

**Prospects and Problems of Religious Tourism in Nepal**  
**A Case Study of RamnadiDham (Ramdi), MalungaTunibotVDC,**  
**Syangja District, Nepal**

**A Thesis Submitted to**  
**The Central Department of Rural Development,**  
**Tribhuvan University**  
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**In**  
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## **DECLARATION**

I hereby declare that the thesis entitle “**Prospects and Problems of Religious Tourism in Nepal**, A Case Study of RamnadiDham (Ramdi), MalungaTunibotVDC, Syangja District, Nepal” submitted to the central Department of Rural Development, Tribhuvan University, is entirely my original work Prepared Under the guidance and supervision of my supervisor. I have made due acknowledgements to all ideas and information borrowed from different source in the course of preparing this thesis. The result of this thesis have not been presented or submitted anywhere else for the award of any degree or for any other purposes. I assure that no part of this thesis has been published in any form before.

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**Date: 19<sup>th</sup> June, 2015**

**4<sup>th</sup> Asad, 2072**

## **Recommendation letter**

This thesis entitle "**prospects and Problems of Religious Tourism in Nepal, A Case Study of RamnadiDham (Ramdi), Malunga TunibotVDC, Syangja District, Nepal**"has been prepared by **Mr. YubrajSubedi** under my supervision in partial fulfillment of the degree of master of Arts in Rural development I hereby forward this thesis to the evaluation committee for final evaluation and approval.

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**2015-06-22**

**(2072-03-07)**

## Approval Letter

The Evaluation committee has approved this thesis entitled **“Prospects and problems of Religious tourism in Nepal, A Case Study of Ramnadidham (Ramdi), MalungaTunibotVDC, Syangja District”** Submitted by **Mr. YubrajSubedi** in partial fulfillment of the requirements for the Master’s Degree (M.A.) in Rural Development.

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Yubraj Subedi

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## **Abstract**

Nepal is recognized as one of the important tourist destinations of the whole world. Tourism in religion and in natural areas has been a major component of national tourism sector in Nepal. Tourism is one of the largest and fastest growing industries. Travel and tourism is a truly global economic activity. Tourism is an important sector to generate revenue in one hand and employment in the other for the sustainable development in our national economy. Tourism is emerging as the most viable industry of Nepal which has been providing direct and indirect jobs to many unemployed people and help to reduce poverty of the nation.

The present study was conducted in Syangja District with specially focus to Ramnadhidham (Ramdi) tourism area. The main objective of the study was to identify important religious sites in area around the Ramnadhidham area of Syangja District and find out problems and Prospect of religious tourism. For this study descriptive and analytical research design have been adopted to obtain necessary information.

Nepal, being one of the poorest countries of the world, is facing various problems such as rapidly rising population, fewer possibilities for developing industries, limited scope for increasing agricultural production, growing unemployment, social discrimination, poverty and so on. In this context, tourism has been regarded as a means of achieving social, economic development of the country. It is accounted that the three big industries of the world are Oil, Automobiles and tourism. In Nepal, the first two are not presently feasible due to the geography and lack of technical knowledge that is why the third big industry i.e. tourism is very noticeable. It is the not best because of that only but of the world crowded countries are side of us. So, for the sustainable national development, tourism is regarded as an efficient and trustful approach.

For conducting the study data was obtained from the field using household survey, interview with tourist and hotel owners through questionnaire. 53 respondents have been selected as random sampling method. Out of them 30 were the local people, 20 were tourist and 3 hotel owners from the study area. Primary information have been collected during the field survey, household survey, besides key information interview

and observation as well as secondary data has been used. Other data was also collected from different sources such as, published and unpublished books, journal, articles and library.

From the surveyed households was found that the majority of the people are from the Braman communities and they are mostly engaged in traditional agriculture. They have their own traditional and culture. The local people are unaware about the tourism activities. There is less efforts in promotion of tourism activities in this area. Awareness pograms should be lunched in local communities and deferent facilities should be established for the satisfaction of the tourism to promote tourism in the selected area.

For its betterment some suggestions are put forward like ,the tourism programme should be lunched in the study area ,for the employments generate .There should be monitoring and evaluation mechanism for the resources used in particular purposive as well as getting benefit from it. People who are in miserable conduction should be provided with various income generation activities and support with awareness program.

The potentiality of tourist arrival in the study area is favorable in all season. During the study time some problems were also found in the study area. Tourism Centre is also not established for the tourists. Some other problems were also seen like absence of toilets, drinking water and well infrastructures are lacking in some extent. Being lack of these things also tourists can be seen in this area. The nation have also announced the study area as the tourism area. for the promotion of the tourism activities local NGO's DDC and some other organization are also working but the effort is not so enough. So, I think that my thesis work will also support to some extent for the tourism development. A set of recommendations, conclusion and suggestion have been made at the end of study.

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## **ABBREVIATIONS/ACRONYMS**

AD	After death
GDP	Gross Domestic Product
HHs	Households
ILO	International Labour Organization
KM	Kilometer
NG	Nepal Government
NMSs	National Metrological Services
NP	National Park
NRB	Nepal Rasta Bank
NTB	Nepal Tourism Board
RNAC	Royal Nepal Airlines Corporation
TU	Tribhuvan University
UK	United Kingdom
UN	United Nations
UNDP	United Nations Development Program
UNWTO	United Nations World Tourism Organization
USA	United States of America
VDC	village Development Commity
WMO	World Metrological Organization

## **CHAPTER ONE**

# INTRODUCTION

## 1.1 Background

Generally the beginning of tourism in each country started with pilgrimage or religious tourism. Even now, especially in Asia, religion is the strongest motive to travel. For the last two thousand years Chinese and Tibetan had been visiting Lumbini. But due to difficult terrain, the number was limited. In contrast, due to the advantage of sailboats Mecca and Jerusalem had been the big centers in the middle ages also. The devotees of Pashupatinath from the nearby countries had been visiting Nepal for hundreds of years. The religious minded pilgrims or tourists are not only interested in their religious objects but they are also interested in the culture of the country, e.g. habits, languages, customs, historical monuments, arts, music, dance, folklores and festivals of the people. They exchange the feelings and experiences with the local people, which can be of great informal educational value for both guest and host alike. Many religious tourists also peruse their hobbies while visiting a destination. Reliable time series data to show the trend of religious tourism in Nepal is not available. Nepal tourism statistics has been showing religious tourists as a separate group. But holiday/pleasure group tourists visit Nepal for more than one reason. Nevertheless, it can be safely estimated that 20 to 30 percent of the tourists visiting Nepal especially from India, Thailand, Japan and Korea fall under pilgrimage-cum-pleasure category. Almost all the tourists from Sri-Lanka and Myanmar visiting Nepal can be regarded as pilgrims or religious tourists.

Nepal is generally known as the birth place of Sita and Buddha. It is also known as the abode of Lord Shiva and the country of living goddesses. Nepal is also known as Sangri-La. There are places of great natural beauty, medieval age culture with great mythological base such as Ramanadi dham (ramadi), temples of Almdevi, Grahunkalika, Satauchandim and Akaladevi etc. To see these sites of supreme natural beauty one has to trek to Kali gandaki river is not only extremely rich with mythological tales, passed on from generation to generation, it is also most beautiful comparable to Gulmarg in India. The natural monuments and pre-historical temples are mostly in the open air. The feeling or experience we gain in Kali gandiki is totally different as compared to feeling we get in Kashi Biswonath or Pashupatinath temple complexes (DEAN, 1998).

“The urge to explore new place and seek a change of and experiences is not new, rapid development in the means of transportation and communication has made the whole world practically one neighborhood and has made an easy affair prosperity, leisure, coupled with the quest for pleasure and recreation are the principle motivating factors which sustain the development.

Tourism is a smokeless industry, which plays significant role for the economic, socio-cultural, environmental, and educational and political development of the nation. Tourism takes part in the pivotal role between national and international community.

Before industrial revolution (1760–1840) travel was mainly a matter of seeking knowledge, engaging in trade and commerce and undertaking pilgrimage. The industrial revolution caused technological changes, which influence in the social, political, economic and cultural life of human being. The industrial revolution also brings the change in the sector of tourism with the power driven machine. The consumption of such power driven machine attracts tourists from one place to another to full their expectation and desire of entertainment.

In the beginning it was the railways, which opened up the continents. Then came streams trips, followed by the introduction of motorcar, which started, to decentralize nations. Finally we have jet aero plane and magnetic train have led to a new concept – mass tourism. Advent of the Jet travel in 1958 was most dramatic event. Air travel from 1960 was tremendously because of introduction Jet similarly advent of high speed of trains, were first introduced in Europe helped to boost up travel. Some experts even talk of potential speed of 500 km per hour on rails, high speed magnetic trains are not only fast but also seek looking, noiseless, low on pollution and above all cause no wear and tear on track because they never touch it. In Japan and France such trains are running successfully. Thus, the travel of train increases in wealth of industrial society, communication and administrative mechanism of the organizations.

In 1992 tourism has become the largest industry that have been enjoying large number of the people through out the world. Tourism industry seems well developed since 1936 to 1993. Since the development of tourism it became the part of study in social science mainly in Economics, Geography, Management, Sociology, Anthropology and Psychology. These disciplines have contributed a great deal in the sector of tourism. Many scholars have enriched it with literature for the development

of tourism as discipline making contribution to theoretical concepts, empirical investigations and various aspects of tourism”. (Upadhyay; 2008)

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compared to feeling we get in Kashi Biswonath or Pashupatinath temple complexes (DEAN, 1998).

Nepal is the country where the religious queries so we have infinite places of religious but some of them are mentioned herewith. Mai Pokhari in Ilam, Kankai in Jhapa, Baraha Chhetra, Danta Kali, Budha Subba in Sunsari, Siddha Kali In Chainpur, Halesi Mahadev in Khotang, Gokyori(3 Lakes) in Solukhumbu, Sakhara Bhagwati in Rajbiraj, Janaki Mandir in Janakpur, Bhimeshwor and Tripura Sundari Bhagwati In Dolakha, Palanchok & Nala Bhagwati in Kabhare, Pashupatinatha Guheshwori, Bauddhanath, Shoyambhunatha, Budhanilkantha, Bajrayogini, Sali Nadi, Dakshin Kali, Darbar Squires, Bagmati Nadi, Palaces Of 55 Windows, Taleju Bhagwati , Chanjunarayan, Krishna Mandir, Machhendranath, Bajra Barahi, Living Goddess Kumari in Kathmandu Vally, Gosain Kunda in Rasuwa, Gorakhkali, Goranath & Manakamana in Gorkha, Byash Gupha in Tanahu, Bindhyabashini, Talbarahi, Phebha, Rupa & Begnash Lakes in Pokhara, Muktinath in Mustang, Devghat in Chitwan, Tribeni, Pali Bhagwati in Nawalparasi, Ruru Chetra, Kali Gandaki, Hile Baba in Gulmi, Supadeurali in Aarghakhachi, Aalamdevi in Shyanja, Satuchandi , garu sur(kalaki temple) chanchdhi((chaya chatra) temple Rishikesh, Bhairab, Bhagwati, Siddhababa, Sattyawati Mai, Rambha Devi, Kalika in Palpa, Birth Place of Lord Buddha in Lumbini, Swargadwari in Pyuthan, Bahrakune Tal in Dang, Chhaya Chhetra in Sallayan, Bageshwori in Nepalgunj, Jwala Mai in Dailekh, Rara Daha in Mugu, Jagannaath & Tila Nadi in Jumla, Tripura Sundari & Foksundo Tal in Dolpa, Siddhanath in Kanchanpur, Ghatalbaba in Dadeldhura, Jagannath & Trupura Sundari in Baitadi, Saileshwori in Doti, Badi Malika in Bajura, Surma Sarobar in Bajhang Etc Like Himalayan are the Bashasthan of God Shiva Ji. The other importance tourism palce are in syangja district are following:

**Cultural:** lok dohari ,Bhajan Kritan, maruti naach ,salaijo , naumati bajha,Panchhe bajha, Rodhi, Jhaure, etc.

**Different religious and touristplace:** Panchaase Dada, Akala Devi Temple, Satibeni Sela, Suntale Devi Temple, Sathauchandhi tample, Gahate Manakamana temple, Chhangachhangadi (chhayachhetra) Tample, Graun Kalika tample, Kedharnath Temple, Adhighat tample, Keladhighat Tample, Adhi khola (river), Patanjali Yog Peeth, Lankakot Tample, Alam Devi Temple and different religious place in the bank of Kaligandaki river in Syangja district.



**Kalali Gandaki hydro project:** there is biggest hydro project in this district. it is most and famous in tourist area .So this district is famous and potentiality of tourist are .

## **1.2 Statement of the Problem**

Tourism is an important source of foreign exchange, which contributes to generate employment and government revenue. It supports at local products like handloom, handicrafts, woolen products, herbals and other NTFP. Similarly, it supports to increase demand for goods and services, which promotes supply of production and gives changes to improve the local traditional industries. Today it is looked on as Nepal's single most prized "economic commodity" the selling of which earns the country its valuable foreign exchange and generates a good income in the form of revenue (Sharma, 1995). When we turn the history of tourism in Nepal, we found that tourism industry was only well flourished post 1950s. Prior to 1950 tourists were only visited exotic places for their different objectives by which they documented the information on the different historical and religious places of Nepal. They just visited different areas of Nepal to see beauty and observing the cultural heritage. In early years the country had no infrastructure, communication and other supporting facilities, which could not success to establish tourism as an attractive industry.

Tourism industry plays a significant role for the promotion and generates additional employment opportunities like to run the business, tourist guide, potters and so on. For long run development of religious tourism new facilities would be provided for the tourists like accommodation (hotels, bar and restaurants), communication, road, information, skilled guide and trekking facilities. These facilities should not only confine in the city area but also other pertinent area of tourism like Ramnadi dham region.

Ramnadi Dham region(Ramadi) is developing as a funny destination, a few number of religious tourists visit this region and its several places like Ram temple , Ramjanaki Mandhar Jausala ,and Guru Disista ko Gufa and their average length of stay of a few days (DEAN, 1998). The few numbers of arrivals and the length of stay of tourists indicate that a wide research is needed in this field to find out the main problems and prospects of tourism. That will be helpful to reduce the poverty around

the Ramnadi Dham (Ramadi) area and it supports to earn the foreign currency through this smokeless industry.

There are a few studies highlight the status and problem of a particular tourist place but there is not done serious study at micro level religious tourism like in the Ramanadhi dham(ramdhi) region. This is the first study on religious tourism in Ramnadi dham(ramadhi ) region. The study is attempt to identify the problem, necessary support for its development, which address the problem that helps the tourism planners to frame appropriate plan and policies for necessary action. This study may help to identify constraints and problem of similar type of other tourist places also.

### **1.3 Objectives of the Study**

The general objective of this study is to identify the problems and assess the prospectsof religious tourism in Ramnadi Dham (Ramadhi) region.

The specific objectives of this study are as follows:

- To explore the major religious sites and prospects of religious tourism in study area.
- To assess the problems and barriers of religious tourism in study area.
- To identify the benefits of religious tourism in study area.

### **1.4 Significance of the Study**

The present study aims to analyze the important of tourism development in Ramnadi Dham (Ramdhi) and specially to find the problem of Malunga tunebot VDC in Syangja district. The salient significance of the study is that being rich in tourism resources the people do not know about uniqueness and beauties of Ramnadi Dham. Tourism also impact to a number of indigenous industries and services, or creating direct, indirect and induced employment opportunities and also changes the way of living of the people. This study will visualize and address Malunga tunebot VDC is one of the prospective and unique place of glories, land of culture, lakes and temple, which can offer and welcome the increasing number of tourists and provides satisfactory pleasures to the visitors. As well as consequences of the changes in the way of living in life of local people.

## 1.5 Limitation of the Study

Following are the limitations of this study:

- This is an academic work, as a researcher is a student who does not have previous research experience like this, thus there could be many shortcomings
- The increasing concern of tourist towards security condition.
- This study is based on the data available from the field visit of the study area.
- This study has not covered the other activities, except tourism activities and products.

## 1.6 Organization of the Study

The whole study is divided into five chapters.

**Chapter One** contains introduction of the research, research question and objectives of research, limitation of research and organization of research.

**Chapter Two** is the review of the relevant literature. It contains brief discussions religious tourism, the theoretical perspectives, empirical study of religious tourism.

**Chapter Three** contains the methodology adopted during the study are presented, which deal about the study area. This part contains research design, nature of data, techniques for data collection, sampling procedure, and analysis and presentation of data.

**Chapter Four** contains the setting of the study area, presentation of data, analysis of data using different tools and findings of study.

**Chapter Five** contains the summary, conclusion and suggestions of the study.

## CHAPTER TWO

### LITERATURE REVIEW

This chapter deals with the available history impact management and development of tourism etc., which were reviewed to generate adequate relationship between the variable and to share the others opinion on the issued statements.

#### 2.1 Conceptual Review

Since ancient times, Nepal is known as “abode of gods”. As such many visitors from china and India visited Nepal as pilgrims to worship at pilgrimage sites like Swaymbhunath, Bouddhanath, Pasupatinath, Muktinath, Barah Chhetra, Lumbini and many other sites of religious and cultural intrest (Baral, 2008).

In this context first of all, it is pertinent to illustrate a legend. As far as legend goes, Manju Shree made the Kathmandu valley. Sharma although Manjushree is said to have come either from India or china, yet he is regarded as the first tourist ever visiting Nepal (Shrestha, 2000).

Chinese visitor Huen-Tsang is believed to have visited Nepal in 637 A.D. during Lichchhvi period and can be considered as first recorded visitor in the history of Nepal. Later other empirical envoys from china like Li-y-piao I and Wang Hiuentse II visited Nepal and wrote their experiences about the wonders of Nepal (Baral, 2008)

After the Kot massacre, Jung Bahadur was entrusted as the prime minister. Jung Bahadur made sea voyage to visit Queen of England and became the first Nepali to cross the ocean. Ranas closed Nepal for foreigners. British Residency was there but their officials were not allowed to roam around freely. They had given special permission to special research. British visitors like Mr. Schlaguitweit, Daniel wright, Sir Brian Hodgson, Sir Joseph Hooker, E.A Smytheis, and some other visited Nepal during the period of Jung Bahadur. One of the visitors, Daniel Wright wrote a book “history of Nepal” in 1877 (Ghimire, 2009)

Mr. Boris Lissanevitch, who had successfully organized banquet for 160 Royal invitees for the coronation of His Majesty King Mahendra, was requested to settle down in Nepal and help for tourism promotion. He had opened Royal Hotel in 1953,

where present office and residence of vice president of Nepal is located. In the same year Nar Samsher closed his hotel, the manager of hotel in 1953, Mr. Mandis, opened Snow View Hotel at Lazimpat. He used to organize sightseeing tours to his visitors explaining about the local cultures, festivals. He did the promotion and marketing of Nepal and of his hotel, did reservation and confirmation and finally provided the services. It was the first time in the tourism history of Nepal that Thomas cook and sons get special permission to organize a tour of 60 tourists within the Kathmandu valley (Ghimire, 2009)

Nar Samsher opened a hotel in Jawlakhel in 1952, where the staff college is located presently. The manager of the hotel was Mr. Tom Mandis. He had brought Mr. Mandi from Calcutta to run the hotel. The concrete steps to promote and develop Nepalese tourism was made when a high level Nepal Tourism Development Committee was formed and Nepal Tourism Master Plan Prepared in 1972 (Bhandari, 2009)

Tourism geography is about the geographical distribution of tourism throughout the world. It seeks to describe and explain the spatial pattern of tourist activity and development on regional, national, international and world scales. It is about the location of tourist resources and the factors (e.g. economic and political etc.) that influences when, how and where they are used for tourism. It is about the people who are tourist, where and why they travel and the effect they have on the places they visit. The tourist travels away from home for a variety of reason (other than work). The essence of tourism is therefore, that it involves travel to a location, which is not the tourists home (Sharma, 2009)

Favorable climatic conditions at destination are key attraction for tourists. Weather can ruin a vacation, while climate can devastate a holiday destination. Climate is especially important for the success of beach destination and conventional sun-and-sea tourism, the sunshine, warmth temperature, and precipitation, escaping from harsher weather conditions and season in their home countries. Other forms of tourism, such as mountain tourism and winter sports, are also highly dependent on favorable climate and weather conditions such as adequate precipitation and snow cover (Beckon and Hay, 2007)

The World Metrological Organization (WMO), in partnership with National Metrological Services (NMSs) and the International Metrological Community, is

making an important contribution by providing relevant information to the tourism sector in order to reduce the adverse consequences of weather and climate extremes for tourism operators. At the same time, the WMO is joining with UNWTO and the tourist sector to maximize the benefits of favorable weather and climate variability and changes, including extremes. They are also providing guidance on how key actors in the tourist system might best respond in order to reduce risks and maximize benefits (Beckan and Hey, 2007)

There has been increasing cooperation between the, UN, WTO and WMO, manifested in the first international conference on tourism and climate change in Djerba in 2003. A special issue of world climate news on tourism was published in 2005, and an expert team on climate change and tourism has been established. The WMO will continue to spearhead international efforts to monitor, collect and analyze climate data and in collaboration with the, UN, WTO, it shall provide timely, relevant and reliable climate information services and products for use by operators, policy and decision makers in the tourism sector, and by travelers themselves (Beckon and Hey, 2007)

Moreover, as Shaw and Williams (2004) emphasize, under most situation the dominant mode of tourist production is a capitalist one. This has a number of implications but in understanding how spatial patterns

of tourism evolve needed to be recognize, first, how the investment decision and the related quest for profit by independent firms and business determines the forms and location of tourism development and, second, how the nature and the extent of regulation exercised by governments over their territories and the firms that are operating within them may modify or in other ways influence those decisions.

Tourism development has produced great disparities in the standards of amenities provided for the visitors and for the local population. This cannot be probably a condition of successful tourism development. Planning should be integrated to avoid as far as possible the disparities in the standard of amenities for the visitors and local population. Tourism planning should not be left totally to private enterprise in search of profit. Government must actively participate in it (Seth, 2006)

However, because problems such as political instabilities or the threat of terrorism are seldom a permanent feature of the condition in particular countries, so there is an

'ebb and flow' in the impact of, say a terrorist incident will be significant but unless there is a reoccurrence the perception of risk will diminish and the negative impacts on the aspects such as destination image will recede quite quickly. Hence for example, foreign visits to china all but vanished after the incident in Tiananmen Square in 1989, but the contemporary picture of tourism to china is now one of the sustained expansion (Williams, 2009)

The decline in tourist arrivals in Nepal was noticed in past also. As for example negative annual growth was recorded in 1965, 1981, 1984, 1989 and 1993 also. The reason for the fall in the tourist arrivals was due to some internal and external reasons. The tourist arrival declined by 1.4% in 1965, it was due to India-Pakistan clash while in 1981, it was due to the peoples movement in Nepal. The tourist an arrival in 1984 was also recorded negative (1.5 percent). The decline in tourist arrivals was no other reason than assassination of Indian prime minister indri Gandhi in October 1984, which led to massive cancellation of tourists visiting 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 unread for restoration of democracy and transits 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 marked in 1992. The divesting flood of 1993 also pulled down the tourist arrivals in the same year (Malla, 2004)

The origin of the "tourist" date base to 1292 A.D. It has derived from the word "tour", a deviation of the Latin world "torus" meaning a tool for describing a circle or a turner's wheel. In the first half of the 17<sup>th</sup> century, the term was used for traveling from place to place, a journey,an exclusion a circuitous journey touching the principle parts of a country or region. (Dhungana, 2006)

Tewari (1994) has summed up the concept of tourism as a movement of people to various destinations has two components, journey and stay, both of which take place outside the normal area of residence and work. The movement is of a temporary nature and for a short duration, which distinguishes it from migration. It gives rise to activities at the destination, which are distinct from those of resident population of the place visited. The main motive for participation in tourism is largely recreation and the visit is made for the purpose other than seeking permanent residence or

employment remunerated from within the place visited. Tourism, in the pure sense, is essentially a pleasure activity and involves a discretionary use of freely disposable incomes and free time.

The tourism society in Britain attempted to clarify the concept and defined in 1976 as: “Tourism is the temporary short – term movement of people to destination outside the places where they normally live and work, and their activities during the stay at these destinations, include movements for all purposes, as well as day visits or excursions (Bhatia, 1994).

According to Greffe (1993) Rural tourism can be understand in three different ways, Firstly, Rural tourism can be understand as living in the house of local people, this concept is poor people oriented so it is also known as tourism of poor people, luxurious destination where huge sum of money is need to be expend for accommodation and food, in such places who can't afford for such tourist Rural tourism is developed. Secondly, rural tourism refers to involving tourist in different activities which is vastly different than the tourism activities done in the urban area, activities like, cycling, fishing, honey hunting, etc. falls under this. Thirdly, this is newly developed concept about rural tourism; it includes staying in farm house, doing agricultural activities, studying about farming activities or enjoying watching these activities.

Green tourism is a concept which originated in France many years ago, and contrasts White tourism (based on snow resort) and Blue tourism (based on lake side resorts). The French, however, now use the term ‘Rural tourism’ because the term Green tourism’ is an inadequate general term for the most desirable kinds of rural tourist development (Ward, 1991). Rural tourism includes farm-based holidays but also comprises special-interest nature holidays and ecotourism, walking, climbing, and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, and arts and heritage tourism, and in some areas, ethnic tourism (Lane,1993:10). There is also a large general-interest market for less specialized forms of rural tourism. This area is highlighted by studies of the important German tourism market, where a major requirement of the main holiday is the ability to provide peace, quiet and relaxation in rural surroundings (Studienkreis fuer Tourism,



1987). In short, rural tourism is tourism which takes place in the country side (Kunwar, 2010).

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

Ghimire (2009) in his book *Travel and Tourism* has given more information related to the tourism. Tourism is related to traveling and is naturally a human character. Man needs change and travel provides the change. During primitive period travel was there but tourism was not there. Because at that time and motive was not to seek holiday from the routine work. The primary motive of their travel was trade and commerce or pilgrimage or to explore. The basic concept of tourism 'Pleasure to Leisure' was not there. When people learned to travel for pleasure, the concept of tourism was started. Learning to differentiate between work and Leisure create tourism. So tourism is related to the movement of people from one place to another for the purpose leisure.

Bhatia (1994) in his book entitled "Tourism Development principles and practices" stated that tourism development makes a detailed study of the Tourism phenomenon in its numerous aspects. It explores various concepts in tourism, what makes it possible and how tourism is an important factor in the prosperity of the nation. Since tourism is highly complex phenomenon, various disciplines are invoked in its study. Some basic disciplines such as economics, psychology sociology and geography contributed a great deal to it. Disciplines of management and marketing technique of planning, statistics and market research are also involved and are used extensively by tourism enterprises.

Tourism resources are all, and any of those features which draw people in to a destination (Godfrey and Clark, 2009). Tourism resources come in all shape and size, and most feature of an area can be considered part of the overall tourism resources base of the a destination .they include element of the nature and man – made environment, festival and event, activates purpose - built facilities, hospitality and transport service. These feature are classified as either principal or

supporting resources. Principal resources are those which those which have the strongest pulling power and usually represent the key motivating factor in the tourist's travel decision process. And supporting resources are those which supplement a destination's principal resources and contribute to a destination's visitors appeal, but do not on their own represent a primary motivate for travel (Godfry and Clarker, 2009) .

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

Tourism is the important tool for rural poverty reduction, uplifting living standards and socio-economic tool for conservation and national development, of course, if it understands in its depth and wide. Modern world is specializing in every aspect, but tourism is the sector where every entrepreneur becomes tourism experts without having its depth and wide knowledge. It is like a medical shop holder, pharmacist or a dispenser who is treating a heart patient. Since a dispenser is not qualified to treat any diseased patient, how could a tourism entrepreneur become a national tourism development seeker, it's a time to think. A master-mechanist of Toyota Motor Car, having 35 years of experience in repairing, will be confused to repair Mercedes, Skoda or Lada vehicles and will never be able to develop new model in the vehicles, whereas an automobile engineer, as a technician, always understands the mechanism of vehicles and would be able to gear up its development. Similarly, tourism is a technical subject. Until and unless the concerns recognize its technicality, tourism in Nepal will never be successful in real terms, but has to struggle for half a million and that is for unrecoverable natural and socio-cultural calamities (Tuladhar, 2008).

Upadhyay (2008) in his book "Tourism and Economic Development in Nepal" has mentioned the following characteristics of tourism:

1. Tourism involves a complex set of interrelationships between people, place and product.

2. The interrelationship inviolable through the transportations of people to various destinations outside of their normal place of residence and their stay at those destinations.
3. The durations of resting must generally be of a short-term nature.
4. Tourism entails pleasure activities in that it does not involve earning related travel.
5. It is an intangible service and it cannot be seen or inspected before its purchase.
6. Tourism product is not a homogeneous tour package to a destination and may vary in quality depending upon the circumstances, for instance a delayed domestic flight could affect the image of the product.
7. The short-term supply of the product is fixed. The number of the hotel rooms cannot be increased overnight to meet the requirement of the season.
8. The tourism product is highly perishable, a hotel room or an airline seat not used today is total loss.
9. The tourism product can't be stored for future use.
10. Its raw materials are inexhaustible.
11. The tourism products do not diminish with constant uses.

Upreti (2007) in his book, he describes the important tourist attraction places of far western Nepal including Khaptad region. The geographical, historical, cultural and religious values of far western Nepal are beautifully analyzed in this book. This book will be very helpful for policy makers and planners for tourism development in far western region. Similarly, the argument of this book is useful to study and analyze the religious tourism in Khaptad region.

Malla (2004) argued on planned development of tourism in Nepal and found that the tourist inflow was smoothly increasing from 1962 to 1995, however, the annual rate of increase was fluctuating. Large numbers of tourists came to visit Nepal for holiday pleasure. In the year 1995 about 50.4 percent of tourists visited Nepal for holiday pleasure and 32 percent of tourists came from India. On a continental basis 50 percent of total tourists came from Asia and the rest from Western Europe respectively. The study also concluded that before unification, tourists came to Nepal for religious purpose. During Rana regime due to the over-suspected outlook of the regime, Nepal was isolated from the outside world. After the downfall of the Rana regime, the development of the tourism sector gradually started in Nepal.

Similarly, Kunwar (2010) elaborates “tourism is the temporary movement of people to destinations outside their normal places to work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs”. In fact, the introduction of paid holidays can truly be associated with the development of modern tourism. In 1936 the ILO adopted the convention to support a serious movement of promote paid holidays in turn. Tourism right to paid holidays has universal recognition now. The trend is to grant longer holiday periods.

Main organizing committee was formed under the chairmanship of minister for tourism including secretaries of different ministers and mayors of various municipalities as members and chief executive officer of Nepal tourism Board as a member secretary. To execute tourism programmers effectively steering committee was formed under the chairmanship of secretary of tourism and civil aviation. Representatives of private sectors were also involved in this committee. other essential working subcommittee were set up in the various part of Nepal to make the programme a success ( Ghimire,2012).

## **2.2 Brief Introduction of Ramnadi Dham**

Ramnadi (Ramdi) is one of the culture heritage natural and religious zone. it is located at Kali Gandaki river Malunga VDC, Syangja district. On the after side of Palpa district Khani Chap, Pipal danda and Darlam Danda VDC join the Ramnadi Dham (Ramdi) bridge Kaligandaki is border of Syangja and Palpa district. According to the Hindu mythology Balmiki, Ramayan, SkandaPuran, when God Ram was searching his separated wife Sita and then he have Snaan and Tarpan and he come to the Ramnadi.

Angra river flow from the foot of the Ramba Devi where saint Angira have penance. Similarly guru Baasistha's Penance place Tapasthale's following the river of Guru and Krishna Gandgi trangularic union as well as St. Maarkandya penance place Malunga flowstowards Ramnadi and finally become a KaliGandaki. It is describe about Hindu's sacred book Sastra the Hindu myth.

According to the Hindu mythology Krishna Gandaki's power is 100 times more than power of Goddess kali, Kuru Chetra and Dharma Chertra, Krishna Gandaki effect is hundred times than other pilgrimage places. Indian four pilgrimage places: Badri,

Kedar, Dawarka and Ramesworam as well as world's hindus tmple offers Jal from kaliGandaki's Saligram.

When we take a Jaal from saligram we never have fear from premature death physical illness and re birth, it is describes in Hindus sacred book "sastra".

According to the "baraha Puran" when we shower in the whole month of kartik in Kaligandaki our all sins are collapse and we selvatim from sin.

In religious prospective Ramnadi dham (Ramdi) is very important place for Hinduism. That place god Ram showers (snan) Ramnadi Dham and went to "Harirarchetra" , it is also describes in sacred "Sastra". Rivers of river Kaligandaki and "saligram" is popular for Hindus. So our all's duty to protect this place "Rammadhi Dham"

At Kaligandki many pilgrim are come and worship I n the occasion of "Haribodhani ekadashi" (eleventh day in lunar for night) ,"Thule ekadashi,""Mange sakrinti","Baishak sakrinti""surya" and "Chandra grahan " At that place pilgrims are come Nepal and India too.

Siddha gufa (cave) also located in Ramnadi Dham,where goddss sita demand mother earth for penance in the era of treat and Dhartimatha her self created this cave, siddha gufa, And later Lord Ram's transporting Hanuman determind he only goes, So Hindus faith about this mythic event still fresh, and belief Hanuman is still there remaining. After era of Kali, Lord shiva gave invisible boon and begin to worship this place and famous for pilgrim.On the other hand Lord kapil also penance there, this event describes on shreematbhagwat Gita.

Similarly, in the era of Treta, lord Ram,Sita Hanuman and kapil have penance and on the other-hand in the era of Dwpar Balaram also penance for the salvation of sutaje murder.

So, this Ramnadi dham is famous in the era of satya and kali. Many lords, saints and gods penance there, now a days it is also popular who ever human being came here. in a are time in entire life, he/she' s sin is collapse and went to heaven easily, it is also describes Hindus holy book Puran.

This place important for religious, historical, archeological and tourism, but its lack of publicity care and protection, it is bitter reality. In the co-ordinated of guru Naharinath, a little bit process is going on, but it is not sufficient or enough. They care and build some temples, Dharmasala, gausala, sabdaha.

### **2.3 Phase for Tourism in Development Plans**

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

#### **First Plan (1956-1961)**

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

#### **Second Plan (1962-1965)**

During this plan period, collection of information on tourist arrival was initiated which has proved very helpful to have authoritative data base for further planning and policy formulation in developing tourism sector in the country. Specially, the sightseeing services, trained guide, increasing publicity of Nepal in the international market were priority accorded by the second plan. The enactment of the tourism Act 1964 (2021 B.S.) was notable development for tourism during second plan.

### **Third Plan (1965-1970)**

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

### **Fourth Plan (1970-1975)**

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

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

### **Fifth Plan (1975-1980)**

The ministry of tourism became a full-fledged ministry during this plan period in 1977. The fifth five year plan had spent out the following objectives for the development of tourism. They are?

- Increasing the foreign exchange earnings and these by improving balance of payment situation.

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

### **Sixth Plan (1980-1985)**

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

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

### **Seventh Plan (1985-1990)**

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

- To improve balance of payment situation through increased foreign exchange earnings by attracting upper class tourist.
- To create new employment opportunity by utilizing tourism industry to the fullest capacity.
- To increase the length of stay by extending tourism related activities and business where tourism infrastructure is available and
- To encourage the use of local goods required for tourist there by reducing imports gradually.

### **Eight plan (1992-1997)**

The eight plan recognized tourism in Nepal as having great significant in considering the national economy of the country. The eight plan had reviewed the progress made during the seventh plan. Eight plan also reviewed the progress made during the fiscal year 1990/1991 and 1991/1992. During these two years, some of the notable change



had been observed such as previously restricted areas namely. Manang and mustang were opened for trekking.

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

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

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

### **Ninth Plan (1997-2002)**

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

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

The main objective of the plan was poverty alleviation through tourism in the village and backward regions by utilizing the ethnic cultural heritage as an attractive tourism potential. The plan shall lock forward to promote regional tourism especially in

SAARC countries. For the promotion of tourism, diplomatic missions, friendship associations, airline offices and Nepalese organizations abroad would be made to take active participation. Hi-tech media like internet, homepage, e-mail, international television channel would be used for market promotion.

The achievements of this plan are as given below:

- Lunched ‘Visit Nepal Year 1998’ as a national campaign.
- Reached a record number of additional air agreement with different countries for air services, seats and routes.
- Added airport infrastructures in the hilly and relatively busy local airports.
- Improved the standard of Tribhuvan international airport runway, its equipment, parking area, terminal building and five extinguishing services.
- External flight permits have been granted to some domestic airlines and some opportunity will be made available to other airlines as well
- Civil aviation authority of Nepal has been established and is functioning well.
- Established Nepal Tourism Board by dissolving the department of tourism. (NTB)

### **Tenth Plan (2002-2007)**

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

The major objectives of Tenth plan are as given below:

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

### **Three years interim plan (2008-2010)**

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

Physical infrastructure needed to support tourism will be developed and improved. Initial works to construct second international airport will be carried out. Nepal will be established as a major tourist destination in the international level so as to enable tourism sector to develop as important segment of the national economy. This plan seeks to develop reliable and competitive air service through the expansion of domestic and international air services by involving the private sector in the constructor, development, expansion and operation of infrastructure related to the air transport sector.

The **Three Year Plan Approach Paper (2010/11-2012/13)** has aimed to attain balanced and inclusive development through tourism development. The plan has the following objectives:

- To generate greater employment opportunities, reduce poverty, and maintain regional balance and economic growth through developing and expanding tourism industry up to local levels along with increasing economic activities by implementing intensive and coordinated development programs; and to develop Nepal as a major tourist destination in the world.
- To develop tourism industry as well as national economy by extending international air services along with enhancing greater accessibility by strengthening existing air transport services of the country.

The plan has taken the following policies:

- Implementation of programs as a successful national campaign, introduction of Nepal as a new emerging destination, increase Indian and Chinese tourists through road network, extension of services and information at local levels,

economic diplomacy, new tourist packages, special discounted prize, inter-continental tourist market, utilization and honor of , NRNS for the mission of ‘SEND HOME A FRIEND’, world-wide popularization of traditional popular major tourist destinations, formation of Buddhist circle connecting Lumbini, Tilaurakot, Ramgram, Kapilvastu, Devadaha, Gotihawa, Niklihawa, Kudan etc.

- The plan also has made its policy to adopt and explore feasible and practicable approaches to mountaineering, adventurous, religious and cultural tourism along with business, eco, agro-based, sports, education and health tourism. Promotion of domestic tourism, adaptation of Leave Travel Concession approach, integrated programs, revision and amendment of tourism related policies and acts, corridor/regional approach, formulation of periodic and annual budget and programs. For tourism through local bodies, community awareness programs, involvement of private sector, integrated information system for effective database, update and effective tourism information system are included in the policy for tourism development in Nepal. The plan has given priority to tourist friendly infrastructure protecting existing popular routes of trekking and trails.
- Local level skill development and training programs for provision of employment opportunity, data collecting system, amendment of Boot Act and Regulation and Procurement Act, 2006 to support tourism industry, legal provision to define home-stay activity, quality tourist products, regular monitoring programs and measurement of standard of services are adapted in the policy of this plan.
- Code of conduct for tourism, update and revision of Tourism Act, 1996 and Vehicle Act, 1992 and tourism related other acts and regulations are strongly adapted in the plan. Construction of alternative airport of international standard and 24 hour a day service of TIA, efficient operation of NAC along with adding up more carriers and high encouragement of international airways to make more flights in the international tourist source market of Nepal are taken as the policy of tourism development in Nepal in the plan.

## **2.4 Major Future Tourism Activities in Nepal**

### **New Tourism Policy 2008**

It is in process of publication and implementation. Formulation of New Tourism Master Plan is proposed for the coming fiscal year.

## **Nepal Tourism Vision 2020**

Ministry of Tourism and Civil Aviation, in collaboration with concerned industry entrepreneurs and Nepal Tourism Board, has issued Nepal Tourism Vision 2020. Under this, vision, target objectives and strategies have been set to attract two million tourists in 2020. (NTB, 2013)

## **Nepal Tourism Year 2011**

With a view to celebrate the year 2011 as Nepal Tourism Year, production and distributional of publicity materials and promotional programs are being carried out subsequent to establishment secretarial and formation of the main committee and 14 sub committees.

## **Development of New Tourism Destinations**

Development of tourism is considered as a major component of poverty alleviation and new economic development policy of Nepal. In the process, grants have been made available and the constructions works initiated in Srientu, Halasi, Manakamana-Goraknath of Gorkha, Swargadwari of Pyuthan, Jakhera lake of dang, Khaptad Region, Rungoshan region of Accham, Gadimai-Simaraunaged of Bara for the development of tourists destination through the creation of necessary infrastructure. Likewise integrated tourism development program has been initiated in Karnali zone.

## **Royalty Exemption**

From the beginning of this fiscal year, royalty exemption will be availed for next five years to mountain earning expedition teams destined to mountains of western and mid-western regions.

## **Medical Tourism**

Process is initiated for collecting information on Ayurved based exclusive treatment services being made available through Nepalese health institutions in the process of developing Nepal as a medical tourism destination in collaboration with the private sector, Nepal Medical Association and Ministry of Health and Population. Objective

is to develop Nepal as a prominent center for meditation, yoga and natural therapy while publicizing traditional treatment methods like ayurveda and development of medical tourism in participation of the private sector.

### **Agro- Tourism**

With the policy to increase the use of agro-products in tourism areas and routes by producing locally, agro-tourism training programs in co-ordination with Agriculture Training Directorate are on the implementation process for the growth of agro-products in some important rural tourism areas as such.

### **Home stay program**

With a view to incorporate the tourism with poverty alleviation, feasibility study is underway at 14 different places to conduct Home Stay Program which is based on the model that the tourists stay at homes of local people and visit nearby tourist spots.

### **Construction of International Airport**

Feasibility study is being carried out for the construction of international airport in Nijgadh of Bara district. Fencing work in the Chhinnedanta of Pokhara based airport is going on, while the compensation distribution for additional land required for the construction of Gautam Buddha airport of Bhairahawa is in preliminary stage.

### **Airport Upgrading**

Upgrading and capacity extension works are being carried out in 9 domestic airports that are regarded important from regional and tourism point of view

## **2.5 Empirical Review**

In respect to Nepal, Chinese visitor Huen Tsang is believed to have visited Nepal in 637 A.D. during Lichhavi period and can be considered as first recorded visitor in the history of Nepal. Later, other empirical envoys from China like Li-Y-Piao I and Wang Hiventse II visited Nepal and wrote their experiences about the wonders of Nepal. Chinese history of the Tang Dynasty gives details about Nepal from 643 A.D. to 651 A.D. The Malla kings who succeeded Lichharis give a new turn to 1480 A.D. The three kingdoms Kathmandu, Patan and Bhaktapur of Malla kings during medieval

period virtually transformed in to open museum of art, culture and architecture. The craftsmanship was at the top level, the evidences of which are the pagoda style temples, places, houses and many other things of artistic character (e.g. Thangka painting, fresco art etc.) all over three cities. Since ancient times, Nepal is known as “Abode of the Gods” as such many visitors from china and India visited Nepal as pilgrims to worship at pilgrimage places like Lumbini, Pashupatinath, Muktinath, Baraha Chhetra, Swayambhunath, Boudha Nath and many other sites of religious and cultural interest. (Upadhayay et. al., 2008)

Shrestha (2000),She has further recommended certain strategies to develop tourism in Nepal. Besides, concentrating on the old products, Nepal must introduce new tourism products suitable for catering to the interest of all types of tourists by age, sex and occupation and to introduce both urban and rural tourism products. Nepal should be able to attract tourists from diverse income groups by catering to their respective needs and presenting Nepal as the destination for all types of tourists. The road network should be well developed and existing road conditions should be properly improved. It is recommended to develop another international airport preferably in the Terai region that would be technically and economically viable. Encouragement for the development of small hydropower project and solar energy are recommended especially on the trekking routes and at wildlife resorts with view to protect natural environment of the area. The private sector should come forward to join hard with the government for promoting and marketing tourism. The use of satellite communication, media such as international televisions channels, CNN, BBC, NTV television, etc. internet, CD-ROM should be used for promotional purposes. The government and the concerned authorities should take concrete steps to prevent deforestation, landslides, pollution, littering on trekking routes and in national park. It is necessary to protect and preserve the socio\_cultural values of the country for sustainable tourism development.

In some cases the pull of a destination is tourist resources largely determines the timing of arrivals while in other cases, arrival patterns are determined mainly by driving factors in originating region. Tourism is by its very nature subject to considerable seasonality. While seasonal fluctuations in demand sometimes be reduced, they cannot be eliminated. Thus when tourism is the primary industry in an

area, the off –season periods inevitably result in serious unemployment (Pradhan, 2008)

Shrestha (1999), in her Ph.D. dissertation is concerned with the problems and prospect of tourism in Nepal. The main findings of her study are: (i) Tourism has emerged as a major segment a Nepalese economy contributing substantially to the foreign exchange earnings (ii) employment generation and (iii) overall economic development of the country. The main tourist generating regions are Nepal, Asia and Western Europe. There is lack of psychological infrastructure in tourism spots. Most of the service infrastructures are mainly concentrated in major urban areas and in few population trekking routes, majority of the tourists had expressed that there is a great prospects of tourism in Nepal. Nepal Airlines should increase its air seat capacity and solve its problems on a long-term basis, otherwise, private airlines should be allowed to operate immediately even in those routes where Nepal Airlines operates.

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

Shrestha (1999),She has further recommended certain strategies to develop tourism in Nepal. Besides, concentrating on the old products, Nepal must introduce new tourism products suitable for catering to the interest of all types of tourists by age, sex and occupation and to introduce both urban and rural tourism products. Nepal should be able to attract tourists from diverse income groups by catering to their respective needs and presenting Nepal as the destination for all types of tourists. The road network should be well developed and existing road conditions should be properly improved. It is recommended to develop another international airport preferably in the Terai region that would be technically and economically viable. Encouragement for the development of small hydropower project and solar energy are recommended especially on the trekking routes and at wildlife resorts with view to protect natural environment of the area. The private sector should come forward to join hard with the government for promoting and marketing tourism. The use of satellite



communication, media such as international televisions channels, CNN, BBC, NTV television, etc. internet, CD-ROM should be used for promotional purposes. The government and the concerned authorities should take concrete steps to prevent deforestation, landslides, pollution, littering on trekking routes and in national park. It is necessary to protect and preserve the socio\_cultural values of the country for sustainable tourism development.

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

Nepal has different cultures and many more attractive pilgrimage places. Syangjas, one of the 75 districts is not less important for pilgrimage places. Historical places, local dance, music, ceremonies, arts and crafts, dress, customs and value system produce the culture of Kailali. Ghoda Ghodi Lake, naina devitemple are some of the historically important places and different ethnic groups culture and customs attract to tourists.

Though tourism is important in the country like Nepal for development of the country, there should be given eyes to the impacts of it in various sectors.

Nepal recently conducted Nepal Tourism Year 2011 failing to meet its target by quarter. Critiques have announced the year 2011 as failed year owing to the fact that the year did not meet its target. However, the year market the steady recovery of tourism industry that languished during the Maoist insurgency period. Despite all the hurdles the tourism industry witnessed 22 percent increase in tourist arrivals (From 602, 867 in 2010 to 735, 965 in 2011) and 30 percent revenue compared to last year (Phuyal, 2012). Similarly, the tourism year 2011 created good opportunities for private sector.

Mountain in the earth occupy about one -fifth of the totalland surface. In reality , about 36 percentage of the land area of the world is composed of mountains , highlands and hill country (Faibrbrrie, 1968). Mountains are faulted or folded strata of elevated landforms with steepness of slopeand enormous environmental contrasts, within a relatively short distance. They are considerably higher than their

surroundings and are also of greater altitude than a hill. They provide diversity of landscape, climate, flora and fauna and give the opportunity to feel the vividness of the nature. They offer enchanting scenic beauty, inspiration, and are symbols of peace and strength for mankind (Pouel, 2009). Hence, mountains have attracted men since antiquity. Mountaineers consider Mountains pious and worship with prayer flags, piling stone at a vista they have reached after a steep climb, along the mountain trail (Saw 1872)

They also provide another definition in the same area “Tourism embraces all movement of people outside their communities for all purpose except migration or regular daily work. The most frequent reason for this movement is for holiday but it will also include for example attendances at conferences and movement on infrequent business purpose (Ibid)”.

McIntosh, Goeldner and Brent Ritchie (1990) defined tourism as “the sum of the phenomenon and relationship arising from the interactions of tourists business supplies, host government and host communities in the process of attracting and hosting these tourists and other visitors”. This definition focuses on the business and other interaction activities.

The definition of the tourism can be concluded as “a movement or journey of the people for entertainment within short period of time and such movement or journey influence the national and international economy through the various tourism based activities like trekking, travel and employment”. Beside the economic transformation, tourism brings change in human behavior, attitude and beliefs, which have been prevailing since the generation.

The word tourist is comparatively a recent phenomenon. Prior to the word “Tourist”, they were known as travelers or explorers. In the first half of the seventeenth century the term was first used for traveling from one place to other place, or to a journey or excursion or a circuitous journey touching the principle parts of country or region.

In the early 19<sup>th</sup> century the terms “Tourist” assumed a meaning of “One who makes a tour, especially one that does this for reaction or who travels for pleasure or whose object of interest is scenery or the like” (Upadhyaya, 2003).

The league of nation did a pioneering work in defining the tourist for the purpose of statistical measurement. Realizing the importance of collecting statistics, the

committee of the statistical experts of the League of Nations, in 1937, defined “foreign tourist” as: any person visiting the country, other than that in which he usually resides, for the period of at least 24 hours. This definition considered the following characters for being a tourist:

- Person traveling to meetings or as a representative in capacity of any kind (scientific, administrative, diplomatic, religious, athletics etc.)
- Persons traveling for business purposes.
- Persons arriving in the course of a sea cruise, even when they stay for less than 24 hours.

The above definition was confirmed by the united nation in the year 1945 and it was stated that the tourist was a person who stayed in a foreign country for more than 24 hours and less than 6 months for any nonimmigrant purpose.

For statistical purpose the term visitor describes any person visiting to a country other than that of his usual place of residence for any reason other than to remunerate profession. This definition covers:

**Tourist** i.e. temporary visitors staying at least 24 hours in the country visited and the purpose of whose journey can be classified under the following heading:

- a) Leisure (reaction, holiday, health, study, religion and sports)
- b) Business (family, mission, and meetings)

**Excursionists** whom are temporary visitors staying less than 24 hours in the country visited including cruise passengers who arrive in a country on a cruise ship return to the sea. Such right to sleep on a boat even though the ship remains in port for several ways (WTO, Cited by Upadhaya 2008).

**Pradhan (1978)** concludes that Nepal began to benefit from tourism industry in the post 1950 A.D. After first and second world war, developed countries like UK, USA, France etc also used tourism industry for the solution of favorable balance of payment. The developing countries used tourism to sustain deficit financing and economic development. The topographical condition of Nepal is fruitful for tourism industries and it helps to solve the national unemployment problems. The training program conducted by different institution and UNDP (United Nation Development

Program) and ILO (International Labour Organization) have significant contribution in the promotion of tourism industry.

**Burger (1978)** studied the economic impact of tourism in Nepal. In his study he observed that tourism in Nepal is of rather recent origin. Before 1950 no foreigners were allowed to visit Nepal without permission of the Rana Rulers. After opening door to tourism, the tourism inflow of Nepal rapidly increased. He indicated that more than 1 million tourists visited the country in 1976. Since 1962 the number of tourist arrivals has grown at an average 20 percent per annum. More than 80 percent of total tourists arrived in the country via air whereas about 20 percent arrived overland excluding Indian tourists. One of the most important findings of the study was one out of six tourists who visited India also visited Nepal. The study concludes that although tourism is a recent phenomenon in Nepal, it has grown at an astonishing rate. Europe was the major tourist generating market for Nepal in 1975, but the USA was the leading single country in terms of numbers of visitors.

**Pradhananga (1993)** has analyzed tourist consumption pattern and its economic impact in Nepal. His study showed that the tourism sector contributed 37.99 percent of the direct expenditure. The study has also found that the direct import content was 33.49 percent, in tourist sector, 17.34 percent in tourism related sector and non – tourism sector the increase in tourist expenditure leads to increase in import and this was found to reduce the negative effect on the national economy. In this study the finding is that higher the propensity to import, higher is the leakage of money. Tourist expenditure was used for imports and thus the ultimate result would be unfavorable to balance of payment. This study revealed that the major source of government income is usually from direct taxes and custom duties. It is indicated that the direct taxes generated from tourism sector was 4.72 percent, tourism related sector was 0.074 percent and from non – tourism sector it was 2.27 percent. Beside this he also found that the direct employment opportunities in tourism sector was 12.41 percent, in tourism related sector it was 54.71 percent in 1993.

**Chitrakar (1997)** found that tourism has contributed to the foreign exchange earnings, employment generations, regional development and linkages. The foreign exchange from tourism industry was Rs. 8251.71 million in 1993/94.

**Malla (2004)** studied on planned development of tourism in Nepal and found that the tourist inflow was smoothly increasing from 1962 to 1995, however, the annual rate of increase was fluctuating. Large numbers of tourist came to visit Nepal for holiday pleasure. In the year 1995 about 50.4 percent tourists visited Nepal for holiday pleasure and 32 percent of tourists came from India. In continental basis 50 percent of total tourists came from Asia and the rest from Western Europe respectively. The study also concluded that before unification, tourists came to Nepal for religious purpose. During Rana regime due to the over suspected outlook of regime, Nepal was isolated from the outside world. After downfall of Rana regime, the development of tourism sector gradually started in Nepal.

**Tripathee (2002)** in his study found that the trend of foreign exchange earnings from tourism sector increased during the fiscal year 1974/75 to 1997/98. The trend value shows that the foreign exchange was increasing by Rs 437.83 million per year during the period. The Gini coefficient of that study is 0.55 which mean that there is not much more variation among the foreign exchange earnings of the years from 1974/75 to 1997/98. Tourists of age group 16-30 and 30-45 are more than other age groups. This indicates the young tourists are very much interested to visit Nepal. The percentage of male tourists was larger than the female tourists between the years 1962 to 1998.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

Research design is helpful to manage the evidences and enquires of the study in appropriate order within the given time frame and to interpret the data. This study is based on both exploratory and descriptive research design. In descriptive research design the study include research methods and review of related literature. Similarly, in exploratory researcher design the study include the facts and phenomenon of the study area. Accordingly, the researcher has developed some of the instruments like the structured and unstructured questionnaire and interview schedule to explore the field information on religious tourism.

#### **3.2 Rationale for Selection of the Study Area**

KNP(Kali Natural Place) is unique in terms of the natural beauty, which provides the habitat for the wild animals however such natural beauty lies away from the tourists due to lack of developed infrastructure. There are natural attractions like flora, fauna, species and NTFP. Similarly, the culture of the Ramnadi dham (Ramadhi) region is also unique than other region of Nepal. This region itself is rich in its folk culture as people have been continuing various types Lok dance, Rolya nachney. Such types of the culture have been transforming one generation to another. Religious sites of this region have been attracting both domestic and international tourists. This shows the high possibility of tourism development in this area. As a local people of the study area I am familiar with religious and cultural sites, which were helpful to collect the field data within the period of the field research.

#### **3.3 Nature and Sources of Data**

This study is based on qualitative and quantitative by nature. The perception, adoptive strategies and their migico-religious practices is qualitatively analysed whereas quantitative data will reveal the income, expenditure pattern, educational status hotel, business trend in the area. Primary data are gathered through field observation; interview, questionnaire survey and secondary data is collected through official documents, newspapers, newsletters, journals, documentaries, annotated bibliographies and books. Research Data will be coded and tabulated and analysed in logical order

### 3.4 Universe and Sampling

The religious tourist and their stakeholder in Nepal is the universe for the study. Ramnadi Dham is selected as study area for research. For this research accidental sampling is used to selected tourist arrival in study area. Random sampling method is used to select the local HHs. At least out of five hotel three hotel are selected from purposive sampling methods for this research. The detail of selecting the sample are shown in following table:

S.N	Streams	Total population	Sampling	Percentage	Method
1	Tourist arrived one Month	50 (Average)	20	40	Accidental
2	Local people	100 HHS	30	30	Random lottery
3	Hotels	5HHS	3	60	Purposive
Total		205	53		

### 3.5 Techniques of Data Collection

#### 3.5.1 Observation

Research involved in the observation to record the different information related to religious tourism in the Ramnadi Dham (Ramdi) region. To accomplish this task, both participant and quasi-participant observation is used. During the period of observation the value of their cultural identity were sincerely observed. In the observation period the study was based on the observation of customs, feasts and festivals, rituals and other sacred sites. A part from these, the study observed the small and cottage industries based on traditional and indigenous technology like wooden and basketry products.

#### 3.5.2 Questionnaire Survey

The structured questionnaires is prepared for the information collection of the study area for the local people, tourist's, Hotel owners and Home stays. Both the open-ended and closed questions are included. The local people of the particular

are requested to fill up the questionnaires. The questionnaire will be field with different problem and prospects related in the area. Different facilities provided by the hotel owners and what are the gains that are obtained by the tourists.

### **3.5.3 Key Informants Interview**

The study had undertaken the structured, semi-structured and unstructured interview to explore the information on religious tourism and its impacts on both local and national economy. For these, the study was based on interviews with village leaders, politicians, tourists, mukhiya, elderly people, businessmen and government officials like official of tourism board and security personnel. The study recorded their interviews in the audio. These interviews are transcribed and translated in the field. For this study older local peoples, Pujari of Ram temple, VDC chairperson are the key informants for this research.

### **3.6 Tools of Data Collection**

Researcher used different types of the tools like questionnaire, checklist, and audio recorder in order to collect the primary information from the field. Both structured and unstructured questionnaires are used to collect quantitative information in the KNP area. Questionnaire provided the information about business, educational status, expenditure pattern of the tourist and demographic data of the local informants. A separate checklist will be used to interview different respondents such as government officials, businessman and other concern bodies. Before collecting data, researcher has pre-tested his data in Ramnadi Dham (Ramdi) area of Syangja. It helped to avoid errors and difficulties of the research.

### **3.7 Method of Data Analysis**

In the process of data analysis the researcher classify and tabulate data, which he has collected through the various sources. In this study data collected and tabulated manually. For different types of data different tables are prepared. Simple statistical tools are used such as percentage, average, frequency, bar diagrams and pie chart. To fulfill the objectives of the study, data is analyzed descriptively.



## CHAPTER FOUR

### PRESENTATION AND ANALYSIS OF DATA

#### 4.1 General Background of the Study Area

Syangja District is a part of Gandaki zone is one of the seventy-five district of Nepal, a landlocked country of South Asia. Syangja lies at the height of about 1,088 m. (3572 ft) above the sea level. It lies at about latitude 28°4'60" north and longitude 83°52'0" east. The district, with Syangja as its district headquarters, covers an area of 1,164 sq. km (449 sq m). Syangja is one of the six districts of Gandaki zone in western development region of Nepal. According to 2011 census, Syangja district is populated by 2, 89, 148 person with an average density of 250 sq. km (640/sq mi) person per square kilometer. Syangja district has 62 VDCs and two municipalities.

The other main feature of this district is the Siddhartha Highway named after Gautam Buddha which connects Bhairahawa with Pokhara via Syangja. The highway crosses this district in the east to Aandhighat Dham, Chapakot and in the west to Setibeni Sila Dham and Mirmi. It is the oldest highway of Nepal built more than 40 years ago.

Nepal has different cultures and many more attractive pilgrimages place. Syangja, one of the 75 districts is not less important for cultural places. Historical places, local dance, music, ceremonies, arts and crafts, dress, customs and value system produce the culture of Syangja. Kolma, Darau Sirubari, Kaligandaki Hydropower, Syangja Manakamana, Nuwakot Darbar Square, Bate Cave, Setibeni Sheela, Suntalidevi Temple, Kedarnath Temple etc. are some of the important places and Rodhi Ghar, Ghatu Nach, Jhora Nach, Sorathi Nach, Lakhe Nach and different ethnic groups culture and customs attractions provide a lots of excitements to tourists. Syangja has many tourist destinations, unique natural beauties and various cultural specialties of its own and the sustainable and vision full exploitation of these destinations offer a wide range of comparative advantages for which suitable and effective plan is needed.

Malunga VDC is one of the remote villages in the Syangja District of western development region of Nepal. It covers 6.9 sq.km of total area. It is a newly identifying rural tourism area, surrounded by Mulanga VDC of palpa district at the east, darlamdanda VDC at west, jayapathaya and krishangandagi VDC at the north

and Orate VDC at the South. It has identified as tourism area science 2068 B.S. formally. The VDC is rich in its natural beauty, social and cultural values of its indigenous groups like Naure ,magur gurung ,bhraman etc. with sparse population of various castes.

#### **4.1.1 Climate**

The study area lies within sub-tropical climate zone. As more than 50 percent of the area is covered with forest. Bajarthung community forest is one of the attractive parts of Ramdhai River (Ramdi). There is neither very hot in summer nor very cold in winter.

#### **4.1.2 Topography**

Malunga VDC is lies in mid-hilly region with slope area. The slope of the area increases from all sides to the hill 1600m above the sea level. Six fresh water flowing rivers are Agaha khola Kgudakhola hola and mulanga khola (east), Ramda khola(south), Chishapani Bukuwa Khola (west) and Sisne Khola (north) flow southward through the VDC.

The historical place Ramjanaki Temple is at the hilltop of VDC. krishan Temple and Shiva parvati temple are important religious tourism. The endangered indigenous cultures (especially related to Gurung and Magar, Braman caste) are another attractive part of Malunga.

### **4.2 Present Information about Tourists and Tourism**

This chapter presents the results of the survey of tourists. The result is mainly based on questionnaires collected from 20 tourists who visited RamnadiDham( Ramdi) during field visit.

### 4.2.1 Distribution of Tourist by Nationality

Since the field visit were conducted in the june/july, which generally known as of - season in tourism sector, researcher couldn't meet tourist in large number. 20 tourists were surveyed during the field visit. The distribution pattern of tourist bynationality is shown in below table:

**Table: 4.1**

**Distribution of tourist by Nationality**

S.N	Countries	Number	Percentage
A	USA	5	25
B	India	5	25
C	Europe	3	15
D	China	2	10
E	Others	5	25
Total		20	100

Source: Field survey, 2014

Though Ramnadi Dham (Ramdi) attracts tourist from different countries in the past, during the field visits researcher meet tourists basically from four countries. It is delighting to see more America and India tourists during field visit. The respondents selected for the study consists 25 percent from both USA and India and similarly 15 percent from Europe and 10 percent from China and 25 percent from othercountries, fromabroad.

### 4.2.2 Tourist Arrival by Age

The different ages of tourists visit Ramnadi Dham(Ramdi), which is presented in below table:

**Table 4.2**

**Tourist arrival by Age**

<b>Age group</b>	<b>Number</b>	<b>Percentage</b>
Below 20 years	5	25
21-50 years	10	50
Above 50 years	5	25
Total	20	100

Source: Field survey, 2014

Table reveals that 25 percent of the respondents are below 20 years of age, while 50 percent are within the age group of 21 to 50 years. Similarly, 25 percent of respondents are of Above 50 years.

**4.2.3 Distribution of Tourist by Purpose**

The purpose of visit by tourists in Ramanadhi dham (Ramdi) may be classified into pleasure and relax, adventure, pilgrimage, business assignment, project assignment, to gain health and village people and culture. The distribution of tourists by purpose of visit may be seen from below table:

**Table 4.3**

**Distribution of tourist by Propose of visit**

<b>Purpose of Visit</b>	<b>Total Number</b>	<b>Percentage</b>
Pleasure and Relax	3	15
Pilgrimage	2	10
Research	2	10
Business assignment	1	5
Visiting Tribal Village	2	10
Sight Seeing	4	20
Rafting and Boating	3	15
To gain health	2	10
Gain field education	1	5
Total	20	100

Source: Field survey, 2014

The above table shows that 15% tourist come for pleasure and relax purpose, 10% visit for pilgrimage purpose, 10% come for research, 5% come for business assignment, 10 % comes for visiting tribal village. 20 % visit for tribal village, 20 % comes for sightseeing, 15% comes for rafting and boating, 10% visit for healthpurpose and 5 % visit Rramanadi dham (Ramdi) to gain field education.

**4.2.4 Distribution of Tourist Arrive by Occupation**

The sample consists of different occupations. Table below shows the occupational difference of tourist:

**Table 4.4**

**Tourist by Occupation**

<b>Occupation</b>	<b>Number</b>	<b>Percent</b>
Student	10	50
Service	5	25
Business	2	10
Others	3	15
Total	20	100

Source Field survey, 2014

The table shows that 10 visitor or 50% were students, 5 visitor or 25% are engaged in service sector. 2 visitor or 10% were engaged in business and 15% in different occupation.

**4.2.5 Current Situation of Infrastructure Facilities in Ramndahi Dham (Ramdi) According to the Tourists**

Modern facilities and services is one of the major components that are necessary to attract the tourists. Ramnadidham (Ramdi) is rich and possess all the major facilities and services to develop it as tourism; only it needs proper management and planning. Current existing facilities in Ramnadi dham (Ramdi) and Tourists responses about it are shown below in the table.

**Table 4.5**

**Feeling by Tourist about Infrastructure**

S.N	Facilities	Very Good	%	Good	%	moderate	%	Don't know	%	Bad	%
1	Water Supply	-		4	11	-		-		-	
2	Communication	-		-		5	14	-		-	
3	Electricity	-		5	14	-		-		-	
4	Road	6	18	-		-		-		-	
5	Health Service	-		-		-		4	11	-	
6	Cleanliness	-		-		-		-		3	9
7	Security	-		-		3	9	-		-	
8	Tourist guide	-		-		-		-		5	14
9	Residence facility	-		-		-		-		-	

Source: field survey, 2014

Very good = When a particular facility is over supply.

Good = When a particular facility is abundant.

Moderate = When a respondents don't have any idea about a particular facility.

Don't know = When a particular facility is in short supply and difficult to use.

Bad =When a particular facility is scarce and very difficult to use.

**4.2.6 Means of Transportation Used for Visiting Purpose**

The below table shows the number of tourist visited to Ramnadi dham(Ramdi) by different means of transportation.

**Table: 4.6**

**Means of transportation**

<b>S.N</b>	<b>Means of transportation</b>	<b>No. of tourist</b>	<b>Percentage</b>
1	Car	3	15
3	Local bus	15	75
4	By foot	2	10
5	Total	20	100

The above table shows that about 75 percent of the tourist visit Ramnadi dham by local bus and 15% of tourist visit the place by car and 10% of tourist visit by foot.

### **4.3 Present Situation of Hotels in Ramnadi dham(Ramdi)**

Hotel industry plays a dominant role in tourism development. Tourist inflows increase in Ramnadi dham(Ramdi) after the hotels were established and its continuous advertisement. With the increase in tourist activates in Ramnadi dham(Ramdi), the number of hotels has grown significantly.

Now there are above than 5 paying guesthouses, 2 lodges and 3 resorts. All the lodges and paying guesthouses are made giving priority to the tourists who like to enjoy village environment. But for the tourism development only these hotels and lodges are not enough. So there must be increase in the number of hotels, lodges, resorts and guest house in this dham.

#### **4.3.1 Profile of Hotel Owner**

Most of the hotels in Ramnadi dham (Ramdi) are owned by locals all are operated in respondent's own premises by their own resources. And majority of the owner belongs to the local people. This shows people are investing a lot in tourism industry.

#### **4.3.2. Accommodation Capacity of Hotels and Guest House**

Accommodation capacity of hotels varies between different classes of hotels. It also depends upon the investment made for its establishment. The available rooms and beds in Ramnadi dham (Ramdi) are given below in the table.



**Table 4.7**

**Distribution of Accommodation Capacity**

S.N	Types of Hotels	Capacity		Total Capacity
		Single room	Double room	
1	Paying guest house	4	2	6
2	Lodges	5	3	8
3	Resorts	-	5	5
	<b>Total</b>	<b>9</b>	<b>10</b>	<b>19</b>

Source: Field survey, 2014

The above table shows that most of the total accommodations capacity available in Ramnadi dham. The cost of accommodation are low and easily accessible paying guesthouses. These are located in the market area and run by the locals providing homely environment. Most of the tourist used to stay here in order to enjoy the local culture and traditional way of living and also to learn Nepali language. For the development of religious tourism the number of hotels, lodges and resorts must be increase and continuous marketing must be done.

Similarly, some of the accommodations available in Ramnadi dham (Ramdi) are medium standard lodges, which are operated giving emphasis to the tourists who are much concerned with village life and tradition, especially Ramnadi lodges has been decorated with the old equipment's that hold the historical value, like khukuri, theka, old gun etc.

### **4.3.3 Income of Hotels**

In general, income variation among hotels in Ramnadi dham (Rmdi) is common. The income variation of hotels has been grouped in three categories: below Rs 15000 between Rs. 25000 to Rs 350000 and above Rs. 35000 per annum. The income generated by hotels in Ramnadi dham(Ramdi) is shown in table below.

**Table4.8**

**Income Variation of Hotels**

<b>Type of Hotels</b>	<b>Monthly Income</b>	<b>Number of Hotels</b>
paying Guest House	Below Rs. 15000	1
Lodges	15000-25000	1
	Between Rs. 25000-35000	-
Resort	Above Rs. 35000	1
Total		3

Source: Field survey, 2014

The above table shows that the average income of paying guesthouse is below 15000, in case of lodge the average income of between Rs. 15,000 to Rs. 25,000 and average income of resort is above Rs. 35,000.

**4.3.4. Employment Generated by Hotels**

Comparatively to other tourist destination few people are employed in the tourism sector Ramnadi dham (Ramdi). The employment provided by the hotels in Ramnadi dham (Ramdi) is shown below table:

**Table 4.9**

**Employment Generated by Hotels**

	<b>Skilled Employees</b>	<b>Unskilled Employees</b>
Paying Guest House	2	3
Lodge	4	2
Resort	5	3
Total	11	8

Source: Field survey, 2014

The employment has been grouped as skilled and unskilled. The above table shows that sample paying Guesthouse accommodation in Ramnadi dham (Ramdi) has employed only 5 employees which includes 2 skilled and 3 unskilled workers. Similarly, sample lodges has provided employment to only 6 persons which include 4

skilled and 2 unskilled worker. In case of sampled Resort, it provide the employment for 8 People which include 5 skilled and 3 unskilled worker.

Similarly, during field visit it also noticed that most of hotel's owner himself/herself and their family members are engaging in hotel task rather than employing other.

#### **4.4 Tourist Arrival in Different Season**

Tourist arrival are affected by the season. In season large number of tourist visit the Ramnadi Dham. In the time of off season less number of tourist visit the Dham. The feastival time is consider as the season for tourism for the Ramnadi Dham. Following table shows the tourist arrival per day:

**Table 4.10**

**Tourist Arrive in Season**

S.N.	Season	Tourist arrival per day	Percentage
1	Off season	5	14
2	Normal	10	29
3	Peak-season	20	57
4	Total	35	100

Source: Interview, Pujari, 2014

In the above table we can see that in the normal season about 10 per day tourist come to visit Ramnadi dham (Ramdi) which occupy 29% of tourist visit in Dham, inoff-season about 5 tourist per day come to visit which occupy 14% of tourist visit in Dham and in the peak season about 20 tourist per day come here to visit which is about 57 percent of tourist flow.

#### **4.5 Perception of HotelOwner about their Business**

The view of hotel owner plays the vital role in Ramnadi Dham. If their perception is satisfied from hotel business the there is growth in hotel business but if they are not satisfied with their hotel business the there is no growth in hotel business which affect the tourism activities. Following table shows the perception of hotel owner to hotel business:

**Table 4.11**

**Perception of Hotel owner**

<b>S.N</b>	<b>Satisfaction</b>	<b>Number of hotels</b>	<b>Percentage</b>
<b>1</b>	Satisfied	<b>1</b>	<b>33</b>
<b>2</b>	Unsatisfied	<b>2</b>	<b>67</b>
<b>3</b>	Total	<b>3</b>	<b>100</b>

Source: field survey, 2014

The above table shows that among 3 hotel owner 1 or 33% of hotel owner are found satisfied with hotel business and 2 hotelowner or 67% are unsatisfied with their hotel business. It shows that there is majority of hotel owner are unsatisfied with their hotel business.

**4.6 Main Occupation of Local People**

Occupation of local people shows the livelihood pattern of the local people. It also indicated the stander of living of that people. Current occupation of local people also indicate the development of tourism of that region because if there is development of tourism in that region that most of people are either engaged in business and tourism sector. Following table show the current occupation of local people:

**Table 4.12**

**Main Occupation of Local People**

<b>Occupation</b>	<b>No of respondent</b>	<b>Percentage</b>
Business	5	17
Farmer	10	33
Student	10	33
Other	5	17
Total	30	100

Source: Field survey, 2014

In the above table shows that 17% of the people are engaged in business, 33% of the local people are engaged in agriculture, 33% are student and 17% local people are

engaged in other different occupation. It indicate that there is low level of impact of religious tourism to local people in Ramnadi Dham.

#### **4.7 Purpose of Tourists Visit**

Purpose of tourist to come in RRamnadi dham (Ramdi) area has been presented in thetable. Tourism is a compound product of multiples sectors. It is the business of people different people come here for many purpose likewise local people e were asked for what purpose the tourist come here . The response of the local people can be shown in the table below.

**Table 4.13**

**Purpose of tourists visit in Ramnadi dham**

Purpose	No. of respondent	Percentage
Trade/business	2	7
Observation of the lake	5	17
To Observe the Culture	3	10
Entertainment	20	66
Total	30	100

Source: Field survey, 2014

The above table reveals that 7% of the people have come for the purpose of trade similarly 17 % of the tourist have come for the purpose of observation. Similarly 10% of the people have come for religious purpose whereas 66% of the people have come for enjoyment purpose.

#### **4.8 Tourist Attraction in Ramanadhi Dham**

The factor that are present in Ramnadi Dham also play important role for tourism development. Tourist are attract by different factor that are present in the destination side. Following table shows the attraction factor for tourist in Ramanadhi Dham:

**Table 4.14**

**Types of Attractions**

Attractions	No. of respondents	Percentage
Physical setting	2	7
Natural beauty	4	13
Cultural and religious richness	22	73
Others	2	7
Total	30	100

Source: Field Survey, 2014

The above table reveals that 7% of the respondents have said that tourist are attracted through physical settings and others where as 13% of the people have said that tourist are attracted by natural beauties scene and 73% of the people have said that people are attracted through richness of the study area cultural and religious.

**4.9 Agencies Valued for Tourism**

Working agency also provide supportive role for tourism development. There work must be coordinate to each other for the tourism development. Following table shows number of agencies working in Ramanadhi Dham:

**Table: 4.15**

**Number of working agencies**

S.N.	Working agencies	No. of agencies	Percentage
1	Private	2	50
2	governmental	1	25
3	Both	1	25
	Total	4	100

Source: Field Survey, 2014

The above table reveals that 25% Of the working agencies are governmental and both whereas 50% of the working agencies are private which are working for the tourist.

#### **4.10 Prospect of Tourism in Syangja District**

Potentialities of tourism development in any area are influenced by different cultural, geographical, religious, historical elements. The components of potentialities of tourism development include: accessibility and location, space, scenery, climate, settlement features and culture.

Ramnadi Dham as a basket full of variety of cultural practices, languages and casts and ethnics, presents attractive destination for different tourist: educational, historical, sociological, anthropological, religious etc. Every ward number of the VDCs' name has originated or related with some historical and secret meaning.

Ramnadi Dham has its own scope for tourism development. Ramnadi Dham is colored with diversity in cultural, social and natural. When a tourist decides to make his destination to the Ramnadi dham. He/she is likely to spend more time there. The destination offers beautiful and heart touching mountainous, green hilly and scene, village tour, Gurung and Magar culture, peaceful environment, religious and historical places.

The other fundamental attractions of tourism in Ramnadi dham (Ramdi) are natural beauties, pleasant weather, colorful different communities and their life styles with different languages, fairs, Dances. People friendly behaviors of locals and their festival, ceremonies are other parts of tourist's attractions. Ramnadi dham has bright potentialities for tourism development of which are listed below:

##### **4.10.1 Cultural Attractions**

Malunga is rich in cultural attractions. Malunga is a home of Magar, Gurung, Brahmin, Chhetri, Dalits and other different castes. Basically traditional culture is a great motivation factor of attraction to tourists in mangula. Gurung and Magar cultures are some of the distinct cultures found in Mangula from other places of Nepal. Different fairs such as Baisakh Purnima Mela, Panchami Mela, Teej Mela and Millennium Trek Festivals are held once a year. Different dances such as Ghatu Nach, Jhora Nach, Sorathi Nach, Kaura Nach, Krishna Charitra Nach, Salaijo Song etc. are the attractions of the Malunga Tunibot VDC. According to cultural key informants of malunga VDC, the descriptions of such cultural dances are as follows:

## **Ghatu**

Ghatu Nach is one of the famous cultural or historical dances of Gurung caste of western Nepal. Song of Ghatu Nach is in Nepali language. There are two types of Ghatu Nach such as Sati Ghatu and Bahramase Ghatu. It describes about the story of ancient King and Queen. Description of real part about main character of the story (King and Queen) is Sati Ghatu and other parts and activities of such couple like – Hunting, enjoying in Garden, Gathering agricultural production etc. were includes in Bahramase Ghatu. Sati Ghatu used to dance only in the period of Basanta Panchami to Baisakh Purnima festival but Bahramase Ghatu can be organize whenever wanted with special occasions and get together of people. Therefore it is called by Gitinatak because it is a play with musical pattern.

## **Jhora**

It is a beautiful cultural dance of Gurung, can found especially in western Nepal. The song of Jhora sings in both Gurung and Nepali language. It has varieties of songs, related with historical Royal family and daily lifestyle pattern of people. Here are varieties of dances or songs such as in slow or fast motion and sentimental or romantic motion. Jhora is very joyful dance of two beautiful girls. It has no boundaries of time or festivals to dance.

## **Sorathi and Koura**

Sorathi Nach is based on the whole story of ancient King 'Jaisinge Raja' and her lovely daughter 'Sorathi'. In this dance, two boys dances on the role of ladies and two boys as the character of gents with especial dress (Voto and Ghagar made by white cloth, blue Patuki and Pagari on the head). Sorathi especially used to dance in the evening time of Vijaya Dashami but it can show in other occasions.

Koura Nach is a famous cultural dance. All of participated dancer and singers sings and dances on the position of standing in this dance. They sing their song continuously and there is compulsion to repeat seven times for every lyric. Sorathi and Koura Nach used to dance in the communities of Gurung and Magar both.



Visitors can enjoy with other various cultural typologies as well as Salaijyu, Krishnucharitra, Dohori Geet . Because globalization, modernization, urbanization, there are most of the elderly people are lived in village. Most of the young people are out of village with various purposes. Although this all, respondents wants and believes that their dominated cultures will be promoted, saved, developed and regenerated with the development pattern of tourism in study area. They are well known that Natural beauties, cultural and historical heritages are most valuable and essential part for the tourism industry.

### **Religious activities**

In the study area there is another more valuable prospects is laying likewise typical nepali cultural activities like, Vajan, kirtan , Naumati baja , Panche Baja and other precious activities. Those activities which is only the visitors can get Ramnadi Dham in Nepal so this is the prospectus field.

#### **4.10.2 Scenic Attractions**

Ramdhai dham (Ramdi) is a great natural cantonment with outstanding scenic beauty and graceful charm. Kolma is situated between Jaruwa Khola, Anshaa Khola and Andheri Khola (east), Lheti Khola (south), Chishapani Bukuwa Khola (west) and Sisne Khola (north) which are covered by green lands. , Bhairumthan dada, Pokharichhap, Barah Chour, Bajarthung community forest areas are attractive and important for the tourism.

#### **4.10.3 Pleasant Climate**

Climate is basic primary elements for the development of tourism in any tourist destination. Ramnadi dham (Ramdi)has very pleasant and healthier climate throughout the year due to the different two types of forests: Private and Community. As it lies in sub-tropical region there is neither very hot nor very cold. In these days, because of global environmental conditions, afternoons of the summer are being little bit hotter and winter is being little bit colder. Most of the months in a year have bright sunshine and cloudless sky, which attracts tourists. Tourists want fine weather and warm sunshine. A good weather is important because it plays an important role making holiday pleasant.

#### **4.10.4 River Boating**

There is another prospects of tourism is river boating which is laying on the Kaligandaki River. The visitors can get more new boating entertainment in than site. That river site may be sufficient boating activities if the government sectors gives pay attention about this site by broadcasting on the different news channel.

#### **4.10.5 Religious Sites**

Religious attractions also plays important role to develop tourism of the place. Especially pilgrimage tourism develops in such places. Ramdi is filled with different religious places as there live diverse religious people. Hindu, Buddhist, Bone and different ethnics who respect nature present the unique destination for different religions etc. are some of the sacred religious places in Ramnadi dham(ramdi). Though people come here every month, especially in the time of Chaite Dashain, Bada Dashain, Baisakh Purnima, Baisakh Panchami it is more crowded.

#### **4.11 Problems and Challenges of Tourism**

During the time of field visit many problems were also observed in the study area. There are not sufficient hotels and lodges for tourists. The establishments of tourism center can help the tourists for getting the information but there is lack of tourism information center. The infrastructure were also seen insufficient for the tourist. The facility of tourist coaches may also provide some comfort for the tourist. So that the number of tourist can be increased and we can be benefited from the tourist activities.

The local people are also unaware about the tourism. Though the cultural biodiversity, culture and beauty of the lake can be seen in the study area but the people are unaware about the tourism. If the problems cannot be solved in the study. The living standard of the local people cannot be lifted, so for promoting tourism related activities around the study area. Protection and conservation is quite necessary and problem related tourism should be solved in the study area.

##### **4.11.1 Weak Role of Government**

The lack of government priority and commitment for the development of Ramnadi Dham (Ramdi) region is also a deterrent to tourism development. For tourism

development, inter- sectorial development approaches are needed especially in the following areas:

- Physical infrastructure: Transport, communication, electricity, hotels, resting places, camping sites etc.
- Lack of Community development policy
- Lack of Environment protection policy
- Lack of sufficient Electricity and energy development
- Developing agriculture/ horticulture and livestock resources
- Lack of well Educated Human resources
- Lack of good knowledge of financial resource mobilization and including local saving schemes.
- No more priority by the government on Technological support system
- Narrow level of social services system to through the tourist.
- Restructuring/ renovation of important temples of tourist attraction
- Identification and implementation of income generating activities and
- Institutional arrangement for implementation.
- Lack of modern communication system.(likewise email, internet , and other entertainment instruments)

The consequences of the above factors have been low and declining productivity of human/ agriculture/ livestock and growing ecological imbalance. The population pressure has pushed farmers to increasingly cultivate marginal lands at a higher rate. The excessive felling of woods and shrubs for fuel wood and food and excessive grazing of land have led to substantial and irreversible soil erosion. Apart from this, resources available in the area have not been effectively utilized due to lack of proper assessment, absorption and adoption of appropriate technology. The widespread poverty has hindered peoples' capacity to use resources in sustainable manner. In order to improve productivity of land and human resources on a sustained basis, it is necessary to reduce poverty through rapid rise in per capita income of the poor.

Under the prevailing demographic pressure on resources, the most serious concerns of Ramnadi dham(Ramdi) region are how to ensure subsistence living for the local people and how to minimize long- term consequences of resource depletion.

#### **4.11.2 Problems of Tourism in the Study Area**

Tourism is also like a coin which has two sides. No doubt it proves itself as important for the development of underdeveloped countries like Nepal, but it also possesses problems. So far, there are many problems associated with tourism development in Ramadi dhaam (Ramdi). Tourism can't enjoy as they expect due to the lack of modern facilities. If modern and recreational facilities are provided in Ramnadi dham (Ramdi) if modern accommodation facilities developed in Ramnadi dham (Ramdi) crowd of tourist may be increased. The major problems associated with the tourism in Ramnadi dham(Ramdi)as shown by present study are given below:

##### **Drinking Water**

There is a great problem of water supply in Ramnadi dham (Ramdi). All thought only few wards have regular water facility of pipe or taps and community people are practicing many more ideas for water collection and supply. Due to the lack of water supply, in winter season there are problem to able for fulfill the demand of pure drinking water as well as hot and cold baths for their guests.

##### **Culture**

Culture is a man-made concept which is changeable and is transformed pattern from old to new generation. Now a day's village looks like a settlement of elderly people because of modernization, globalization. Young people are adopting the modern or western cultures. Traditional cultures are going to be in danger with changing pattern of time and circumstances.

##### **Communication**

Communication is equally important to develop the tourism business. Today is the day when modern communication can pass the message around the world within a minute. But the network is bad. There is no facility to book rooms or inquiry about the facilities about tourism areas by tourists from distance. There is no sufficient facility of communication.

##### **Sanitation**

Solid waste management and dumping site belonging is most important problem in Ramnadi dham (Rramdi)e disposal is a regular part of daily life. Environment cannot be clear unless it is managed properly and systematically.

## **Social Problems**

Incoming of tourists invites social problems in the society. They kiss and hug each other in public places, which is against our culture. These bring unnecessary emotions and social evils in the Nepalese society.

## **Information Centre and Publicity**

The visitors should know about the destination tourism place but most of the tourists visiting Nepal less information about Ramnadi dham (Radi). So tourism information center should be opened in Kathmandu or other important tourism areas of the Nepal. The information centre should be well equipped and facilitated with information technology, information services and documents. Recently DDC of Syangja has opened tourism information centre. There is not well or enough program for the publicity of the tourism areas.

## **Parking**

The main problem of this area is the problem of parking. During field visit the tourist said that the main problem is parking.

## **4.12 Well Manage Hotel and Guesthouse**

In this modern time the visitors want to take more than more relax and luxury, so due to this concept of tourist, in this study area there are a lot of lack of well hotel and guest house which is affecting to the tourism industry and visitors in the study area . So this is the main problem.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND SUGGESTIONS**

The tourism industry generates substantial economic benefits to both host countries and tourist's home countries. Especially in developing countries, one of the primary motivations for a region to promote itself as tourism destination is expected economic improvement.

#### **5.1 Summary of Study**

Ramnadi dham(Ramdi) is popular destination for domestic and international tourism, natural and cultural heritage resources preferred by the tourists. The natural scenery, the rich flora and fauna, peaceful environment, the ethnic simplicity, the rich and diverse culture are the tourism industry of Ramnadidham. Almost all the countries of the world have given priority to the development of tourism by allocating more money in this sector. All the countries including Nepal have accepted tourism industry as major source of earning foreign currencies along with a generator of new employment opportunities. Syangja is also opened its door to tourism. The temples, lakes, picturesque, wide diversity of flora and fauna, pleasant climate on the natural heritage, diverse customs and traditions. Hence, RRamnadi dham provides a wide spectrum of tourist interest ranging from, researches, cultural trips and pilgrimage and revel others. Realizing the fact, district development committee has started to work by planning.

Tourism industry does not only lift up the economic level of the country, but it also brings a number of changes in and around the local community, tourism in Ramnadhdi dham (Ramdhi) has brought several remarkable changes in both human and related atmosphere. The impact of tourism are noticed both moreover positive as well as negative.

#### **Findings from Tourist Survey**

- It is delighting to see more domestic tourists during the field visit. The respondents selected for the study consists 60 % from Nepal and 40 % from

abroad.

- 66 of tourist visit Ramnadi dham(Ramdi) to enjoy the traditional culture, cultural heritage.
- About 60% visiting Ramnadi dham(Ramdi) spend less than RS.200 on lodging and fooding
- Similarly 50% says that they enjoy homely environment, cultural and traditional facilities and natural beauty.
- Respondents are satisfied with overall situation of infrastructure available in the study area.

### **Findings from the Survey of Hotel Owners**

- The survey of Ramnadi dham(Ramdi) has shown that accommodations facility available is of medium investment type and privately operated venture. 50% of the total accommodations available are of medium standard.
- The accommodation price varies between different classes of hotel. Single bed room charges are about Rs 200 to Rs 300 in guest house, Rs400 to Rs 500 in lodges.
- Local have dominant role in hotel occupation, 90% hotels are run by local people.
- Food price in Ramnadi dham (Ramdi) is cheaper than other tourist destinations in Nepal. In general charge for breakfast is Rs 30-Rs40 for domestic and Rs 60-Rs 90 for international. Rs 100 – Rs 500 for lunch and dinner.
- All the necessity goods are found in local market only for some goods hoteliers have to move to other places like Pokhara , butawal, palpa.

### **5.2 Conclusion of Study**

Ramnadi dham(Ramdi) is the power to attract tourists with varied interest nature, an adventure seeking. The above study is able to show the Ramnadi dham(Ramdi) has basic infrastructure facilities, which shall be upgraded. It also shows that it has potential to attract tourist in future. At present income generated from tourism is not satisfactory neither the distribution nor employment generated is encouraging. So it is necessary to make active participant of all local respondents in this sector. If majority of local works in this sector being aware of tourism and its benefit then they can

increase tourist revenue and its equal distribution. It will help the local people to drive the tourism activity in sustainable way. The development of tourism has negative as well as positive impact upon society but the local should minimize the negative impact and maximize the positive impacts. Thus we can say that Ramnadidham has bright Promnadh aspect of tourism, which shall be actualize to increase the level of income of local people.

On the basis of the above analysis the study has made the following conclusion:

- Tourism in Ramnadi dham is not recognized as a major source of employment.
- In addition to economic significance, it has socio-cultural, educational and political significance as well.
- Few increasing flow of tourist to a state Ramnadi dham shows the great prospects of tourism development.
- Besides economic benefits by way of earning foreign exchange and employment generation, tourism also makes contribution to the improvement of social and political understanding.
- The majority of the tourist travels on local buses, jeep, van and car which give economic support to the local people.
- With the expansion and development of tourist destination, the average length of tourist stay increases, with increase in the length of tourist stay will definitely lead the economic growth.

### **5.3 Suggestions of Study**

It is well-accepted that the tourism is the backbone of the economy as well as foreign relation or cultural relation for with other cultures for the countries like Nepal. So far, tourism in Syangja plays the vital role for the socio-economic development as well as the source of earning for the people. In order to promote future tourism development in Ramnadi dham, the following suggestion should be taken up:

- It is important to build awareness and respect for the conservation of environment and cultural sites.
- There should be a separate department in municipality and DDC to publish the tourist information to guide and help tourists.
- There is a need of visionful plan for the proper development of tourism.



- There is a need of minimization of bad effects for as far as possible.
- Standards of the hotels should be increased.
- Tourist oriented programs should be launched.
- Syangja has many attractive places but is on the shadow of tourism development thus wide publicity should be made to make Ramnadi dham is popular among the tourists.
- The guide facility should be improved by hiring trained people or experts in the field.
- There is no systematic recording process thus recording system of tourists should be improved.
- Most of the Domestic and foreign tourists come in Ramnadidham from India, thus there should be focused programs for them to increase the number even further.

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## Annex I: Questionnaires

### Questionnaire for Hotel business

1. Introduction: Name: .....
- a. a) Male / Female      b) Age:                      c) Local/ Outsider
- b. d) Religion:              e) Single/ Joint family
- c. f) Family Number: Male ..... Female.....
- d. g) Education: Uneducated/ Literate/ Primary/ Secondary/ Higher education
- e. h) On rented house/ own house
- f. j) Location: District .....VDC...
- g. Ward ..... Tole.....
2. What is your main business?
  - a. ....  
.....
3. Are you involved in any tourist business? If yes what type and when did you establish it?
  - a. ....  
.....
4. What is your average sale in a day?
  - a. Below Rs.5000/- b) Rs. 5000/- to 10000/- c) Rs. 10000/- to 15000/- d) Rs.15000/-& Above
5. Please mention the number of employees in your Hotel/Restaurant/Resort as listed below:
  - a. Permanent: Male .....Female .....
  - b. Temporary: Male ..... Female .....
  - c. Their address: District ..... VDC .....
6. Please mention the number of employees by nature of job
  - a) Manager ..... b) cook ..... c) Accountant .....

d) Storekeeper ..... e) Security ..... f) Others  
.....

7. Please specify the capacity/ facility of your hotel.
  - a) Bedroom: Single ..... Double.....  
Common..... Facility: Attach Bathroom.....  
Common bathroom .....
8. What do you think about the capacity of your Hotel/Restaurant/Resort?
  - a) Sufficient ..... b) Insufficient ..... c) More than sufficient  
.....
9. Please brief us your future plan regarding the business.
  - a) Planning to increase the capacity b) Planning to increase the  
facility
  - c) Change the business condition d) Continue the same
10. What is the daily expenditure of tourist in your hotel?
  - a. Food expenses..... b) Lodge expenses ..... c) Other  
expenses: .....
11. In average how many night tourists stay in your hotel?
  - a) 1 – 2 b) 3 – 4 c) 4 - 5 d) a week e) More than a week
12. How many expenses incurred in a night by a tourist in your Hotel/Restaurant?
  - a) Rs. 1000-5000 b) Rs.5000-10000 c) Rs.10000-15000 d) Rs, 15000  
& Above.
13. What is your opinion regarding the RamnadiDham(Ramdi) management?
  - a. ....  
...
14. What are the main complaints and Compliments do the tourist/ generally made  
regarding hotel of this area?
  - a. Complaints:  
.....
  - b. Compliments: .....
15. Would you please suggest measures to promote tourist in better way in  
RamnadiDham(Ramdi) area?
  - a. ....  
.....



## स्थानीयजनताको लागि प्रश्नावली

१. सामान्यजानकारी

नाम: ..... लि. : महिला/पुरुष

ठेगाना : गा.वि.स. .... वडा नं. ....

शिक्षा: ..... वैवाहिक स्थिति: विवाहित/अविवाहित

कुल परिवार संख्या : महिलापुरुष

२. तपाईंको मुख्य पेशा के होला?

(क) व्यापार (ख) नोकरी (ग) कृषि (घ) पर्यटन (ङ) अन्य

३. तपाईंको आम्दानीको मुख्यश्रोत के होला?

(क) व्यापार (ख) नोकरी (ग) कृषि (घ) पशुपालन (ङ) पर्यटन

(च) अन्य

४. तपाईंको पर्यटनव्यवसायप्रति कस्तो धारणा छ ?

५. तपाईंले यस क्षेत्रमाकुनै पर्यटक भेटाउनु भएको छ ?यदि छ भने पर्यटकसंग तपाईंको कस्तो अनुभव छ ।

६. तपाईं कस्तो पर्यटक मन पराउनु हुन्छ?

(क) स्वदेशी (ख) भारतीय (ग) तेस्रो मुलुकका

७. तपाईंलाई धार्मिक पर्यटन बारे केही थाहा छ ?

.....

.....

८. यस राम्दी क्षेत्रमा धार्मिक पर्यटनका विकास गर्न के गर्नु पर्ला ?
- (क) धार्मिक पक्षहरु : जस्तै मन्दिर, देवालयआदिको पुर्ननिर्माण
- (ख) उचित सरकारी नीति
- (ग) प्रचार प्रसार तथाविज्ञापन
- (घ) सडकतथायातायातको विकास
- (ङ) होटलतथाआवास सुविधा
- (च) माथिका सबै
९. तपाईंको विचारमा यस धार्मिक स्थलको अतिरीक्तअन्यघुम्नको लागिउपयुक्त स्थानहरु के के छन्?
१०. तपाईंको विचारमाधार्मिक पर्यटनले यस क्षेत्रमा पुराएकाफाइदाहरु के के हुन् ?
११. हाल सम्मधार्मिक पर्यटनको विकासको निमित्त यस क्षेत्रमा सरकारले कुनै कदमचालेको छ ? यदि छ भने कस्तो कदमचालको छ ?
- .....
- .....
१२. यस क्षेत्रको परम्परागत संस्कृति जस्तै लोकदोहोरी भजन, किर्तन, मारुनीनाच, सालैजो, नैमतीबाजाआदिले धार्मिक पर्यटकलाई आकर्षक गर्न सक्छकी सक्दैन ?यदि सक्छभने कस्तो पर्यटकलाई आकर्षणगर्न सक्छ?
- (क) स्वदेशी                      (ख) विदेशी                      (ग) सक्तैन
१३. यस क्षेत्रमापर्यटकलाई वेचनलायक सामानहरु के के छन् ?
- .....

१४. राम्दी क्षेत्रमाउपलब्ध वस्तुहरुबाट कुनै व्यवसाय सञ्चालनगर्नु भएको छ ?यदि छ भने कस्तो व्यवसायहो ?

(क) वस तथानिगालो र काठबाटबाटबनाउने वस्तुहरु

(ख) जडीबुटी संकलनगर्ने

ग) सञ्चालन गरेको छैन ।

१५. के धार्मिक पर्यटनले यस क्षेत्रमागरिवीघटाउन सक्छ?

(क) सक्छ (ख) सक्तैन (ग) थाहा छैन ।

१६. यस क्षेत्रमाधार्मिक पर्यटनको समस्या के होला?

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१७. प्राचीन रुपमा रहेकाविभिन्न संघ संस्था, गुठीआदिले यस क्षेत्रमा रहेकापाटी, पौवा, धर्माशाला, ढङ्गेधारा, आदिको निर्माणमाकुनै भूमिकानिर्वाह गरेको छ ?

(क) छ । (ख) छैन । (ग) थाहा छैन ।

१८. रामनदीधामपर्यटनविकासको निमित्तनीजितथा गैह्र सरकारी संस्थाले कुनै योगदान पुऱ्याएको छ ?

(क) छ । (ख) छैन । (ग) थाहा छैन ।

१९. यस क्षेत्रको धार्मिक, सामाजिक, सांस्कृतिकतथाधार्मिक विकासको निमित्त कस्तो नीतिल्याउन सकिन्छ?

.....

२०. रामनदीधाममाआउने पर्यटकहरुलाई सबै भन्दाउचितबाटो कुनहुन सक्छ?

क

ख .....

ग .....





## Annex II

### Photos



**Local visitor visiting RamnadiDham in Ramnamami. There is large number of visitor who visit Ram temple during Ramnamami**



**Parking Area of Ramnadi Dham. There is problem of Parking Problem in this site**





**Visiter at RamnadiDham at the time of BhibahaPanchami  
Celebration**



**Ram Temple of RamnadiDham where visitor are visiting**



**Visitor and local retailer in RamnadiDhamMela in RamnaDhiDham**



**Verities of Offering by local Retailer for Religious visitor at  
RamnadiDham**





**Holy River at Ramnadhidham where Religious Visitor are Come for Bathing before Visiting Temple**



**Ramdi Bridge joining Palpa and Syangja District at Siddhartha Highway**

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## Annex I: Questionnaires

### Questionnaire for Hotel business

16. Introduction: Name: .....
- a. a) Male / Female      b) Age:                      c) Local/ Outsider
  - b. d) Religion:              e) Single/ Joint family
  - c. f) Family Number: Male ..... Female.....
  - d. g) Education: Uneducated/ Literate/ Primary/ Secondary/ Higher education
  - e. h) On rented house/ own house
  - f. j) Location: District .....VDC...
  - g. Ward ..... Tole.....
17. What is your main business?
- a. ....  
.....
18. Are you involved in any tourist business? If yes what type and when did you establish it?
- a. ....  
.....
19. What is your average sale in a day?
- a. Below Rs.5000/- b) Rs. 5000/- to 10000/- c) Rs. 10000/- to 15000/- d) Rs.15000/-& Above
20. Please mention the number of employees in your Hotel/Restaurant/Resort as listed below:
- a. Permanent: Male .....Female .....
  - b. Temporary: Male ..... Female .....
  - c. Their address: District ..... VDC .....
21. Please mention the number of employees by nature of job
- a) Manager ..... b) cook ..... c) Accountant .....

d) Storekeeper ..... e) Security ..... f) Others  
.....

22. Please specify the capacity/ facility of your hotel.
- a) Bedroom: Single ..... Double.....  
Common..... Facility: Attach Bathroom.....  
Common bathroom .....
23. What do you think about the capacity of your Hotel/Restaurant/Resort?
- a) Sufficient ..... b) Insufficient ..... c) More than sufficient  
.....
24. Please brief us your future plan regarding the business.
- a) Planning to increase the capacity b) Planning to increase the  
facility  
c) Change the business condition d) Continue the same
25. What is the daily expenditure of tourist in your hotel?
- a. Food expenses..... b) Lodge expenses ..... c) Other  
expenses: .....
26. In average how many night tourists stay in your hotel?
- a) 1 – 2 b) 3 – 4 c) 4 - 5 d) a week e) More than a week
27. How many expenses incurred in a night by a tourist in your Hotel/Restaurant?
- a) Rs. 1000-5000 b) Rs.5000-10000 c) Rs.10000-15000 d) Rs, 15000  
& Above.
28. What is your opinion regarding the RamnadiDham(Ramdi) management?
- a. ....  
...
29. What are the main complaints and Compliments do the tourist/ generally made  
regarding hotel of this area?
- a. Complaints:  
.....
- b. Compliments: .....
30. Would you please suggest measures to promote tourist in better way in  
RamnadiDham(Ramdi) area?
- a. ....  
.....



## स्थानीयजनताको लागिप्रश्नावली

१. सामान्यजानकारी

नाम: ..... लि. : महिला/पुरुष

ठेगाना : गा.वि.स. .... वडा नं. ....

शिक्षा: ..... वैवाहिक स्थिति: विवाहित/अविवाहित

कुल परिवार संख्या : महिलापुरुष

२. तपाईंको मुख्य पेशा के होला?

(क) व्यापार (ख) नोकरी (ग) कृषि (घ) पर्यटन (ङ) अन्य

३. तपाईंको आम्दानीको मुख्यश्रोत के होला?

(क) व्यापार (ख) नोकरी (ग) कृषि (घ) पशुपालन (ङ) पर्यटन

(च) अन्य

४. तपाईंको पर्यटनव्यवसायप्रति कस्तो धारणा छ ?

५. तपाईंले यस क्षेत्रमाकुनै पर्यटक भेटाउनु भएको छ ?यदि छ भने पर्यटकसंग तपाईंको कस्तो अनुभव छ ।

६. तपाईं कस्तो पर्यटक मन पराउनु हुन्छ?

(क) स्वदेशी (ख) भारतीय (ग) तेस्रो मुलुकका

७. तपाईंलाई धार्मिक पर्यटनबारे केहीथाहा छ ?

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८. यस राम्दी क्षेत्रमाधार्मिक पर्यटनकाविकास गर्न के गर्नु पर्ला ?
- (क) धार्मिक पक्षहरु : जस्तै मन्दिर, देवालयआदिको पुर्ननिर्माण
- (ख) उचित सरकारी नीति
- (ग) प्रचार प्रसार तथाविज्ञापन
- (घ) सडकतथायातायातको विकास
- (ङ) होटलतथाआवास सुविधा
- (च) माथिका सबै
९. तपाईंको विचारमा यस धार्मिक स्थलको अतिरीक्तअन्यघुम्नको लागिउपयुक्त स्थानहरु के के छन्?
१०. तपाईंको विचारमाधार्मिक पर्यटनले यस क्षेत्रमा पुराएकाफाइदाहरु के के हुन् ?
११. हाल सम्मधार्मिक पर्यटनको विकासको निमित्त यस क्षेत्रमा सरकारले कुनै कदमचालेको छ ? यदि छ भने कस्तो कदमचालको छ ?
- .....
- .....
१२. यस क्षेत्रको परम्परागत संस्कृति जस्तै लोकदोहोरी भजन, किर्तन, मारुनीनाच, सालैजो, नैमतीबाजाआदिले धार्मिक पर्यटकलाई आकर्षक गर्न सक्छकी सक्दैन ?यदि सक्छभने कस्तो पर्यटकलाई आकर्षणगर्न सक्छ?
- (क) स्वदेशी                      (ख) विदेशी                      (ग) सक्तैन
१३. यस क्षेत्रमापर्यटकलाई वेचनलायक सामानहरु के के छन् ?
- .....

१४. राम्दी क्षेत्रमाउपलब्ध वस्तुहरुबाट कुनै व्यवसाय सञ्चालनगर्नु भएको छ ?यदि छ भने कस्तो व्यवसायहो ?

(क) वस तथानिगालो र काठबाटबाटबनाउने वस्तुहरु

(ख) जडीबुटी संकलनगर्ने

ग) सञ्चालन गरेको छैन ।

१५. के धार्मिक पर्यटनले यस क्षेत्रमागरिवीघटाउन सक्छ?

(क) सक्छ (ख) सक्तैन (ग) थाहा छैन ।

१६. यस क्षेत्रमाधार्मिक पर्यटनको समस्या के होला?

.....

१७. प्राचीन रुपमा रहेकाविभिन्न संघ संस्था, गुठीआदिले यस क्षेत्रमा रहेकापाटी, पौवा, धर्माशाला, ढङ्गेधारा, आदिको निर्माणमाकुनै भूमिकानिर्वाह गरेको छ ?

(क) छ । (ख) छैन । (ग) थाहा छैन ।

१८. रामनदीधामपर्यटनविकासको निमित्तनीजितथा गैह्र सरकारी संस्थाले कुनै योगदान पुऱ्याएको छ ?

(क) छ । (ख) छैन । (ग) थाहा छैन ।

१९. यस क्षेत्रको धार्मिक, सामाजिक, सांस्कृतिकतथाधार्मिक विकासको निमित्त कस्तो नीतिल्याउन सकिन्छ?

.....

२०. रामनदीधाममाआउने पर्यटकहरुलाई सवै भन्दाउचितबाटो कुनहुन सक्छ?

क

ख .....

ग .....

## Questionnaire for Tourists

Name: .....

Occupation.....

Nationality: .....

.....

Education:

Age: .....

Sex: .....

6. By which means of transportation you come to RamnadiDhamarea ?

b) Local bus              b)Travel coach              c) Car              d) By Foot

7. Which country are you from?

b) Bharat    b) U.S.A.    c) Europe    d) China    e) Other:.....

8. Is it your first visit?

Yes                               No

9. If no, how many times did you visit here?

b) Second                      b) Third                      c) Fourth                      d) More than fourth

10. What is your purpose of visit to RamnadiDhamarea ?

Sight seeing	Peace and Relaxation	Visiting Tribal Village	Education
Pilgrimage	Research	Business	Health
Boating at Kali Gandaki River	Rafting at Kali Gandaki River	Swimming at Kali Gandaki River	Others: ..... ..... ....

15. How many days do you think to stay here?

.....

16. How much are you spending per day over following?

c) Food: .....                      c) Lodging .....

d) Travelling: .....                      d) Recreation .....

17. What is your opinion of lodging and food of RamnadiDham area?  
 b) Expensive                      b) Moderate                      c) Cheap
18. Who suggest you to visit RamnadiDham area or How did you know about this area?  
 b) By Friend b) By Internet surfing c) By self study d) others:.....
19. What makes you more satisfied in your visit to Ramnadidham area ?  
 c) Sight-seeing    c) Peaceful environment  
 d) Village and villager's life                      d) Culture & religious
20. What type of service you expect in Ramnadidham ?  
 b) Good Lodging    b) Healthy Food    c) Guiding    d) Others :  
 .....
21. Do you think to come back again here?  
 Yes     No
22. What do you think about the potentiality of tourism in Ramnadidham area?  
 b) Very favorable    b) Favorable    c) Unfavorable    d) Don't know
23. How do you evaluate the tourism infrastructure in Ramnadidhamarea ?

S.N	Facilities	Very good (1)	Good (2)	Moderate (3)	Don't Know (4)	Bad (5)
1	Water supply					
2	Communication					
3	Electricity					
4	Road					
5	Health service					
6	Cleanliness					
7	Security					
8	Tourist Guide					
9	Residence facilities					

## Annex II

### Photos



**Local visitor visiting RamnadiDham in Ramnamami. There is large number of visitor who visit Ram temple during Ramnamami**



**Parking Area of RamnadiDham. There is problem of Parking Problem in this site**





**Visiter at RamnadiDham at the time of BhibahaPanchami  
Celebration**



**Ram Temple of RamnadiDham where visitor are visiting**



**Visitor and local retailer in RamnadiDhamMela in RamnaDhiDham**



**Verities of Offering by local Retailer for Religious visitor at  
RamnadiDham**





**Holy River at RamnadiDham where Religious Visitor are Come for Bathing before Visiting Temple**



**Ramdi Bridge joining Palpa and Syangja District at Siddhartha Highway**