiting Lwang Ghalel are age group 16-30 years of age 44%, followed 32% percent on 31-45 and 50-60 years group are 24 percent. The 60 percent of total tourists will be found to stay for 1 day, 20 percent will be found to spend 2 days, and during survey period. 12 percent 3 days and 4 and 5 days will be 4 percent respectively. The majority of tourists (48%) spend Nepalese rupees 500-1000, 38 % spend rupees 1000-1500, 12 % spend rupees 1600-2000 and 8% spend 2100-2500 Nepalese rupees. There are 12 Home Stay with 26 rooms and 52 beds. Also other publications, reports and studies performed by various organizations and scholars which are very supportive for the study will be reviewed in details.

Pokharel (2015) conducted a thesis on Potentiality and Challenges of Rural Tourism. The general objective of the study is to explore tourism potentiality and challenges in Lakeside area of Kaski district. This study was carried out mostly on the basis of exploratory research design. The universe of the study was the people of Sarankot VDC of Kaski district, Among 133 households in Sarankot VDC , core area have total 92 households, which includes 83 households of Gurung family, 27 Dalits, other indigenous households 21 and non-indigenous family 2. Of the total households, 14 households having home-stay service, 50 household without having home-stay service, 10 people engaged in different community based organization has been chosen as a sample for the study. Quota sampling will be used for sampling procedure of household having home stay service and household not having home stay service also random sampling will be also applied for doing household survey. It can be concluded that Lakeside area have huge potentiality of rural tourism. This area is easily accessible as because its just one and half hour away from

headquarter Pokhara . Tourist can get the glimpse of Kaski himal from the village. Green community forest can be another reason for visiting this place where tourist can find small religious spot known as 'Kanyathan' with interesting myth behind that place, where organization of old people with their own fund and effort have been making water tap so that passerby can enjoy the cool drinking water. One hour of hiking can take the tourist to top most part of the village from where tourist can enjoy the scenic beauty, like watching different mountain ranges from Kaski himal to Annapurna I, II, and III, beautiful Pokhara valley can be seen, and other beautiful landscape can be enjoyed. Barahpokhari lek another destination can be reached by a day uphill walk from this area.

CHAPTER - THREE

RESEARCH METHODOLOGY

Research methodology was provided work plan and describes the activities necessary for the completion of the study. It is really the heart of the research/thesis or proposal. It is necessary for any research work. It is appropriate to present short account of methodological aspect which has been used for this study.

3.1 Research Design

The research is based on recent historical data as well as primary source information. To conduct the study of both descriptive and analytical research approaches has been adopted .Descriptive approach is utilize for conceptualization, problem, identification conclusion and suggestion of the study whereas analytical approach has been followed for the presentation and analysis of data .Thus the study in analytical as well as exploratory nature. It has been carried out both on the basis of exploratory and descriptive research design.

3.2 Nature and Sources of Data

The data is qualitative as well as quantitative in nature. This study was based on the primary as well as secondary data, but the focus is given to the primary data, which was collected from field survey using structured questionnaire, observation and interaction with different respondent. The secondary data for research was collected from the published, unpublished documents, articles, dissertation, journals, books, economic survey etc. These data were collected from different places such as District Profile and VDC profiles.

3.3 Selection of the Study Area

This study on problems and prospects of tourism development on lakeside was conducted in Kaski district. Kaski is the first choice place for internal as well as external tourists because of its natural beauties. Fewa, Begnas, Rupa and four other lakes have been situated in Kaski, paragliding zip flyers from Lakeside is also another attraction in Kaski. Mahendra Cave, David Falls, Setigadaki are also important areas for tourists. The study site for this research Kaski district has been chosen for two reasons. The first there is an increasing trend of tourists. Second, Kaski district is the first choice for internal and external tourists.

3.4 Sample Size and Population

There are 419 households out of them 50 households are randomly drawn by lottery system and have been interviewed for data collection. The units of information are the households and the type of data collected is cross-sectional data. This study is descriptive and analytical in nature.

3.5 Tools and Techniques of Data Collection

The study will use the following PRA tools to collect primary information

3.5.1 Household Survey

To get the primary data, the structured questionnaire covering all objectives of the study was developed, and then the questionnaire was filled up by the researcher by visiting all selected sampled households.

3.5.2 Key Informant Interview

A checklist was developed for the interview of the household head; the purpose of the interview was to cross-check the information obtained from filled-up questionnaires. Some well-reputed, active and literate respondents of the study area. During field study, informal interactions with a number of people were made. Researcher asked about respondents' empowerment through micro credit

program informally. This technique was also useful to provided essential information about the activities of members. Executives of program, Shareholders of Phatanglung mahila cooperatives, employers, VDC secretary and social workers were taken as key informants for this study. These key informants were interviewed to get more information as per necessary.

3.5.3 Observation

The researcher was visited the study area and observed the problem and prospectus of Lakeside At the time of observation, data were recorded about the area and activities while observing the tourism trend.

3.5.4 Focus Group Discussions (FGDs)

The focus group discussion was held at selected study area. To complete the group discussion the checklist was prepared to collect the information and to get appropriate information on inclusive basis. Research was discuss on various tourism activities of study area.

3.6 Methods of Data Analysis

After the completion of field work, all the information obtained is presented in a well managed table. These data are tabulated manually by using cross tabulation. Data processing is done with help of calculator. Various measures are used to analyze the data to avoid the chance of some mistake and various statistical tools which help to analyze the data are used to reach the proper and reasonable decision.

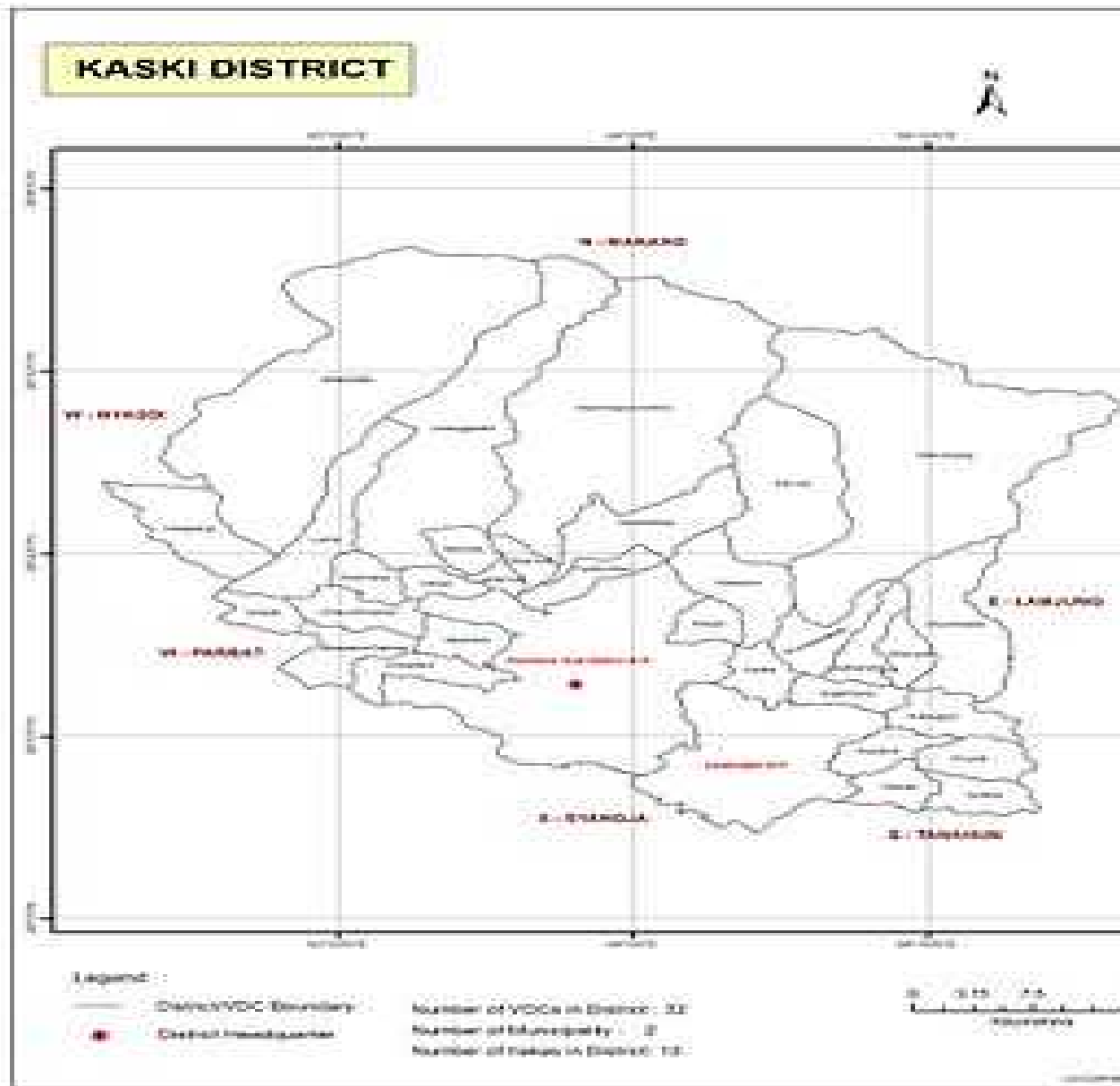
CHAPTER – FOUR

PROFILE OF THE STUDY AREA

4.1 Introduction of the Kaski District

Kaski District a part of Province No. 4, is one of the seventy-five districts of Nepal. The name is disambiguated from Kaskikot, the ancient Kaski Kingdom. The district, with Pokhara as its district headquarters, covers an area of 2,050 square km and had a population of 492,098 according to 2011 Census. This district lies at the centroid point of the country. The altitude of Kaski district ranges from 450 meters the lowest land to 8091 meters the highest point in the Himalaya range. Kaski District politically has 32 VDCs, 2 municipalities, 13 ilakas and 4 electoral sectors.

The district covers parts of the Annapurna mountain range, and the picturesque scene of the mountains can be observed from most parts of the district. It is one of the best tourist destinations of Nepal. The district is full of rivers such as Seti Gandaki, Modi and Madi along with other rivulets. The district headquarters Pokhara lies about 750 m above the sea level and is one of the best tourist destinations in the world. The district is famous for the Himalayan range with about 11 Himalayas with height greater than 7000 m. The famous Peaks include Machhapuchhre (Virgin Peak - 6993m). The Annapurna Range in the northern side is always full of snow. The beautiful scenery of northern mountains, gorge of Seti River, Davis Falls, natural caves, Fewa Lake, Begnas Lake and Rupa Lake are important natural resources of this district with great tourism values. All the governance and development of Kaski District are handled mainly by District Development Committee Kaski (DDC-Kaski, 2015).



Political Map of Kaski District (With Updated VDCs)

4.1.1 History of Kaski District

It is believed that human settlement in Kaski was there from Pre-historic period. It was ruled by Malla Kings in the 12th century and after the downfall of Khas Malla kings, the area was believed to be ruled by Gurungs. And with the influence of unification of great Nepal it was ruled by Shah dynasty bIt was then unified into Greater Nepal during the process of unification led by Shree 5 Prithvi Narayan Shah in 1842 B.S.

4.1.2 Culture of the Kaski District

The district is full of people with multi-language, multi-religion and multiple cultures. Different people have different foods, dresses and norms based on their caste and religion. Many places offer Home Stay for internal as well as international tourists along with performance of local dance according to caste and cultures. According to the census of 2068 Kaski district has people of about 84 castes, 44 languages and 11 religions. The dressing style of people here matches with national dress. The main foods of people here are Dal-Bhat Tarkari, Roti, and Dhindo (These are typical Nepalese foods). The district is the common place of different castes such as Gurung, Brahmin, Chhetri, Newar, Thakali, Kumal and many more. According to the District Sport Committee, Kaski District have one stadium, named Pokhara Rangashala, of about 450 Ropani of area and capacity of 21,000 spectators.

4.1.3 Tourism of the Kaski District

1. **Phewa Lake:** Phewa Lake is one of the most tourism destination of Nepal and the Second big lake of Nepal with the area of 4.43 square km and a perimeter of 18 km The lake is beautiful with the image of Machhapuchhre on it. Boating is fun in Phewa Lake due to the surrounding green forest and the beautiful settlements near it. The Lake also has a beautiful Tal Barahi temple situated at the middle of the lake.

2. **Begnas Lake:** Located at Lekhnath of Kaski district, is the third big lake of Nepal with the area of 3.73 square km. The lake is famous for its pure water compared with other lakes and the amazing view of Annapurna and Machhapuchhre.

3. **Patale Chhango:** waterfalls located at Chorepatan-Pokhara.

4. **Gupteshwar Cave:** Located at Chorepatan-Pokhara, the cave is famous as religious and tourism destination.

5.Mahendra Cave: Located at Bataulechaur, the cave has length of about 125 m. It has different images of Lord Shiva and Lord Ganesh and others that are natural and are the attracting points of this cave.

6.Seti River: Originated from Machhapuchhre Peak, the river is different from others . The river is astounding because of its beautiful gauges with the depth of about 200 feet.

7.Bindhabasini Temple: The temple is one of the most important religious destination of Nepal. Different beautiful Himalayas can be seen from this temple.

8.Sarangkot: The place is famous for view of sun rise, sun set, awesome view of Pokhara city and paragliding. It is located at about 5500 feet.

9.Machhapuchhre: The peak is famous for its fish tail structure and is 6997m in height, the peak is still not open for mountaineers.

10.Annapurna: The beautiful Annapurna Range is easily seen from almost all places of Kaski district and the range lies in the border between Manang and Myagdi District.

11.Panchase Chhetra: The place is known for its natural, cultural and religious importance. This region lies in the border of Kaski, Parbat and Syangja district. It is important and famous for its following features-

- a. It has huge area of about 5500 Hector and with different botanical diversities.

- b. It is called 'Panchadham' as it is the combination of 5 different peaks.

- c. It is the main origination of 5 important rivers Harpan, Rati, Jare, Aandhi, Seti.

- d. Many Himalayas can be seen from this place.

- e. It has lake without any origin of water source and the lake is cleaned by Birds around the lake.

f. This is the place with many 'Sunakhari' - you can find about 113 different types of Sungava.

g. The region is famous for its biodiversity as it has different faunas such as 'Lali Gurans', 'Kharshu', 'Chap', 'Chandan' and many more of about 600 types and also the place for different animals such as Tiger, Bear, Deer.

i. Panoramic view of Sun rise and sun set along with the peaceful environment.

4.1.4 Geography and Climate of the Kaski District

Climate Zone	Elevation Range	% of Area
Upper Tropical	300 to 1,000 meters 1,000 to 3,300 ft.	18.6%
Subtropical	1,000 to 2,000 meters 3,300 to 6,600 ft.	29.4%
Temperate	2,000 to 3,000 meters 6,400 to 9,800 ft.	16.6%
Subalpine	3,000 to 4,000 meters 9,800 to 13,100 ft.	12.1%
Alpine	4,000 to 5,000 meters 13,100 to 16,400 ft.	14.8%
Nival	above 5,000 meters	7.4%
Trans-Himalayan	3,000 to 6,400 meters 9,800 to 21,000 ft.	0.6%

4.1.5 Popular Places

The following 50 pages are in this category, out of 50 totals. This list may not reflect recent changes.

J	Deurali, Kaski	J	Dhikur Pokhari	J	Ghachok
J	Dhampus	J	Dhital, Nepal	J	Ghandruk

J	Hansapur, Kaski	J	Lwangghale	J	Rakhi, Nepal
J	Hemaja	J	Machhapuchchhre, Kaski	J	Ribhan
J	Kahun, Nepal	J	Majhthana	J	Rupakot, Kaski
J	Kalika, Kaski	J	Mala, Nepal	J	Saimarang
J	Kamdi, Kaski	J	Mauja	J	Salyan, Kaski
J	Kasikot	J	Namarjung	J	Sarankot
J	Kristinachnechaur	J	Naudanda	J	Sardikhola
J	Lahachok	J	Nirmalpokhari	J	Shisuwa
J	Lamachaur	J	Parche, Nepal	J	Siddha, Gandaki
J	Lekhnath	J	Pokhara	J	Sildujure
J	Lekhnath city	J	Pumdibhumdi	J	Thumakodada
J	Lumle	J	Puranchaur	J	Thumki
J	SarankotArba Vijaya				
J	Armala				
J	Begnas				
J	Bhachok				
J	Bhadaure Tamagi				
J	Bhalam				
J	Bharat Pokhari				
J	Chapakot, Kaski				
J	Dangsing, Gadaki				

4.2 Introduction of Pokhara Sub-Metropolitan City

Pokhara is a Sub- Metropolitan and second largest city of Nepal after Kathmandu as well as the headquarters of Kaski District, Gandaki Zone and the Western Development Region. It is located 200 km west of the capital Kathmandu. Despite being a comparatively smaller valley than Kathmandu, its geography varies dramatically within just few kilometres from north to south. The altitude varies from 827 m in the southern part to 1740 m in the north. Additionally, the Annapurna Range with three out of the ten highest mountains in the world — Dhaulagiri, Annapurna I and Manaslu — are within approximately 15 – 35 miles as-the-crow-flies distance from the valley.^{[2][3][4]}

Due to its proximity to the Annapurna mountain range, the city is also a base for trekkers undertaking the Annapurna Circuit through the ACAP region^[5] of the Annapurna ranges in the Himalayas. Phewa lake in Pokhara. Boating at Phewa lake is one of the popular activities one does who go for visit. Pokhara is home to many Gurkha soldiers. It is the most expensive city in the country, with a Cost of Living Index of 95.

4.2.1 Geography

Pokhara is in the northwestern corner of the Pokhara Valley, which is a widening of the Seti Gandaki valley that lies in the midland region (*Pahad*) of the Himalayas. In this region the mountains rise very quickly, and within 30 km, the elevation rises from 1,000 m to over 7,500 m. As a result of this sharp rise in altitude the area of Pokhara has one of the highest precipitation rates in the country (3,350 mm/year or 131 inches/year in the valley to 5600 mm/year or 222 inches/year in Lumle). Even within the city there is a noticeable difference in rainfall between the south and the north: The northern part at the foothills of the mountains experiences a proportionally higher amount of precipitation.

The Seti Gandaki is the main river flowing through the city. The Seti Gandaki (White River) and its tributaries have created several gorges and canyons in and around Pokhara that gives intriguingly long sections of terrace features to the city and surrounding areas. These long sections of terraces are interrupted by gorges that are hundreds of meters deep. The Seti gorge runs through Pokhara from north to south and then west to east; at places these gorges are only a few metres wide. In the north and south, the canyons are wider.

In the south, the city borders Phewa Tal (4.4 km²) at an elevation of about 827 m above sea level and Lumle at 1,740 m in the north of the touches the base of the Annapurna mountain range. Pokhara, the city of lakes, is the second largest city of Nepal after Kathmandu. Three 8,000-meter peaks (Dhaulagiri,

Annapurna, Manaslu) can be seen from the city. The Machhapuchhre (*Fishtail*) with an elevation of 6,993 m is the closest to the city.

The porous underground of the Pokhara valley favours the formation of caves and several caves can be found in the city limits. In the south of the city, a tributary of the Seti flowing out of the Phewa Lake disappears at *Patale Chhango* (पाताले छाँगे) , Nepali for Hell's Falls, also called Davis Falls, after someone who supposedly fell in) into an underground gorge, to reappear 500 metres further south. To the southeast of Pokhara is the municipality of Lekhnath, a recently established town in the Pokhara valley, home to Begnas Lake.

4.2.2 Climate

The climate of the city is sub-tropical; however, the elevation keeps temperatures moderate. Summer temperatures average between 25 and 33 °C, in winter around - 2 to 15 °C. Pokhara and nearby areas receive a high amount of precipitation. Lumle, 25 miles from the Pokhara city center, receives the highest amount of rainfall (> 5600 mm/year or 222 inches/year) in the country. Snowfall is not observed in the valley, but surrounding hills experience occasional snowfall in the winter. Summers are humid and mild; most precipitation occurs during the monsoon season (July - September). Winter and spring skies are generally clear and sunny. The highest temperature ever recorded in Pokhara was 38.5 °C (101.3 °F) on the 4th May 2013, while the lowest temperature ever recorded was 0.5 °C (32.9 °F) on the 13th January 2012 .

4.2.3 History

Phewa lake in 1982

Pokhara lies on an important old trading route between China and India. In the 17th century it was part of the Kingdom of Kaski which was one of the

Chaubise Rajya (24 Kingdoms of Nepal, चौबिसे राज्य) ruled by a branch of the Shah Dynasty. Many of the hills around Pokhara still have medieval ruins from this time. In 1786 Prithvi Narayan Shah added Pokhara into his kingdom. It had by then become an important trading place on the routes from Kathmandu to Jumla and from India to Tibet.

Pokhara was envisioned as a commercial center by the King of Kaski in the mid 18th century A.D. when Newars of Bhaktapur migrated to Pokhara, upon being invited by the king, and settled near main business locations such as Bindhyabasini temple, Nalacomukh and Bhairab Tole. Most of the Pokhara, at the time, was largely inhabited by Khas (Brahmin, Chhetri, Thakuri and Dalits), the major communities were located in Parsyang, Malepatan, Pardi and Harichowk areas of modern Pokhara and the Majhi community near the Phewa Lake.^[25] The establishment of a British recruitment camp brought larger Magar and Gurung communities to Pokhara. At present the Khas, Gurung (Tamu) and Magar form the dominant community of Pokhara. There is also a sizeable Newari population in the city. A small Muslim community is located on eastern fringes of Pokhara generally called *Miya Patan*. Batulechaur in the far north of Pokhara is home to the *Gandharvas or Gaaineys* (the tribe of the musicians).

The nearby hill villages around Pokhara are a mixed community of Khas and Gurung. Small Magar communities are also present mostly in the southern outlying hills. Newar community is almost non-existent in the villages of outlying hills outside the Pokhara city limits.

From 1959 to 1962 approximately 300,000 exiles entered Nepal from neighbouring Tibet following its annexation by China. Most of the Tibetan exiles then sought asylum in Dharamshala and other Tibetan exile communities in India. According to UNHCR, since 1989, approximately 2500 Tibetans cross the border into Nepal each year, many of whom arrive in Pokhara typically as a transit to Tibetan exile communities in India. About 50,000 - 60,000 Tibetan exiles reside in Nepal, and approximately 20,000 of the exiled Tibetans live in

one of the 12 consolidated camps, 8 in Kathmandu and 4 in and around Pokhara. The four Tibetan settlements in Pokhara are Jampaling, Paljorling, Tashi Ling, and Tashi Palkhel. These camps have evolved into well-built settlements, each with a gompa (Buddhist monastery), chorten and its particular architecture, and Tibetans have become a visible minority in the city.

Until the end of the 1960s the town was only accessible by foot and it was considered even more a mystical place than Kathmandu. The first road was completed in 1968 (Siddhartha Highway) after which tourism set in and the city grew rapidly. The area along the Phewa lake, called Lake Side, has developed into one of the major tourism hubs of Nepal.

4.2.4 Temples, Gumba and Churches

There are numerous temples and gumbas in and around pokhara valley. Many temples serve as combined places of worship for Hindus and Buddhists. Some of the popular temples and gumbas are:

-) Tal Barahi Temple (located on the island in the middle of Phewa Lake)
-) Bindhyabasini Temple
-) Sitaladevi Temple
-) Mudula Karki Kulayan Mandir
-) Sunpadeli Temple(Kaseri)
-) Bhadrakali Temple
-) Kumari Temple
-) Akalaa Temple
-) Kedareshwar Mahadev Mani Temple
-) Matepani Gumba

-) World peace pagoda
-) Akaladevi Temple
-) Monastery (Hemja)
-) Nepal Christiya Ramghat Church, established in 1952 (2009 BS), in Ramghat area of Pokhara is also the first church in Nepal.

4.2.5 Location

Machhapuchhre (Fishtail) mountain, 6993 meters from Lakeside The municipality of Pokhara spans 12 km from north to south and 6 km from east to west but, unlike the capital Kathmandu, it is quite loosely built up and still has much green space. The valley is approximately divided into four to Six parts by the rivers Seti, Bijayapur, Bagadi, Fusre and Hemja. The Seti Gandaki flowing through the city from north to south divides the city roughly in two halves with the business area of Chipledunga in the middle, the old town centre of Bagar in the north and the tourist district of Lakeside (Baidam) to the south all lying on the western side of the river. The gorge through which the river flows is crossed at five places: K.I. Singh Pul, Mahendra Pul and Prithvi Highway Pul from north to south of the city. The floor of the valley is plain, resembles Terai due to its gravel-like surface, and has slanted orientation from northwest to southeast. The city is surrounded by the hills overlooking the entire valley.

Phewa Lake was slightly enlarged by damming which poses a risk of silting up due of the inflow during the monsoon. The outflowing water is partially used for hydropower generation. The dam collapsed in 1974 which resulted in draining of its water and exposing the land leading to illegal land encroachment; since then the dam has been rebuilt The power plant is about 100 m below at the bottom of the Phusre Khola gorge. Water from Phewa is diverted for irrigation into the southern Pokhara valley. The eastern Pokhara Valley receives irrigation water through a canal running from a reservoir by the

Seti in the north of the city. Some parts of Phewa lake are used as commercial cage fisheries. The lake is currently being encroached upon by invasive water hyacinth (जलकुम्भी झार).

Pokhara is known to be a popular tourist destination.^{[45][46]} The tourist district is along the north shore of the Phewa lake (Baidam, Lakeside and Damside). It is mainly made up of small shops, non-star tourist hotels, restaurants and bars. Most upscale and starred hotels are on the southern shore of the Phewa Lake and southeastern fringes of the city where there are more open lands and unhindered view of the surrounding mountains. Most of the tourists visiting Pokhara trek to the Annapurna Base Camp and Mustang. To the east of the Pokhara valley, in Lekhnath municipality, there are seven smaller lakes such as Begnas Lake, Rupa Lake, Khaste lake, Maldi lake, Neureni lake, Dipang lake. Begnas Lake is known for its fishery projects.^[47]

4.2.6 Tourism and Economy



View of Phewa lake and Pokhara from Shanti Stupa



International Mountain Museum at Ratopahiro, Pokhara



Mount Machapuchare (Mt. Fishtail) seen from Chomrong, Kaski, Nepal.

Elevation:6,993 m (22,943 ft), prominence:1,233 m (4,045 ft)

After the occupation of Tibet by China in 1950 and the Indo-China war in 1962, the old trading route to India from Tibet through Pokhara became defunct. Today only a few caravans from Mustang arrive in Bagar.

In recent decades, Pokhara has become a major tourist destination: It is considered the tourism capital of Nepal in South Asia mainly for adventure tourism and the base for the famous Annapurna Circuit trek. Thus, a major contribution to the local economy comes from the tourism and hospitality industry. Many tourists visit Pokhara. Tourism is a major source of income for local people and the city. There are two 5-star hotels and approximately 305 other hotels that includes five 3-star, fifteen 2-star and non-star hotels in the city.

Many medieval era temples (Barahi temple, Bindhyabasini, Bhadrakali, Talbarahi, Guheshwori, Sitaldevi, Gita mandir temple, Bhimsen temple) and old Newari houses are part of the city (Bagar, Bindhyabasini, Bhadrakali, Bhairab Tol, etc.). The modern commercial city centres are at Chipledhunga, New Road, Prithvi Chowk and Mahendrapul (recently renamed as Bhimsen Chowk).

The city promotes two major hilltops as viewpoints to see the city and surrounding panorama, World Peace Pagoda built in 1996 across the southern shore of Phewa lake and Sarangkot which is northwest of the city. In February 2004, International Mountain Museum (IMM) was opened for public in Ratopahiro to boost the city's tourism attractions. Other museums are Pokhara Regional Museum; an ethnographic museum; Annapurna Natural History Museum which houses preserved specimens of flora and fauna, and contains particularly extensive collection of the butterflies, found in the Western and ACAP region of Nepal; and Gurkha Museum featuring history of the Gurkha soldiers.

The city has recently been adorned with a bungee jumping site (the second in Nepal): Water Touch Bungee Jumping. A cable car service has begun construction joining Fewa Lake with World Peace Stupa led by the government of Nepal which is expected to boost the tourism exponentially.

Since the 1990s Pokhara has experienced rapid urbanization. As a result, service-sector industries have increasingly contributed to the local economy overtaking the traditional agriculture. An effect of urbanization is seen in high real estate prices, among the highest in the country.^lThe major contributors to the economy of Pokhara are manufacturing and service sector including tourism; agriculture and the foreign and domestic remittances. Tourism, service sector and manufacturing contributes approximately 58% to the economy, remittances about 20% and agriculture nearly 16%.

4.2.6 Arrivals

Year	Foreign Tourists	%Change from previous year
1995/96	363,395	-
1996/97	393,613	8.3
1997/98	421,857	7.2
1998/99	463,684	9.9
1999/2000	491,504	6.0
2000/01	463,646	-5.7
2001/02	77,853	-84
2002/03	68,056	-23.7
2003/04	85,529	22.7
2004/05	87,693	13.9
2005/06	74,012	
2006/07	94,799	
2007/08	165,177	74
2008/09	186,643	
2009/10	203,527	5
2010/11	230,799	13.39
2011/12	736,215	21.4
2012/13	803,092	9.1
2013/14	798,000	-0.7
2014/15	197,759	4.03

4.2.8 Hotels and Lodges

There are more than 250 tourist category hotels and lodges in Pokhara of which two (the Fulbari Resort and Pokhara Grande) are ranked 5-star. Pokhara provides lodging and fooding from backpackers to deluxe ranges.

4.2.9 Trekking Agencies

Pokhara is the major tourism Hub in Nepal. Tourism plays a vital role in Pokhara since thousands of tourists visit Pokhara every year and majority of people are involved in the tourism sector. There are many trekking agencies in Pokhara that provide several trekking programs and itineraries for the tourists. Some of the major trekking regions are Annapurna region, Everest region, Langtang region, Manaslu region, Rara/Jumla region and Kanchanjanga/Makalu region. One of the oldest trekking agencies in Pokhara is Sisne Rover Trekking located in Lakeside that has been serving its customers since 25 years. Similarly, many other trekking agencies are available to help make the trekking experience remarkable and enjoyable.

Military

Pokhara region has a very strong military traditions with significant number of its men being employed by the Nepali army. The Western Division HQ of the Nepalese Army is stationed at Bijayapur, Pokhara and its Area of Responsibility (AOR) consists of the entire Western Development Region of Nepal. The AOR of this Division is 29,398 km² and a total of 16 districts are under the Division. The population of the AOR of Western Division is 4,571,013. Both British Army and the Indian Army have regional recruitment and pensioners facilitation camps in Pokhara. The British Gurkha Camp^[68] is located at Deep Heights in the northeast of the Pokhara city and the Indian Gorkha Pension Camp is in the south-western side of the city, Rambazar.

Education

The higher secondary level and post higher secondary level educational institutions in Pokhara include

-) Pokhara University
-) Prithvi Narayan Campus (PNC)

- J IOE Western Region Campus
- J Amarsingh Model Higher Secondary School
- J Gandaki Boarding School
- J Saraswati Adarsha Vidhyashram
- J Alpha Boarding School
- J Pragati English Boarding School
- J Lotus Academic School
- J Tarakunja Boarding School
- J Sagarmatha Higher Secondary School
- J Tops English Boarding School.
- J Janapriya Multiple campus (JMC)
- J Janapriya Higher Secondary School
- J Gandaki College of Engineering and Science,
- J Pokhara Engineering College,
- J Institute of Forestry - Pokhara Campus,
- J Pokhara Nursing Campus affiliated to the Tribhuvan University
- J Manipal College of Medical Science^[74] affiliated to Kathmandu University
- J Himanchal Boarding School
- J Kantipur Dental College (KIHS)
- J Gandaki Medical College

-) Mount Annapurna School

Hospitals

-) Manipal Teaching Hospital
-) Western Regional Hospital
-) Charak Hospital
-) Fewa City Hospital
-) Kaski Sewa Hospital
-) Fishtail Hospital
-) Metrocity Hospital (MCH)
-) Sewa Hospital and Research Centre
-) Himalaya Eye Hospital
-) Hemja Hospital
-) Kaski Model Hospital
-) Lake City hospital
-) Om Hospital

Non-governmental Organizations

-) Partnership for Poverty Action

Transportation

Public Transit

Pokhara has extensive privately operated public transportation system running throughout the city, adjoining townships and nearby villages. The public

transport mainly consists of local and city buses, micros, micro-buses and metered-taxis.

Intercity Connections

Pokhara is well connected to rest of the country through permanent road and air links. The main mode of transportation are public buses and the *Purano Bus Park* is the main hub for buses plying country wide. The all-season Pokhara Airport with regular flights to Kathmandu, Mustang are operated by various domestic and a few international airlines. A new international airport is being constructed in the southeast of the city. Flight duration from Kathmandu to Pokhara is approximately 30 minutes.

Rivers and Lakes in Pokhara Sub-Metropolitan City

Barahi Island Temple, Phewa Lake Pokhara

One of the many gorges formed by the Seti River in Pokhara

Pokhara valley is rich in water sources. The major bodies of water in and around Pokhara are :

Lakes

-) Phewa Lake
-) Begnas Lake
-) Rupa Lake

Rivers

-) Seti Gandaki (Seti Khola)

Sports

The sporting activities are mainly centered in the multipurpose stadium Pokhara Rangasala (or Annapurna Stadium) in Rambazar. The popular sports are football, cricket, volleyball, basketball etc. The Sahara Club is one of the most active organizations promoting football in the city and organizes a South Asian club-level annual tournament: the Aaha Gold Cup. Additionally, the Kaski District Football Association (KDFA) organizes Safal Pokhara Gold Cup, which is also a South Asian club-level tournament and ANFA organizes local Kaski district club-level Balram KC memorial football tournament. There are several tennis courts and a golf course in the city. Nearby Lakeside hill has developed as a good attraction for adventure activities such as paragliding^[84] and skydiving. The Pokhara city marathon, high altitude marathon are some activities attracting mass participation. Adventure sports such as base jumping, paragliding, canyoning, rock climbing, bungee jumping, etc. are targeted towards tourists.

Music

The universal instruments used in Nepalese music include the *madal* (small leather drum), *bansuri* (bamboo flute), and *saarangi*. These instruments are prominent features of the traditional folk music (*lok gīt* or *lok geet*) in Pokhara, which is actually the western (Gandaki, Dhaulagiri and Lumbini) branch of Nepali *lok geet*. Some examples of the music of this region are *Resham Firiri* (रेशम फिरीरी) and *Khyalee Tune* (ख्याली धुन). The *lok geet* started airing in Radio Nepal during the 1950s and artists such as Jhalakman Gandharva, Dharma Raj Thapa are considered pioneers in bringing the *lok git* into mass media. During early and late 1990s, bands from Pokhara like Nepathya started their very successful fusion of western rock and pop with traditional folk music.^[92] Since then several other musical groups in Nepal have adopted the *lok-pop/rock* style producing dozens of albums every year. Another important part of cultural music of western Nepal, and hence Pokhara, is the *Panché Baaja* (पञ्चे बाजा), a traditional musical band performed generally during marriage ceremonies by the *damaai* musicians.^[93] The musical culture in Pokhara is quite dynamic and

in recent years, Western rock and roll, pop, rap and hip-hop are becoming increasingly popular with frequently held musical concerts; however, the traditional *lok* and modern (semiclassical) Nepali music are predominantly favored by the general populace. More musical concerts are held in Pokhara than in any other city in the country.

Media and Communications

Media and communication were quite limited until the 1990s. However, in the following decade there has been a proliferation of private media in print, radio and television. There are 18 privately owned local FM stations in Pokhara valley; an additional 4 FM stations from Kathmandu have their relay broadcast stations in Pokhara, making a total of 22 FM stations. Among them there are six Community radio Stations, They are Himchuli FM - 92.2 MHz, Gorkhali Radio -106 MHz, Samudayik, Radio Sunaulo F.M - 107.2 MHz and Radio Gandaki 90.2 MHz, Radio Hemja 88.5 MHz. There are four local television stations: GoldenEye Television, Pokhara Television, Gandaki Television and fewa television. Approximately 14 national daily newspapers, in Nepali are published in the city along with several other weekly and monthly news magazines. All major national newspapers published in Kathmandu have distributions in Pokhara. A number of online news and entertainment-based websites are also based in Pokhara. Popular technology based web-magazine TechSansar also started from Pokhara city. Pokhara has got 3G networks of both Nepal Telecom and Ncell. Majority of the people in the city access internet through mobiles, numerous cyber cafes and local wireless ISPs. Most tourist restaurants and hotels also provide WiFi services. Wi-Fi hotspot by Nepal Telecom using Wi-MAX technology, started in Feb. 2014, is accessible in most parts of the city for a fee. Subscriber based internet is provided by several private ISP providers in Pokhara namely Worldlink, Pokhara Internet, Subisu, Websurfer, Radius Communication.

4.3 Pokhara Lakeside

Pokharais probably the most beautiful place on earth. With no less than six of worlds highest mountain peaks eyeing down at you and a glacier feed lake glimmering around the green garden hills.

Strategically located at the beginning of the Annapurana trekking trails (one of the premier trekking experience in the world.) Pokhara Lake Side has become a booming tourist town with everything to offer from night life to 5-Star accommodation, enjoy roast fish or real Italian made pizza, fresh juice and genuine Nepali cuisine, your hearts delight will be found in Pokhara



Lakeside.

In Pokhara you'll find every adventure sport imaginable: trekking, rafting, paragliding, mountain biking, kayaking, caving, rock climbing, motorcycle riding, there is just so many things to do!

- *Dashain start September 28th*
- *Tihar is October 25th to October 28th*
- This will be a great time to be in Pokhara or up trekking in the Annapurna's.
- Winter trekking season has started. Christmas a new years street festival will be starting Dec.24.



If you are wondering where to start looking for a Guesthouse or Hotel in Pokhara you can consider:

- **North Lakeside (Kharhara):** Cheaper backpacker accommodations from 200Rs to 500Rs per night. Hippie area.
- **Central Lakeside:** Busy and noisy hotel area catering to large groups and short stays. Many generators.
- **South Lakeside: (Gauri Ghat):** Mid-range backpacker guesthouses and hotels. Close to park and good views of Annapurana range
- **Dam Side:** An area not so popular with tourist, a number of guesthouse may suit your liking.

CHAPTER - FIVE

DATA PRESENTATION AND ANALYSIS

The study was carried out in order to learn the problem tourism in lakeside area. So in and prospectus this chapter those data which are acquired from the field study in terms of collecting primary data are analyzed and interpreted. Tabulation of the data and in some cases graphical presentation is done for the clear interpretation of the data.

5.1 Socio-Demographic Characteristics

In this section socio-demographic characteristics of the sample population are interpreted. Generally sample populations are tabulated on the basis of their social and demographic characteristics.

5.1.1 Age Group of Respondents

All age respondents are not economically active and generate income to the family. Young age girl are involved in education or household activities such as cooking and taking care of their little brothers or sisters. respondents above 60 years are also less active for income generation because they have household responsibility rather than earning. Their sons and other family members were considered earners. They mostly take care of small children in their home. Age ratio of the selected respondents is presented in the following table.

Table 5.1: Age Group of the Respondents

S.N.	Age Group	Number of Respondents	Percentage
1	Below 30 years	19	38
2	30-40 years	23	46
3	40-50 years	5	10
4	50-60 years	2	4
5	60-70 years	1	2
	Total	50	100

Source: *Field Survey, 2016*

The age distribution ratio of the study area shows that 50 of the total respondents involved in this program. The highest numbers of the respondents are between the age of 30-40 years 46 percent. The age between 40-50 years are constituted 10 percent of the total respondents, between the age 50-60 years constituted 4 percent of the total respondents, at last 2 percent of my respondent is between the age of 60-70 years. This table shows that majority of the respondents whose age are between 30-40 years.

5.1.2 Educational Status of the Respondents

Education empowers the human being; it increases the status of living. Education provides people with the knowledge and skills to contribute and take benefits from development efforts. Education is a key indicator of human development. It has a positive role in the success of life. Primary education is a principle mechanism of fulfilling the minimum learning needs of the people needed for effective participation in the economic,

social, political and civil activities. The following table shows educational status of the respondents

Table 5.2: Educational Status

	Educational Status							Total
	Literate						Illiterate	
	Under SLC	SLC Pass	10+2	Bachelor level Pass	Master's Level Pass	Total	14	50
No of Respondents	14	8	3	6	5	36		
Percentage	28	16	6	12	10	72	28	100
Remarks								

Source: Field Survey, 2016

My field research shows that 28 percent of respondents are illiterate who had never gone to school, out of this 28 percent of the respondents are literate (who study below matriculation), they somehow knew to read and write, they got opportunity to participate in formal or non-formal education. Among them 50 percent of respondents had completed SLC and only 16 percent were able to complete their intermediate level. On the other hand 12 percent were able to complete their bachelors' level and at last 10 percent were able to complete their masters' level.

5.1.3 Religion

There were only two types of religions status found such as Hindu and Buddhist in religious characteristics of migrant head of household among study population, Hindu and Buddhist people are found in the study area.

Table – 5.3 Distribution of Religion

S.N.	Religion	Number of Respondents	Percentage
1	Hindu	44	88
2	Buddhist	3	6
3	Christian	2	4
4	Others	1	2
6		50	100

Source: *Field Survey, 2016*

According to table no. 5.3 shows that the majority of Hindu religion i.e. 88 percent, Buddhist occupied 6 percent, Christian occupied 4 percent and other religion occupied only 2 percent of the total number of 50 households.

5.1.4 Caste and Ethnic

In Nepal the structure of caste system defined by high caste elite incorporated both Hindus and other religion. Through the formation of Muluki Ain (civil Code) in 1884, Nepal state attempted to universalize the caste regulations for all categories of people living in all parts of nation. People belonging to different types of ethnic and tribal groups were ranked into second and third categories while both of these groups termed as the groups of Matwalis, their ranks in the caste order were determined on the sense that their members were immune from punishment into a slave. Another group of them did not have this privilege. They were segregated into normal category.

The fourth and fifth categories of caste were considered as ones comprising of impure or the water unacceptable population. The difference between them was that the members belonging to the fourth category were touchable while those in the fifth category were considered untouchable by the pure caste.

The caste system of Nepal is basically rooted in Hindu religion; on the other hand, the ethnic system has been rooted mainly in mutually exclusive origin myths, historical mutual seclusion and occasional state intervention. Caste and ethnicity are most important component in social and economic development process in developing country like Nepal. This analysis has been taken into consideration in order to recognize the social conditions and caste comparison in the study area. Within the sampled ward 6, various castes ethnic groups have been living since their remembrances. Caste/ethnic composition of the selected respondents is presented in the following table.

Table 5.4 : Caste and Ethnic Composition

S.N	Caste/ Ethnic	Number of Respondents	Percentage
1	Chhetri	35	70
2	Bramin	7	14
3	Dalit	3	6
4	Tamang	2	4
5	Other	3	6
	Total	50	100

Source: *Field Survey, 2016*

This table represents caste/ethnic composition of the respondents in the study area Sarankot VDC, Out of total 50 sample size, Chhetreis are largest. They are 70 percent of the total sample. Whereas other caste/ethnic groups like Brahmin 14 percent, Dalit 6 percent, Tamang 4 percent, and other minority group such as Rai, Newar, Sunuwar comprises 6 percent of the total population of the sample. This table we can shows that majority of the people in the samples are Chettri.

5.1.5 Family Type

Their favorite family type is joint family in which husband and his parents, brothers, wife and their unmarried children lives together. All of them

expressed burden of responsibility, economy and cultural complexities living in a joint family. Family sizes of the selected respondents are presented in the following table.

Table 5.5: Family Types

S.N.	Family Types	Number of Respondents	Percentage
1	Joint	42	84
2	Small/Nuclear	5	10
3	Extended	3	6
	Total	50	100

Source: *Field Survey, 2016*

This table shows the family type of the respondents. Family also makes differences on decision making and control over income. According to reports, 84 percent of the respondents live in joint family, 10 percent of the respondents live in nuclear family, and 6 percent of the respondents live in the extended family.

This table shows that majority of the respondents in the sample are from joint families, and this also shows that respondents from joint families are more interested in Tourism Industry.

5.1.6 Marital Status

Marital status makes differences on respondents's responsibility and economic and work burden.

Table 5.6: Marital Status of the Respondents

S.N.	Marital Status	Number of Respondents	Percentage
1	Married	36	72
2	Unmarried	6	12
3	Separated	8	16
	Total	50	100

Source: *Field Survey, 2016*

In the field Survey majority of the respondents are married which comprises 72 percent, followed by, separated 16 percentage and unmarried 12 percent respondents. The above table shows that the majority of respondents in my samples are married, and this also show that married respondents are more interested in tourism industry Because they also have to look after their family and children, they have to pay tuition fee of their children and have to meet health budgeted the sickness for older members of their family.

5.1.6 Landholding

Landholding is considered as the major indicator for the identification of poor in Nepal. It is an important source of rural income and employment generation. Land is a major indicator to justify economic status of household. Land ownership is mandatory in some banking institutions to get loan from banking institutions. Land is not only economic variable but also is an indicator of social status gained by respondents; land ownership of the selected respondents is presented in the following table.

Table 5.7: Status of Households and Respondents's land ownership of the Respondents:

S.N.	Land Size	Number of Respondents	Percentage
1	Landless	11	22
2	1 Ropani	27	54
3	2 Ropani	1	2
4	4 Ropani	1	2
5	Above 5 Ropani	10	20
	Total	50	100

Source: *Field Survey, 2016*

The Land holding pattern of the respondents shows that 24 percent of the respondents are landless, 54 percent of the respondents have 1 ropani of the land in their name, 2 percent of the respondents have above 2 ropani land, 2 percent respondents have 4 ropani lands and 20 percent respondent have 5 ropani of the land in her name.

5.1.7 House Type

Housing condition shows the real economic status of the people. In the study area, respondents have various types of houses like mud wall with thatched roof, stone wall with tin roof. If the earning improves, the housing condition was also improved. Whether tourism had played significant role for improving the earning of villagers or not should be measures with the help of housing condition of its members.

Table 5.8: House Type

S.N.	Types of House	Number of the Respondents	Percentage
1	Mud wall with thatched roof	5	10
2	Stone and mud wall with tin roof with garden	30	60
3	Stone and mud wall with tin without garden	15	30
	Total	50	100

Sources: *Field Survey 2016*

The majority of 60 percent of the respondents are lives in the house which is made up of stone and mud wall with tin roof with garden, 60 percent of the respondents are lives in house which is made up of stone and mud wall with tin roof without garden, and 10 percent of the respondents are lives in the house made of mud wall with thatched roof.

5.1.8 Major Occupation of the Respondents

Most of the people of the study area were involved in agriculture beside some of them are found to be engaged in different other sector as well. From the sampled population they were distributed in following tables on the basis of their involvement in different occupation.

Table no. 5.9: Major Occupation of the Respondents

Occupation	No. of the respondents	Percentage
Business (Tourism Industry)	45	90
Teacher	3	6
Private Job Holder	1	2
Social Worker	1	2
Total	50	100

Source: Field Survey 2016

From the above figure it can be studied that, among 50 respondents, 90 percentage were involved in Tourism Industry, 6 were from teaching background, and representation from private job holder and social worker were 2 percentage from each.

5.2 Problems of Tourism in Lakeside

To Promote Tourism in any area, it should have capacity to provide Facilities which the visitors want so that the tourists feel easy and comfort in visiting any area. So in Lakeside also most of the tourist feel problems due to lack of proper guidance.

Table 5.10 Problems Faced by Tourist in Lakeside

Problems	No. of Respondents	Percentage
Highly expensive	32	62
Lack of Guides	8	16
Lack of security	6	12
Others Problems	4	8
Total	50	100

Sources ; Field survey, 2016

Above table shows that the major problem faced by the tourist in the Lakeside is lack of security 16% of the sample tourist say that there is high risk of robbery, that during transportatin, in lodges and in sevral public areas. Similarly lack of good guides is another problem 16 % of the sample tourist faced the guide problem. Similarly, 62 % and 8 % of the tourists faced highly expensive and others problem.

5.2.1 Means of Transportation Used

Lakeside is nearest city with airport in Bhairahawa. Tourist travel to bus or taxi to reach to Lakeside . Inspite of plane, the much respondent prefer to travel by tourist bus. After landing at airport much of the respondent opined that there is lack of information about public bus or taxi services. Travalling from pokara to Lakeside , many respondents opined that travel in the tourist bus or private car is comparatively comfortable than public bus because of over crowing and they use of slow and old vehical.

Table 5.11 Means of Transportation Used

Means of Transportation	Number	Percentage
Plane	14	28
Tourist bus	16	32
Public bus	12	24
Private car	4	8
Taxi	4	8
Total	50	100

Source : Field survey, 2016

From the table shows that 28 percent tourist are used plane, 32 percent are used tourist bus, 24 percent are used public bus, 8 percent are used private car and 8 percent are used taxi. The table conducted that due to lack of international airport in Lakeside many tourist does not use plane for their transportation. If international airport at Lakeside will established the tourist directly came in Lakeside .

5.3.2 Lack of People's Awareness

One of the major problems of nepalese tourism is the lack of public awareness. People do not have knowledge about tourism. Even people in this region have not still heard the world 'tourism' or 'paryetan' majority of the people engaged only their own occupation with agriculture which is also limited to the subsistence level.

Lakeside area has high tourism potenalities, but that is not developed still. Most of the people are unaware about the benefits which the tourism could provide them. Therefore, for the development of tourism industry government

and non-government organization should provide formal education as well as informal tourism education.

5.3.3 Lack of Tourism Infrastructure

Nepal still facing many problems of infrastructure like road, transportation, communication, accomodation. Due to this problem of infrastructure, exploitation of available tourism potential is limited in the remote area is limited and potential tourist destination has not been developed yet.

Road is a key factor for the development of country as well as for tourism sector. Road is obstacle for development of tourism in Lakeside area.

Besides these, accommodation is another problem of this region for tourism, which is very important tourism infrastructure, there is no home stay facilities. So for the tourism development in the area government should encourage community based village tourism along with public sector for accmmodation facilities.

5.3.4 Negligence of the Government

It is also another most problematic tourism problem in Lakeside . Instead of exploiting natural and bio- diversity for tourism in this region, the government seems to be overlooked about its potentialities. The main focus has been concentrated elsewhere, the tourism has already flourished. And , the proper plan has not yet been formulated for the long term rural tourism development. If tourism, as is widely accepted, is to be flourished, it has to be diversified to the different region in such a way the fruit of it goes to all equally. But, in Nepalese perspective it is not so, some of tourist estination has already reached to the bloom while others still lag far behind.

5.3.5 Lack of Publicity and Promotion

It is also major tourism problem of Lakeside . Due to this problem many foreign tourists even domestic tourists did not know about the paradise of this

area. This region is very rich in tourism but lack of publicity and promotion, the tourist destination has not yet explored.

5.3.6 Lack of Trained or Skilled Manpower

Trained guides are most important to make the tourists visit various culture and historical places. With the co-operation of guide any tourists can study and know the correct image of Nepal as well as Lakeside. The maximization of tourist inflow depends on the way they influence the tourists through proper guiding and explanation about our unique socio-cultural and other related features. But the shortage of trained and skilled manpower has been always a handicap in the path of tourism development.

So, for development of tourism in the area, government and non-government organizations should provide training to the local people.

5.4 Prospects of Tourism in Lakeside

The study area of Lakeside is an appropriate site for domestic and international Tourism. The sources of tourist attractions like scenic beauty, quiet environment, different temples etc. Given following detail result based on the survey.

5.4.1 Major Sources of Tourist Attractions

Table 5.12 Major Sources of Tourist Attractions

Tourist Attractions	No . of Respondents	Percentage
Paraglading/Zipping/Wildlife Reserving	31	62
Side Seen	11	22
Above all and Other	8	16
Total	50	100

Source : Field Survey, 2016

The table shows that out of 50 respondents, 62 % respondents were attracted by Paraglading/Zipping/Wildlife Reserving , 8(16%) considered the great importance of all components to attract the tourists.

5.4..2 Employment Generation

Table 5.13 Employment Generation

Employment patterns	Hotel	Percentage
Less than 5 staff	31	62
5 to 10 staff	13	26
10 to 20 staff	4	8
Above 20 staff	2	4
Total	50	100

Sources: Field Survey, 2016

5.4..3 Income Generation

Tourism is play vital role for economic growth. It directly or indirectly help in related person as well as hotel owners. From the 50 hotels following income patterns are observed.

Table 5.14 Income Generation

Income in Rupees	Hotel	Percentage
1000-1500	6	12
1500-2000	17	34
2000-2500	10	20
2500-3000	17	34
Total	50	100

Sources; Field survey, 2016

5.4.4 Influencing Factors to Visit Lakeside

The respondent were asked what influenced them in their decision to visit Lakeside . Many tourist who visit Nepal come to know where Lakeside through travel agents otherwise they do not know where Lakeside and some of the respondent stated that they were influenced by advertisement, guide books, friends, were also cited significant influences.

Table 5.15 Influencing Factors to Visit Lakeside

Influencing Factors	No . of Respondents	Percentage
Advertisement	26	52
Travel agent	12	24
Guide Books	4	8
Friends	10	20
Total	50	100

Sources; Field survey, 2016

From the above table that shows 52 percent tourist influences by advertisement, 24 percent by travel agent, 8 percent by Guide Books and 20 percent by friends.

5.4. 5 Main Attractions of Lakeside

Main attraction of tourist visiting this area was for Side Seen, Wildlife Viewing, Paragliding , Ziplining , Hiking ,Trekking , educational tour etc. Lakeside offers a spectacular view of one of the largest mountain ranges in the world, the Annapurna range, including Annapurna I which is the 10th highest mountain in the world. There's a small Shiva temple at the top of the mountain that acts as the hub of celebration on important festival days. As this village is selected as Demonstration area by NEFIN so many national and international researcher have visited this place researching about climate change and forests. Student from different collages have visited this place for their field study purpose. This village being near to Pokhara (headquarter of the Kaski district) many people visit this area as one day short visit.

The major components of tourism are the attraction, accessibility, accommodation and amenities. It plays the vital role to inflow of tourists in any site, so on the basis of components of tourism the study area claims to be one of the best destination for the rural destination. After the observation it was found that this area offers many natural beauties for the tourists. Wildlife Viewing, Paragliding , Ziplining , Hiking ,Trekking, Viewing Machhapuchyra, just above the village beautiful green community based forest can be enjoyed. Gurung traditional life style can be another attraction for tourists who are unknown about the rural lifestyle of Nepal.

Hike up the trail from Sedi (just north along the lake from Pokhara). A nice one hour hike that is good for most hikers. The trail is marked well and there are steps in many places where it gets steep. You can also take a local bus or drive up the road. Be prepared to pay a 50 Rs entry fee. Hold on to the ticket as it will give you access to the main view point at the top of the mountain.

Temple

There's a small Shiva temple at the top of the mountain that acts as the hub of celebration on important festival days.

Wildlife Viewing

Lakeside offers top notch bird watching and there's even a chance you might see a tiger or leopards as they live in the neighbourhood and occasionally make themselves seen.

Paragliding

Lakeside is the launching spot for paragliders, so instead of having to drive up the mountain in the morning, by staying in Lakeside it's possible to get an early start.

Ziplining

Lakeside is the launching point for the longest and fastest zipline in the world that starts at the top of the mountain and runs down to the valley below.

Hiking

The trail leading to Pokhara makes for a nice day hike and the dirt roads around Lakeside go through some charming little villages.

Trekking

In the study area Lakeside we can trek from Lakeside all the way to Annapurna or head towards Panchase and villages near Pokhara.

Natural Bio Diversity

Lakeside does not only promote contemplative value and spiritually but also attracts many naturalists, botanists and zoologists with its richness in biodiversity. One can find wide varieties of shrubs, herbs, flowers and plants

here. Alongside, there are more than 250 birds species including the world tallest flying bird sarus crane and threatened animals like pythons, blue bull Bengal fox wild cat etc in Lakeside .

5.4.7 Economic Aspects

In the 21st century, people are increasingly mobile. WHO estimates that up to 500,000 people are on planes at any given time? Though the purpose of movement may differ, they all are tourists. Tourism is a complex social, cultural, religious and economical development and one of the most significant phenomena. Tourism industry is the world's largest industry. It is a smokeless industry that employs thousands of people directly. Tourism is a labour intensive industry offering employment to skilled, semi skilled and unskilled manpower. It can provide employment for a large number of people and a wide range of jobs on the spot.

CHAPTER - SIX

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

6.1 Summary of Findings

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

Today tourism is one of the fastest growing industries, also non as non smoke industry in world. With right inputs and development of different tourism products both the developed and developing countries can reap the benefits from this industry. Tourism creates significant opportunities of income and employment and serves as an effective means to save culture, traditions and environment. It helps to promote awareness, education and understanding among the people of a society.

The major findings of the study are as follows:

-) The highest numbers of the respondents are between the age of 30-40 years 46 percent. The age between 40-50 years are constituted 10 percent of the total respondents, between the age 50-60 years constituted 4 percent of the total respondents, at last 2 percent of my respondent is between the age of 60-70 years. This table shows that majority of the respondents whose age are between 30-40 years.
-) 28 percent of respondents are illiterate who had never gone to school, out of this 28 percent of the respondents are literate (who study below matriculation), they somehow knew to read and write, they got

opportunity to participate in formal or non-formal education. Among them 50 percent of respondents had completed SLC and only 16 percent were able to complete their intermediate level. On the other hand 12 percent were able to complete their bachelors' level and at last 10 percent were able to complete their masters' level.

-) 88 percent, Buddhist occupied 6 percent, Christian occupied 4 percent and other religion occupied only 2 percent of the total number of 50 households.
-) Out of total 50 sample size, Chettreis are largest. They are 70 percent of the total sample. Whereas other caste/ethnic groups like Brahmin 14 percent, Dalit 6 percent, Tamang 4 percent, and other minority group such as Rai, Newar, Sunuwar comprises 6 percent of the total population of the sample.
-) 84 percent of the respondents live in joint family, 10 percent of the respondents live in nuclear family, and 6 percent of the respondents live in the extended family.
-) 16 percentage and unmarried 12 percent respondents. The above table shows that the majority of respondents in my samples are married, and this also show that married respondents are more interested in tourism industry Because they also have to look after their family and children, they have to pay tuition fee of their children and have to meet health budgeted the sickness for older members of their family.
-) 24 percent of the respondents are landless, 54 percent of the respondents have 1 ropani of the land in their name, 2 percent of the respondents have above 2 ropani land, and 2 percent respondents have 4 ropani lands and 20 percent respondent have 5 ropani of the land in her name.
-) 60 percent of the respondents are lives in the house which is made up of stone and mud wall with tin roof with garden, 60 percent of the respondents are lives in house which is made up of stone and mud wall

with tin roof without garden, and 10 percent of the respondents are lives in the house made of mud wall with thatched roof.

-) Among 50 respondents, 90 percentage were involved in Tourism Industry, 6 were from teaching background, and representation from private job holder and social worker were 2 percentage from each.
-) Major problem faced by the tourist in the Lakeside is lack of security 16% of the sample tourist say that there is high risk of robbery, that during transportatin, in lodges and in sevral public areas. Similarly lack of good guides is another problem 16 % of the sample tourist faced the guide problem. Similarly, 62 % and 8 % of the tourists faced highly expensive and others problem.
-) 28 percent tourist are used plane, 32 percent are used tourist bus, 24 percent are used public bus, 8 percent are used private car and 8 percent are used taxi. The table conducted that due to lack of international airport in Lakeside many tourist does not use plane for their transportation.
-) 50 respondents, 62 % respondents were attracted by Paraglading/Ziping/Wildlife Reserving , 8(16%) considered the great importance of all components to attract the tourists.
-) 52 percent tourist influences by advertisement, 24 percent by travelagent, 8 percent by Guide Books and 20 percent by friends.

6.2 Conclusion

Nepal is known as important tourist destination in the world with its natural beauty and cultural heritages. Nepal's mystique nature and unique culture are the same products in terms of tourism attractions. Since long period tourism has been major source of foreign exchange earnings and the GDP. Apart from this, it has been creating significant employment opportunities and many other direct and indirect benefits have been generated for the country.

Kaski District a part of Province No. 4, is one of the seventy-five districts of Nepal. The name is disambiguated from Kaskikot, the ancient Kaski Kingdom. The district, with Pokhara as its district headquarters, covers an area of 2,050 square km and had a population of 492,098 according to 2011 Census. This district lies at the centroid point of the country. The altitude of Kaski district ranges from 450 meters the lowest land to 8091 meters the highest point in the Himalaya range. Kaski District politically has 32 VDCs, 2 municipalities, 13 ilakas and 4 electoral sectors.

The district covers parts of the Annapurna mountain range, and the picturesque scene of the mountains can be observed from most parts of the district. It is one of the best tourist destinations of Nepal. The district is full of rivers such as SetiGandaki, Modi and Madi along with other rivulets. The district headquarters Pokhara lies about 750 m above the sea level and is one of the best tourist destinations in the world. The district is famous for the Himalayan range with about 11 Himalayas with height greater than 7000 m. The famous Peaks include Machhapuchhre (Virgin Peak - 6993m). The Annapurna Range in the northern side is always full of snow. The beautiful scenery of northern mountains, gorge of Seti River, Davis Falls, natural caves, Fewa Lake, Begnas Lake and Rupa Lake are important natural resources of this district with great tourism values. All the governance and development of Kaski

From the previously mentioned findings, it can be concluded that Lakeside area have huge potentiality of rural tourism. This area is easily accessible as because its just one and half hour away from headquarter Pokhara . Tourist can get the glimpse of Machhapuchrya himal from the village. Green community forest can be another reason for visiting this place where tourist can find small religious spot with interesting myth behind that place, where organization of old people with their own fund and effort have been making water tap so that passerby can enjoy the cool drinking water. One hour of hiking can take the tourist to top most part of the village from where tourist can enjoy the scenic beauty, like watching different mountain ranges from Lakeside to beautiful Pokhara valley can be seen, and other beautiful landscape can be enjoyed.

There are different challenges which stand as hindrances in the pace of tourism development in this area. One of the major problems of this area is that this

area have road track. Lack of total participation for the tourism development is another problem of this area, some organization lacks co-ordination for conducting different tourism development activities. Another challenges is migration of villager toward headquarter, Kathmandu, even in UK as most of the household have at-least one member engaged in army service. Lack of young manpower involvement is another major problem, as most of the young manpower area involved in abroad job, some are in headquarter and Kathmandu for educational purposes and for job. This place is not properly advertised in media, and also it lacks link with the NTB in order to get proper support from state sector.

Despite having many challenges, this place has more potentiality for developing this area as rural destination. This area has great future to be developed as rural destination in near future if the challenges and problems are mitigated in proper way.

6.3 Recommendations

-) Awareness to the public about the tourism is most and essential in order to develop any area as tourist destination, so to upgrade this area as rural destination maximum program should be conducted for the full awareness of the people, which will help to establish bond and co-ordination among the community members.
-) Linkage with the NTB is another essential effort that the people of this area should initiate, so that this area will get needed exposure to the outer world which will help to increase the flow of tourists. Another essential step that should be taken is that tourism committee of this area should develop a package system so that visiting day of the tourists can be increased which will eventually benefits the villagers.
-) Practices of providing souvenir to the tourist that resemble this area can be developed so that tourist can remember this place for their lifelong.

REFERENCES

- Baskota, S (2004). *Research methodology*, Kathmandu: New Hira Books.
- Bhatai , A. k. (2002). *Tourism development principles and practices*. New Delhi: Sterling Publishers Private Limited
- Bhusal, S. (2013). *A promising town of Western Terai*, Butwal:Jagriti Prakashan,
- Burger, H. (1978). *The economic impact of tourism in Nepal*, Kathmandu: TU Kritipur.
- Chand, D. (2000). *Nepal's tourism: Uncensored facts*. Vanarasi: Pilgrims Publication.
- Chand, D. (2000). *Nepal's Tourism uncensored facts*. Kathmand: Chandani Publications.
- Chhetri , R. (2015) *Rural tourism in Nepal : A case study of home stay program of Lwang Ghale*. Kathmandu : T.U.
- District Development Profile 2015.
- Dahal, K. (2007) . *Tourism and development plans in Lumbini*. Lumbin: Darpan Kasai.
- Ghimire, H.L (2011). *Pilgrimage tourism: A case study of Lumbini - Nepal*. Journal of Tourism.
- Joshi, K (2013) *Problems and prospects of tourism in FWDR: A case study of Kailali district* . Kathmandu: Central Department of Economics, TU.
- KMINC (2003). *Annual report. Kathmandu king Mahendra trust for nature conservation (KMINC)*, Kathmandu: Rawat Publication .
- Kunwar, M (1997). *Tourism in development*. (Science and industry interface), Kathmandu: Rawat Publication .
- Lamsal, BP. (1997). *Tourism in Nepal*. Kathmandu : Tribhuvan University.
- Malla , R (2004). *Tourism and society: Cross cultural perspective*, India: Rawat publications.
- Ministry of Culture, Tourism and civil aviation (2007). *Nepal tourism statistics*, Kathmandu : Government of Nepal.
- Nepal Tourism Board, (2001). *National eco- tourism strategy and marketing*

- program of Nepal, Kathmandu: Government of Nepal.*
- Nepal Tourism Board(2000). *Lumbini; the fountain of world peace.*
Kathmandu : Government of Nepal.
- NPC (2015) *National planning commission. Kathmandu: Government of Nepal.*
- MOF (2015) *Ministry of finance. Kathmandu: Government of Nepal.*
- Pardhan, C. (2007). *Tourism industries.* Kathmandu: Aatmanirvar Vikas Manch.
- Richter, A (1995), *The folk society*, American journal of sociology/ books-writers.php.
- Sharma ,K(2000).*The Lumbini garden area, Rupendehi, Nepal; A socio – economic survey*, Kathmandu: Government of Nepal /United Nations.
- Tuladhar, B (1993). *Regional development policy: A case study of Venezuela*, Cambridge, Mass: MIT press.
- Upadhyaya , R.p (2005).*Tourism and regional development .” posted on vision of ecoss”* Kathmandu: TU Research article.
- Upadhyaya , R. p(2006). *Don’t ask for the doles but close the holes,” posted on “vision” of ecoss”* Kathmandu: TU research articles.
- Upadhayay, (2012) *Present status of tourism in Illam;[A case study of Illam municipality.* Illam: Mahendra Ratna Campus.
- Uapdhaya R.P., (2008), *Reading in rural tourism.* Kathmandu: Sunlight Publication.
- Nepal Tourism Year (2011). *Problems and prospects of tourism.* Kathmandu: Nepal Tourism Board.
- Tewari, S.P. (1994). *Tourism dimension.* Delhi: Atma Ram and Sons.
- Upadhyay, R.D & Agrawal, M. K, (2006). *Tourism and economic development in Nepal.* New Delhi: Nothern Book Centre.
- Upadhyay, R.P. (Ed.) (2008). *Readings in rural tourism.* Kathmandu: Sunlight Publication.
- Handbook of district development committee, Kaski (2015). Pokhara, Kaski. 2015. pp. 3–5.*

[Districts of Nepal](#) at statoids.com

[RoyalArk-Nepal](#) history

[www.google.com](#)

[www.askme.com](#)

Questionnaires

1. Profile of the Respondents

Name:

Age:

Sex:

Caste:

Occupation:

Marital Status:

Education :

Family structure:

No. of Family Members :

Religion:

VDC and Ward:

2. Family Members of the HH

SN	Name	Relationship with the household head	Age	Sex	Education	Occupation	Marital status
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							

3 Types of Houses:

a) Made with brick and mud

b) Made with brick and tin

c) Made with cement and brick

d) others

B Socio-economic Status

B.1 How much land do you own?

Types	Khet	Bari	Pakho
Amount /Ropani			

B.2. Ownership of fixed property by men and women

Types	Khet	Bari	Pakho	House
Male				
Female				

B.3 Education Status of Respondents

Level	Before	After
Illiterate		
Primary		
Lower Secondary		
Secondary		
Higher Secondary and above		

4. Do you suppose tourism as an source of income?

.....

5. What might be main tourists attractions of Bhimsenthan area?

.....

6. Do you see future prospects of tourism in Bhimsenthan ?

7. For what purpose mostly the tourist visit in this area?

.....

8. What is the main opportunity of tourism?

a) Economic gain

b) Utilization of local resources

c) Improvement of livelihood

d) Publicity of the area e) conservation of religious

9. What is the main threat of tourism?

a) Change in culture

b) Threat on biodiversity

c) Change in religion

d) And other negative impact on adults

10) What are the most attractive things that the tourist finds in your area?

11) Do you feel any necessity of any kinds of training seminar awareness program to promote tourism?

12) Can you give any suggestion to promote tourism better in your area?

Discussion with the Local People

1. How is the prospect of Tourism in this region?

.....
.....

2. Can Tourism help Reduce Poverty?

.....
.....

3. What are the major negative and positive impacts of tourism in your society?

.....
.....

4. Are poor benefited from tourism business?

.....
.....

5. What is the level of people's participation of tourism activities in this region?

.....
.....

6. What are the major challenges of tourism promotion?

.....
.....

7. Has tourism created to improve living standard of local

.....
.....

Interview with the key informants

1. How can this region be made a popular destination?

.....

2. How can tourism help reduce poverty?

.....

3. What are the major challenges of tourism promotion in this region?

.....

4. How can tourism be made sustainable?

.....