

# **PROSPECTS AND PROBLEMS OF RURAL TOURISM**

**A Case Study of Chitlang Home Stay, Makwanpur**

**A Thesis**

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## DECLARATION

I hereby declare that the thesis entitled *Prospect and Problem of Rural Tourism: A Case Study of Chitlang Home Stay, Makwanpur* submitted to the Central Department of Rural Development, Tribhuvan University, is entirely my original work prepared under guidance and supervision of my supervisor. I have made due acknowledgement to all ideas and information borrowed from different sources in the course of preparing this thesis. The result of the thesis has not been presented or submitted anywhere else for the award of any degree or for any other purposes. I assured that no part of the content of this thesis has been published in any form before.

**Date:** 2074/7/16

(02 Nov. 2017)

.....

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## RECOMMENDATION LETTER

This thesis entitled *Prospect and Problem of Rural Tourism: A Case Study of Chitlang Home Stay, Makwanpur* has been prepared by **Mr. Shusil Shrestha** under my guidance and supervision. I hereby forward this thesis to evaluation committee for final evaluation approval.

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## **APPROVAL LETTER**

The thesis entitled *Prospect and Problem of Rural Tourism: A Case Study of Chitlang Home Stay, Makwanpur* submitted by **Mr. Shusil Shrestha** in partial fulfilment of the requirements for the Master's Degree (MA) in Rural Development has been approved by the evaluation committee.

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## ABSTRACT

“**Serve what you have**” is the main motto of rural tourism. Rural tourism is one of the important factors that change socio-economic status of any study area or tourism world. One of the best examples of rural tourism is **home stay** which is currently emerging as one of the popular guest shelter in our country, where guests pay for the stay and enjoy with family members of the host. It is a destination of observing natural and behavioural patterns of rural life style. In home stay villagers provide what they have in their possessions in their home and areas. Nature and human factors or products are the main attraction of rural tourism. One can enjoy with the family whatever the host family have. The host exhibits whatever cultural social and nature activities. So it is seeing true natural phenomena. Guest thinks less expectation but he/she finds high observe. **In one day a visitor will be able to experience new thing that can turn into dream of his/her life.** According to some study it has been concluded that, home stay themes/factors has not been met due to lack of awareness, co-ordination and co-operation between service providers and tourism entrepreneurs. The central government and local government lack proper advertisement of the study area. In spite of that, rural tourism in the study area has helped in development of socio-economic status of study group.

Nepal is a beautiful and magnificent place, on the process of uplifting economic status by promoting rural tourism thereby opening more possibilities for the development of the country. It unlocks the scarcity of unemployment, providing more opportunity for earning, in a way helping in reducing poverty to some level.

The primary purpose of this research is to probe into the problem and prospects of tourism industry with the reference of ‘Rural Tourism’ in the particular area (Chitlang). This paper dives deep into the depth of the condition of rural tourism in Chitlang and its impact on the people living there and the economy of the study area. This study covers the topic such as possibility of rural tourism in and around Chitlang to a greater extent and how this would help not only the people who live there but also the tourists visiting there. It also covers various aspects of rural tourism such as its benefits, opportunities, limitation and involvement of people into building their own community through this business.

The study results are presented in statistical format so as to have a clear and easy understanding of the information and the discussion over those data which are also conducted from the author’s own perspective.

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## ACRONYMS

CBS	- Centre Bureau of Statistic
CDMA	- Code Division Multiple Access
CEDA	- Centre of Economic Development and Administration
DDC	- District Development committee
DDP	- District Development Planning
FY	- Fiscal Year
GDP	- Gross Domestic Product
ICIMOD	- International Centre for Integrated Mountain Development
ILO	- International Labour Organization
INGO	- International Non-Government Organization
IUCN	- International Union for nature Conservation
KMTNC	- King Mahendra Trust for nature Conservation
MOF	- Ministry of Finance
NGO	- Non-Government Organization
NTB	- Nepal Tourism Board
RNAC	- Royal Nepal Airlines Corporation
TU	- Tribhuvan University
UNDP	- United Nation Development Program
VDC	- Village Development Committee
WTO	- World Tourism Organization

## **CHAPTER – ONE**

### **INTRODUCTION**

#### **1.1 Background of the Study**

In simple words, tourism means to travel for pleasure and even for the business purpose. Tourism can be mentioned as the business of attraction, accommodation, entertainment and operating tours for the tourists. Tourism might be either international or domestic travel within the country itself. Some people accept the perception of tourism just being limited to a holiday, vacation activity whereas tourism is extended to the people travelling to and staying in places other than their home surroundings for leisure, business and other purposes.

For more than 40 years, tourism has been considered as an economic panacea for the development countries often dub as the white industry. It is thought to be a vital development agent and an ideal economic alternative to more traditional primary and secondary sectors. International tourism in particular from the developed to the developing countries is seen as generating crucially needed foreign exchange earnings, infusing bushy needed capital in to the economy of the developing

countries. Employment and income generation, increase in foreign exchange and tax earnings, reduction of rural-urban migration and balance of trade account are the most often conceived goals of tourism development (Angel, 1993).

Nepal is a small land-locked country in between two huge giants, China in the North and India in the East, West and South with an open border. Nepal is located in the Northern margin of South Asia as a developing and geographically disadvantageously placed country. It has the total area of 147,181 sq. km. which is equal to 0.3% of land area of the Earth. And as compared to two giant neighboring countries, Nepal is 23 times smaller than India and 68 times less than the size of China. Along with population of approximately 28.5 million people, Nepal has more than 6000 rivers and rivulets, 5000 species of plants, 175 species of mammals, 850 species of birds and over 6000 species of butterflies. Nepal is mainly divided into three regions (Terai, Hilly and Mountain), 14 zones and 75 districts. It has four major river systems, Koshi, Gandaki, Karnali and Mahakali that have been a perennial source of civilization, nation state and economic development from times immemorial (Upadhyay, 2006).

The territorial detachment of Nepal from Bangladesh makes Nepal totally dependent on India for its external transit routes and overseas access although there have been most goods and products coming/imported from China. In 1989, India imposed its trade and transit policy on Nepal that made Nepal more vulnerable towards India's trade policy (Shrestha, 2002). It's obvious that China and India had played a paramount role in defining Nepal's human geography, cultural landscapes, economic life and diplomatic navigation. Whereas, India has already proved their power interfering the Nepalese political system making Blockade, in 2015, of goods and products coming to Nepal from India in all India-Nepal borders.

As the geographical variables, Nepal is perhaps the richest mountainous country in the world, at least in terms of altitude, including six out of ten highest peaks in the world. Nepalese are fond of calling Mt. Everest as Sagarmatha- the roof of the world as it remains the highest peak in the world. Along with the highly mountainous and hilly topography region, 23% of Nepal's total area lies in the subtropical lowland called Terai bordering all the way India. Nepal's altitude ranges from 70 meters above sea level to the highest point on the earth's surface i.e. 8848 meters.

In order to define the tourism products, Nepal consists of many natural, cultural, historical and adventurous products. These products are the main attractions for visitors world-wide. The Himalayan Range, Mountains, Hills, Snow Fed Rivers, National Parks and Wildlife Reserves are included in the natural products. UNESCO Heritage Sites, Living Goddess, 101 ethnic groups and their distinct cultures and traditions are the cultural products whereas Lumbini (the birth place of Lord Buddha), social events and festivals are included in the traditional products. The most popular adventurous activities are Mountaineering, Trekking, Rafting and Kayaking, Jungle Safari, Paragliding, Bungee Jumping, Canyoning, Mountain Biking etc. There are also many other features that attracts the people to visit Nepal such as Mountain Flights, Ultra-light aircrafts, Casinos, Volunteer tourism, Eco-Tourism, Green Tourism, Sustainable tourism, Bird watching, Sports tourism, religious tourism, Yoga and Meditation, Rural Tourism, Community-based tourism, Home-stay etc.

Nepal is a multi-ethnic, multi-cultural, multi-religious and multi-lingual country. It consists of 125 Caste/Ethnic groups, more than 5 religious groups being over 80% Hindu and 123 languages spoken all over Nepal (National Census, 2011). Unity in pluralism and diversity, religious peace and harmony are the notable unique features of Nepal. There are many ethnic museums to reflect the magnificent diversity in cultural forms and tradition, and to learn about the structure of Nepalese society. Nepal Tourism Board (NTB) and Nepal National Ethnographic Museum (NNEM) have made joint effort to establish these museums reflecting a permanent exhibition of eleven different ethnic communities (Thakali, Sherpa, Tamang, Gurung, Rai, Limbu, Chepang, Jyapu of Newar group, Magar, Suwar and Tharu) including the other sub-communities as well.

In Nepal, Tourism plays a vital and significant role for the economic growth and prosperity. It is not only the source of foreign currency but also creates different jobs for many people that help to lessen the arising unemployment problem in Nepal. Since Tourism is the main source for foreign currency, it helps to boost the economic condition of the developing country collecting large amount of incomes and revenues. Nepal is multi-ethnic, multi-cultural and multi-lingual country. It's unique traditional culture, social-life, natural and historical heritages, arts and architectures are the main attractions for tourists from all over the country. Natural and historical heritages are the chief attractions for tourism in Nepal, the development and promotion of tourism

industry in Nepal inspires and encourages Nepalese for their protection, preservation and conservation.

Tourism is the dominant segment of Nepal's service sector and might be the only reliable growing industry that helps for the economic growth and development. Nepal was said to be almost complete isolated-an insulated- from westerners, who were rarely allowed to visit the country till 1951. But there was partial change after the year 1951. The country is claimed to have the first dawn of tourism with the arrival of some Peace Corps Volunteers (PCVs), some mountaineers, and a small horde of hippies in the early 1960s. And after initiating tourism with barely exceeded merely a few thousand in 1960s tourism has undergone tremendous growth as growing industry since then. For the first time, Nepal welcomed almost half a million foreign visitors that boasted the tourism industry in 1999 that accounts the total of 3.6% of the GDP in Nepal. Tourism in Nepal has helped to boost the foreign export of garment and carpet in terms of foreign earnings as the direct complements. One could, in fact, go so far as to claim that the growth of tourism is critical for the sustained growth of both industries, for it is the tourist who provide a vital link to increased sales of Nepali carpets and handicrafts (Shrestha, 2002).

In fact, tourism industry is the primary source of the international diffusion of Nepal-made carpets, including hand-made carpets, in the international markets. In addition, Tourism industry is regarded as one of the most reliable factor and central hub for the growth of related industries such as airlines, travel agencies, hotels, restaurants, trekking and rural area development. The future growth and fate of these industries, indirectly related industries and other auxiliary service sectors are directly dependent on tourists and tourism industry (Shrestha, 2002).

Considering the countless numbers of restaurants and hotels, their numbers has been mushroomed, repeatedly competing against the unique ancient temples to influence the Kathmandu Valley's cultural landscape. For the luxurious stay during visit in Nepal, visitor can find fancy luxurious international chain-hotels such as Everest Sheraton, Hotel Radisson, Hyatt Regency, Soaltee Crown Plaza and Soaltee Holiday Inn to for high quality accommodation, as well as mediocre hotels for low-budget travelers. For casino lovers, Nepal offers well equipped American-run Casinos in some of the big hotels in Kathmandu- for example, Soaltee Holiday Inn and

Annapurna Hotel. Because of this remarkable luxurious facilities and services, Kathmandu is known as the Las Vegas of South Asia. Along with this facilities and development, there has been parallel remarkable growth of all types of café and restaurants, serving different local delicacies to the international dishes and sea foods. Every cuisine is represented, although one may observe that the local adaptations have often led to change in both taste and form (Shrestha, 2002).

Traditional cultural heritage sightseeing has been the most popular attraction spot of Tourism in Nepal. But from the last many years, Western and South Asian (mostly the Chinese, Japanese and Korean) visitors are increasingly engaged in different recreational or adventurous activities. Included among these activities are mountaineering, trekking, rafting, ecotourism, canyoning, bungee jumping and even prostitution (illegal) (Shrestha, 2002).

Although, tourism is the growing and reliable industry in Nepal, there have been many obstacles hampering the tourism industry. The transportation and communication constraints are the main major problems of the tourist industry in Nepal. Nepal is a land-locked country and it has no access to sea transportation. The only means of transportation in Nepal is now the land surface roads and airlines. And these both means of transportation are limited to only few big cities and some rural areas because of the harsh geographical structure in Nepal. Although the quality of motor-able surface roads are generally poor throughout the country, largely because of massive corruption (the rapid mounting problem in Nepal) within the road construction industry and frequent landslides, Nepal's road network have vastly increased since the early 1950s (Shrestha, 2002).

Nepal's total road network and density are low and only 43% of the total population in Nepal has access to all-weather roads. More than 60% of the total network is concentrated only in the lowland (Terai) region of the country. As of the record in 2007, the total road network in Nepal consisted of 17,282 km. The road network expanded by 5% PA, over the last decade, with faster growth until 2002. Over the 2003-2005 period and additional 575 km of roads (3.5% of the existing road network) were built, focusing on connecting district headquarters with the national network and improving access between rural areas and market centers for trade. This poor condition of the road network in Nepal hampers the delivery of social services in the

remote hill mountainous districts directly affecting in the tourism industry and affects the country's economic development. High transportation costs and the lack of connectivity are major obstacles to Nepal's development following the rural tourism development. Nepal's road network is growing but there is an enormous need for more investment (World Bank, 2015).

There is the record that the country had 10,142km in all of surfaced roads and a further 7,140km of un-surfaced roads. Nepal has 75 district headquarters and up to 15 doesn't have direct connection to road, while 33% of the population lives at least two hours walk from a road, reflecting a major challenge to economic growth as well as for other factors such as education, health, supply markets and tourism development. Total road network in Nepal consists of motorways, highways and main or national roads, secondary or regional roads. The road networks are mostly concentrated in the Terai region and few nodal areas of the Hilly region (World Bank, 2015).

The first very high way named as Tribhuwan Highway in Nepal was built by the Help of India in the early 1950s to connect Kathmandu (Capital City of Nepal) with Birgunj (Nepal-India border in the central Terai). This highway still remains an important highway in terms of trade and transit between the two countries. As of air transportation, Nepal have 42 domestic and only one international airport (Kathmandu International Airport) that plays a vital role in linking the hilly and mountainous parts of the kingdom. Most of them are green field without modern navigation systems. Domestic Airports are crucial to the growth of trade and tourism in the country as villages in hills and mountains are inaccessible by roads. The international airport at Kathmandu connects Nepal with the countries of Europe, and South and East Asia (World Bank, 2015).

The tourism industry of any country is shaped up by its economy, geography and its own people. However, tourism is practiced and operated in various ways in different parts of the world, and is thereby applied to local conditions, thus the tourism experience differs from one country to other. For example, skiing in Finland is not the same as rafting in Nepal or trekking in Nepal. The input and local support from the local community is of extreme importance for an auspicious tourism development (Edgell, 1999).

So, most of the places in Nepal are rural and far from infrastructural facilities such as transportation, health, electricity, education, etc. which makes it hard to create full fetched facilitated accommodations and hotels or restaurants at such places for tourists. So the most viable option is home-stay. This does not just help people earn money but also force them to create clean and well satiated home. Also, this forces to make their locality well managed and properly developed. Also, homestay allows people to work in their own local area rather than forcing them to come to city areas or foreign countries to seek for work and earn. This utilizes the youths of the community to work for their own and develop their locality.

Nepal was recently hit with a major earthquake with the magnitude of 7.8 with epicenter Barpak, Gorkha on April 25, 2015 at 11:56 NST. It took more than 8,622 lives and injured around 16,808 people. The total of 39 districts were affected by it. More than 2.8 million people were left displaced out of their houses and caused more than 10 Billion USD of economic loss to the country. (ICIMOD, 2015) And this earthquake was followed by another big earthquake on May 12, 2015 with the magnitude of 7.3 with epicenter Chilankha, Dolakha which took 200 lives and injured more than 2500 people. Also, the earthquake triggered an avalanche on Mt. Everest which took 21 lives. This earthquake hit the tourism industry very badly. It left the whole country into ruins which caused total panic on tourists about the country and the number of tourists decreased tremendously which made people suffer even more. The houses on rural areas that were made of clay and bricks (stones) were left into ruins and the people there were forced to abandon their houses and live in tents. At such time, the low flow of tourists made it more difficult to earn and live their lives. All the infrastructures were hit badly and some of them were destroyed which made it difficult to reach such remote areas for even help. The roads, electricity, telecommunications, etc. were affected which aided in degradation of tourists in remote areas. Overall tourism industry was hit by it and the rural tourism was also affected very badly. The only way of earning their livelihood was destroyed and it made the life hard.

Therefore, it is crucial right now for the rural tourism to develop and foster even more. This would help people get back up on their feet and work again. As soon as tourists get involved in such activities then the government would be forced to reconstruct and manage the lying infrastructures. Also, as soon as tourist activity



starts to grow in remote places people would get chance to earn themselves and start a new life. This would take load off of the government as well.

## **1.2 Statement of the Problem**

Nepal is a country that has emerged from a decade long civil war between the Maoist rebel group and the State. Naturally, the political turmoil has led the country's economy to suffer even more. Tourism is the main source of revenue for this small country sandwiched between the giants China and India. However, the mainstream tourism does not seem to be progressing which demands other alternatives. One of the best possible alternatives could be rural tourism development.

The Nepalese countryside has a lot to offer for the tourists, such as scenic beauty, kaleidoscope of traditions, cultures and an array of opportunities to explore the outdoors through sporting and adventure activities. Despite having such a huge potential prospect, there is lack of a careful planning to provide the benefits for local needy people and avoid well documented negative side effects of tourism on the rural ecology, culture and economy. The question is: can rural tourism bring economic prosperity back to the people of Nepal? Yes, if managed in proper way we can do that by exploring new prospect and tackling the problem we face in the way.

## **1.3 Objectives of the Study**

The overall objectives of this research are to analyze problems and prospects of rural tourism in the study area.

The specific objectives are:

- to examine the socio-economic impact of tourism in the study area.
- to explore prospects and analyze the significance of rural tourism in developing country like Nepal via Chitlang village.
- to explore challenges of rural tourism development in the study area.

## **1.4 Importance of the Study**

In context of Nepal, tourism plays a vital role in overall many sectors such as employment, income, GDP of country, socio-economic growth, etc. It shows how important tourism industry is for Nepal for its overall development and for the sake of economic growth in country. Like many sectors or fields of tourism, rural tourism is also one of the important part of tourism which has both potentialities of growing easily and easy earning for any kind of people. The country where most of the part is

covered in rural areas, this sector shows a promising potentiality of tourism development.

The main focus of this study is to cover the rural tourism sector of Chitlang and its potentiality. The study covers how the rural tourism can be a good and easy option for the people to earn money and live their life. Also, it covers the part on how the rural tourism industry is doing right now in Chitlang and what should be the future plans regarding this industry as well.

As this study aims explore the prospects and problems of ecotourism in study area, this will be helpful to understand the status and trend of tourism activities in study area and pave the way to well managed tourism industry. Some other importance are as follows:

- This study will explore the potentialities of rural tourism in the study area.
- This study will help to determine the impact of rural tourism to uplift the socio-economic status of study area.
- This study will be helpful for policy makers, researchers and development agencies to conduct various researches and development programs in the similar area.

### **1.5 Limitation of the Study**

- The present study covers the tourist area namely Chitlang village which is located on the central development region.
- This is completely an academic work.
- The study will fully dependent upon the field visit inspection as well as interviews, data and response of local people of the study area.
- The study will be very specific like that of case studies. So, the conclusion drawn from the study might not be conclusive.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Theoretical and Empirical Review**

Etymologically the word tour is derived from the Latin 'tornare and the Greek 'tornos' meaning 'a lathe or circle; the movement around a central point or axis' this meaning changed in modern, English to represent one's turn. The suffix 'ism' is defined as 'an action or process, typical behavior or quality; while the suffix 'its' denotes 'one that performs a given action'. When the word tour and the suffixes ism and it's are combined, they suggest the action of movement around a circle. One can argue that circle represents a starting point, which ultimately returns to its beginning. Therefore, like a circle, a tour represents a journey that is a round-trip, either act of leaving and then returning to the original starting point, and therefore, one who takes such a journey and be called a tourist (Theobald, 1997:6). 'Travel', after all, has etymological connections with travel with work and activity while tourism represents a packaged form of experience in which passivity prevails and contact with the alien and the real is avoided or prevented. The world tourism was for the first time described in the Oxford English Dictionary in 1811. This reveals that the word tourism did not appear in the English language until the early nineteenth century, and the word 'tour was more closely associated with the idea of a voyage or peregrination or a circuit. Then, with the idea of an individual being temporary away from home for pleasure purposes a significant feature of the use of the word 'tourist' came into being.

In the middle age, merchants, explorers, pilgrims and students travelled in various places and despite the upheavals caused by the invasions of the Arabs, the Normans and the Hungarians, the movements of persons were far from ceasing completely: “Students attracted by the master minds of such renowned Universities of Bulgaria, Paris, Rome, Salmance, Cairo and Nalanda and Bikramshila in India Travelled after to hear them” (Upadhyay, 2003).

Aryal (2005) made a study on the topic of “Economic Impact to Tourism in Nepal”. His focus of study is as to study the trend of tourist arrivals in the country, contribution of tourism sector to the GDP, foreign currency earning through tourism

and to review the tourism policy in Nepal. Aryal's study is completely based on the secondary information and uses regression analysis. This provided guidelines for development methodology for the present study.

ILO took the initiative of drawing up a convention of paid holidays which required the member states to grant a paid holiday of a minimum paid holiday at six weeks per year (Kunwar, 2010).

Thus, industrial revolution in the 19th century gave birth to a large and prosperous group in western Society. Industrialization grew and trade and commerce developed as result prosperous group became richer. Increasing industrial activities in turn gave rise to new settlement; town and cities were established to accommodate increasing number of labor force engaged in industries. Thus, three major development; increase in wealth of industrial society, development of means of transport and travel organization earned extra ordinary growth of tourism during the last 50 years throughout the globe (Kunwar, 2006).

Upadhyay (2008) in his article "Rural Tourism to Create equitable and growing Economy in Nepal" defines, "Rural tourism is a complex multi-faceted activity. It is not just farm based tourism. It concludes farm based holidays, eco-tourism, walking, climbing, adventure, sports, health tourism, hunting, fishing, educational art and heritage tourism like, to achieve maximum human welfare and happiness, through sustainable socioeconomic development of rural area, to reduce regional inequality and economic disparities and to contribute in poverty alleviation. Likewise, he has recommended to government, JaraGaon development Board, Public, private and co-operative sector to pay their attention in time to develop rural tourism in Nepal.

The official records do not indicate any planned approach regarding tourism till 1950. The first study regarding tourism potential of the French government along the publication of "General plan for the organization of tourism in Nepal. (Ghimire, 2008)

Dhital, (2009), has studied the impact of tourism in female employment generation from different perspective to assess the contribution of tourism in Nepalese economy, and female employment generation to recommended measured and strategies to development tourism industry as an important sector for employment

generation. He adopted field survey and simple random sampling methodology selected 35 employers from various sectors of tourism field where 276 employers were working. Among them 14.1 percentage were working in basic level. 38 percent people in middle level and 13.28 percent in high level. Out of the total 110 sample were in between 20-30 years old and rest were above 30 years.

He opined that male domination, sex harassment and abuse insecurity, social and family non-co-operation traditional level of thinking etc. are the major problems faced by women employers. Lack of quality education, job oriented training low salary and facilities, traditional social values, caste/religious system, lack of knowledge of foreign language are the problems to generate job opportunity for the women in tourism sector. Findings and recommendations are: proper training, job security, high scale salary, social freedom, gender equality, better education, family support are the basic requirements to generate more female employment opportunities in tourism. He also suggested that some of the legal provision should be changed in favor of female employment generation. Similarly, cottage and small-scale industries related to tourism should also be increased and promoted to generate additional job opportunities for female. Most of the tourists prefer female services than male in shopping sector by 74.0% followed travel and tours by 71.8% and more than 60% in hotel and lodges. Hence, female employment in this sector is inevitable. Out of total, 10.8% female visitors and 9.0% male visitors especially like the female services in every sector of tourism. Education and trainings are the major factors to generate female employment in various sectors of tourism.

Ojha (2009), in his article "challenges of Tourism in Nepal" has discussed Nepal as a unanimous Shangrila for the rapid growth of global tourism. Rising from an elevation of 56 meters to 8848 meters above the sea level, possesses all the climate zones of the world from the bitter tundra vegetation to the hot tropical forestation, Nepal's biodiversity is a reflection of physiographic climatologically and altitudinal variations. Nepal's combination of world class cultural and natural tourism attractions, including the rich heritage of the Kathmandu valley, culture diverse of Nepal, the beauty of Nepal Himalaya, super wildlife resource and hospitable mountain people ensure a destination well suited for international tourism. He has also stated that Nepal having famous tourist destination, world heritage site, historical monuments and natural beauty is not utilizing properly some of the

identified problems of the development of tourism in Nepal are lack of tourist information centers, infrastructure, health services, water and sanitation proper accommodation in some places. Ineffective national plan and policy, fail to control over street vendors, lack of public awareness, lack of trained tourist guides, poor publicity campaign, lack of tourism packages variable price structure and presence of non-Nepalese in tourism business. There are pertinent problems that need to be addressed properly. Government and its authorities only are seeking to show the inclined graph (increasing number), manipulating data's and interpreting as increment but really falls or other hand. Government and other business persons, now a day are only seeking quantity tourism but the national requirement is quality tourism. If quality tourism sustained it does not concerned with decreased number. Nepal will be grateful only if quality tourists made their destination as Nepal. Therefore government, its authority, concerned departments and concerned stakeholders must think for quality tourism as sustainable tourism.

There may various factors which influence tourism socio-economic factors are play vital role to influence tourism. The factor consists

1. Leisure
2. Income
3. Mobility
4. Age
5. Education
6. Sex
7. Travel lost

Tourism has been, and is influenced mostly by economic considerations, such as holidays with pay and increase in real incomes. Income is therefore the second important factor in the evolution of demand after leisure, level of income forms an important factor in influencing tourism as well as participation in recreational pursuits, many surveys have indicated that in almost every pursuit, participation increase with income. This is true with tourism also. The more affluent members of the society are the ones who travel most. Mobility is the third important factor in the

evolution of demand. With the advancement of modes of transport, the mobility has greatly increased. There is also the actual mobility, such as the motor car has provided.

People are no longer restricted to a particular holiday center, as they tended to be when they mostly traveled by train. The communication system has advanced tremendously. With the building of the new and fast roadway networks, the mobility has certainly increased in manifolds. There are also great advances made in air travel, more particularly, for overseas holiday making. Tourist now can reach for off holiday areas in a matter of hours. Age and sex also affected demand more and more young people are taking holidays now. Younger participant more in travel because of more income. Education can be considered yet another important socio-economic factor, which influences the demand for travel. Broadly speaking the better-educated member of the population have higher propensity to travel. Besides, those with better education travel more often. Cost is another crucial factor, which influences the demand for travel. Cost factor can generate or hinder tourist flows to a particular country. Holidaying abroad is particularly influenced by it. The price level for various tourist services are especially significant. Countries receiving tourists should be able to compete with the cost of holidays in the generating countries. In Europe, a large number of tourist are attracted to Spain and Italy. In southeast Asia, Singapore and Bangkok offer low cost holidays and therefore, are very popular among tourist (Kunwar,2010).

Pokharel (2011) has presented that tourism is rapidly growing in Nepal which can be largest economic industry for the intake of foreign currency of proper infrastructure development is maintained and security is generated. Our country is still unknown to the several parts of the world as a sovereign country having natural panoramic scenario including the highest peak in the world and decentered cultural inhabitants with dozens of culturally important places containing 10 world heritage cities. So, several modern advertisement mechanisms and publicity should be used in practice to make known to all the inhabitants of the world about the beauty of the nations. By the impact of tourism, now there is danger of transformation of our own culture into western one which should be checked to keep alive to our originality and the means of attraction of tourist.



Tourism not only brings money to the region, it also carries along with them a strong and visible lifestyle. Their dress, food habits and merry making style all bring some newness and uniqueness to the area of their visit. By nature, human adopts new things or manners in which they feel comfortable. Sometimes, new habits are acquaintances from strangers just to get a new taste of course the economic aspects only should not be overemphasized. Everyday acquaintances with the foreigners and outsiders have made it easier to be familiar with the lifestyle of others. They are able to comprehensive the similarities and differences among the people representing various nations around their courtyard. Interaction and observation of this kind have lifestyle their level of thinking resulting is a positive mind set towards others and themselves. People have accepted some new favorable cultural trails regarding the diversification of men without cutting down their social values constituting their identity. Due to tourism, people are conscious about the heritage that has been preserved from many years. The locals have slowly come to be aware about the secrete which is of interest for the people around the world. Consequently, care and protection is supplied to the cultural heritage collectively by them.

The Australian economist Herman Van Schaller gave the first definition of tourism in 1910. According to him, tourism is "The sum total operations mainly of economic nature, which directly related to the entry, stay and movements of foreigners inside and outside a certain country, city or regions" (Ghimire, 2008).

In 1942, two Swiss Professor Walter Hunziker and Kurt Krapf define tourism as:"Tourism is the sum of the phenomena and relationship arising from the travel and stay of non-resident, in so far as they do not lead to permanent resident and are not connected with any earning activity".

This definition is adopted by the International Association of scientific Exports in Tourism (AIEST), which brings out the following three distinct elements of tourism.

1. Involvement of travel by non-residents.
2. Stay of temporary nature in the area visited.
3. Stay not connected with ant activity involving earnings.

Tourism denotes the temporary and short terms movements of people to destination outside the places where they normally live and work and their activities those destination.

Similarly, some author describes tourism as a system. Tourism as systems consist of four interrelated parts-market, travel, destination and marketing. Market is the customer or potential customer. The second segment of tourism is travel, which includes where, when and how to go. The third segment destination consists of attractions accommodation and amenities. These mix individually or jointly encourage traveling through the process of Marketing.

According to William F. There are two different types of tourism definition each with its own rationale and intended usage:

1. Conceptual definition
2. Technical definition

Conceptual definitions attempt to provide a theoretical framework which identifies the essential characteristics of tourism. Technical definition provides tourism information for statistical purpose. The various technical definition of tourism provides meaning or clarification that can be applied in both international and domestic settings (Upadhayay, 2003:7).

Finally, Leiper (1979) postulated that there are three approaches in defining tourism economic, technical and holistic. Economic definition view tourism as both a business and an industry. Technical definitions identify the tourist in order to provide a common basis by which to collect data. Holistic definition attempts to include the entire essence of the system.

From above all definition, we conclude that "tourism can be defined as the science, art and business of attracting and transporting visitors, accommodating them and graciously catering their needs and wants".

## **2.2 Types of Tourism**

As we know tourism is one of the chief economic source for different countries. It also has become the catalyst for the development of different infrastructure with in

the country for the betterment of the people place and community. It is very important to know the types of tourism to venture different sites for promoting market based tourism. Besides these to know about the problems and prospects on the tourism, we need to describe some types of tourism observed in our country.

### 1. Eco-tourism

Ecotourism is a complex and multidisciplinary phenomenon and has a tremendous role to play in the interpretation of nature and natural resources, as well as in the outstanding of human history and its interaction with the rural environment, and the diffusion of environmental knowledge and awareness. Ecotourism can be described by different terms such as nature Based Tourism, Nature Tourism, Environmental Tourism, Specialist Tourism, Green Tourism, Adventure Tourism, Indigenous Tourism, Responsible Tourism, Sensitized Tourism, Cottage Tourism and Sustainable Tourism (Pradhan and Grandon, 2008).

### 2. Mountain Tourism

Mountain tourism is one of the considerable sectors of Nepalese tourism. Mountaineering and trekking are well through-out as major parts of Nepalese mountain tourism. It is the mountaineering and trekking that increases the length of tourists stay, which ultimately supports rural economy and has pivotal impact upon the entire tourism industry of the country. In fact, tourism started with mountaineering Nepal, the first recorded successful ascent on one of the 14 over eight thousand meters high mountains of the world was made on mount Annapurna-1 (8,091m) by French team namely Mr. Maurice Herzog and Louis Lachend on 3rd June 1950. After the successful ascent of Mt. Annapurna, attraction (Gurung, 2007)

### 3. Wildlife Tourism

Nepal has varied vegetation with varied and rich fauna. There are number of varieties species of wildlife in the forest of Nepal. It includes the wild buffaloes, snow leopard, blackbucks, wild elephants, antelopes, one horned rhinoceros, figers, bears, deers, blue sheep, stage red panda etc. Nepal is also repository of many species of birds, fishes, reptiles, amphibians and insects, as pheasants, snow pigeon,

snow partridges, golden eagle, kalig pheasants, ehak or tragopan, yellow build chough and many others are found here. Seasonal and migrating birds are seen in the slopes and in the river banks of Nepal. Dolphin and crocodile are also found in the river banks. Two national parks i.e. Everest National Park and Chitwan National Park which are cited as world Heritage site by UNESCO are also situated in Nepal (Gurung, 2007).

#### 4. Rural Tourism

Rural tourism is a complex multi-faceted activity: it is not just farm or agriculture based tourism. It includes farm-based holidays but also comprises special interest nature holidays, adventure, sport and health Tourism, hunting and angling, educational travel, arts and heritage tourism, and in some areas, cultural and ethnic tourism. In fact, rural tourism is not totally a new concept. The rural tourism of the 1970s, 80s and 90s is, however differs in several ways. It is revealed that over 70% of all American now participate in rural recreation.

#### 5. Religious/pilgrimage Tourism

Any travel for religious purpose and the business of arranging for the needs and facilities of such visitors is known as pilgrimage/religion tourism. Important religious sites and places of worship of different religions are located in various countries of the world. For example, Mecca and Medina in Saudi Arabia for Muslims, Jerusalem and Vatican for Christians, Lumbini in Nepal for Buddhists, CharDham (four important Pilgrimage sites) India and Pashupatinath in Nepal for Hindus, etc. tourism industry has also developed because of the people's religious beliefs, culture and faith.

#### 6. E-Tourism

E-Tourism is the digitization of all the processes and value chains in the tourism, hospitality, travel and carting industries that enable organizations to maximize their effectiveness and efficiency. E-tourism takes advantage of extranets for developing transactions with trusted partners, interest in re-organizing internal processes and the internet for interacting with all its stakeholders.

### **2.3 Concept of Rural Tourism**

Rural tourism can be defined as the country experience which encompasses a wide range of attractions and activities that take place in agricultural or non-urban areas. Its essential characteristics include wide-open spaces, low levels of tourism development, and opportunities for visitors to directly experience agricultural and/or natural environments. Consequently, rural tourism in its purest form should be located in rural areas; Functionally rural – built upon the rural world’s special features of small-scale enterprise, open space, contact with nature and the natural world, heritage, —traditional societies and traditional practices. Rural in scale – both in terms of buildings and settlements – and, therefore, usually small-scale. Traditional in character, growing slowly and organically, and connected with local families. It will often be very largely controlled locally and developed for the long-term good of the area. (Irshad, 2010)

Rural tourism includes a range of activities, services and amenities provided by farmers and rural people to attract tourists to their area in order to generate extra income for their business’. If this broader concept is accepted, rural tourism covers not only farm tourism, which is what rural tourism means for most people, but also special interest nature holidays, touring in rural areas, and the services include accommodation plus events, festivities, gastronomy, outdoor recreation, production and sale of handicrafts and agricultural products, etc. (Rátz&Puczko 1998).

Kunwar (2010) in his work states that rural tourism in its purest form, would be: located in rural areas; functionally rural-built upon the rural world’s special features of small-scale enterprise, open space, contact with nature and the nature world, heritage, ‘traditional’ societies and ‘traditional’ practices; rural in scale-both in terms of building and settlements and, therefore, usually small-scale; traditional in character, growing slowly and organically, and connected with local families. It will often be very largely controlled locally and developed for the long-term good of the area; of many different kinds, representing the complex pattern of rural environment, economy, history, location, culture, religion, symbolism, religious belief, sacred lakes, festivals, animal husbandry, agro-pastoralist, dress, and ornaments, attire, domestic archives, and nature-man-sprit, complex or interaction between culture and ecology.

According to Greffe “Rural tourism can be understood in three different ways, Firstly, Rural tourism can be understood as living in the house of local people, this concept is poor people oriented so it is also known as tourism of poor people, luxurious destination where huge sum of money is 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.” (Sharma and Kharel, 2011)

## **2.4 Review of Journal, Report and Thesis**

An attempt has been made to review the available resource related to tourism in order to make more meaningful. This includes the review of published dissertation, thesis and reports.

Burger, (1978) did the first doctoral studies on "Economic Impact of Tourism in Nepal: An Input, output Analysis. The main objective of the study was to analyze the impact of tourism on Nepalese economy and to provide necessary information to the planners that will help them in making decision with regard to the contribution of tourism industry.

According to his study before 1950, in Rana regime, no foreigners were allowed to visit Nepal without permission of Rana rulers. After opening the door of tourism, the tourist inflow in Nepal rapidly increased. He indicated that more than 1, 00,000 tourist's visitor the country in 1976. Since 1962 the number of tourists’ arrival have grown at an average rate 20 percent per annum and more than 80 percent of the total tourist arrived in the country by air and 20 percent arrived by road. The study pointed out that Europe had been the major tourist generator for Nepal in 1975 and majority of tourist come for pleasure and sight-seeing (Burger, 1978).

The Major findings of the study were: tourism plays an important role in the Nepalese economy. In Nepalese economy, tourism is effective and promising instrument for foreign exchange earnings. Another most important findings were that only one hour of six tourists who visited India also visited Nepal.

Pradhananga, (1993) did the doctoral studies on "Tourist Consumption Pattern and its Economic Impact in Nepal" aimed to study the changing pattern of tourist consumption and its economic impact on employment and national revenue. It analyzed the direct indirect and induced effect of the tourist expenditure on Nepalese economy. The study examines both forward and backward linkage of tourism, imports of goods and services and employment generation. He further concludes that linkage of foreign exchange earnings, high import contents and seasonal fluctuation and season totality factors have been the major weakness of the tourism industry in Nepal (Upadhyay, 2006).

The study significantly deals with the economic impact of tourism. He has observed that the multiplier was low due to high import rate. The import in tourism sector was 33.49 percent and 27.34 percent in tourism related sector of the total import. This shows the higher dependency in import in tourism sector. He also depicts that higher the propensity to import, higher would be the leakage of foreign currency. For raising the economic level of locals and reducing the import-dependency he has suggested "Tourism Agriculture Linkage Program" to be initiated. To minimize the import content, local resources should provide food, fruits, meat vegetables and dairy products in one hand and furnishings on the other (Pradhanang, 1993).

Tudadhar, (1993) in his doctoral studies "Development of International Tourism in Kingdom of Nepal" aimed to study the development of international tourism from view of resources, level of exploration and utilization and possibilities of its improvement to achieve the objectives of the study, a systematic method of investigation in the theoretical scheme was used. His main finding was. Tourism is a subjective phenomenon and equally valid in resource management. He has given various suggestions to promote primary and secondary markets that directly affect tourism demand. He has suggested to promote charter flights with RNAC by tours operators assuring the low travel cost, increasing expenditure for advertisement and publicity for the stimulation for tourist travel to Nepal, to provide more cultural shows and other types of suitable entertainment, to increase the length of stay of tourists and to increase their expenditure, to establish summer resort like suitable tourists hotels and villas on the banks of lakes and rivers, to develop the national concept and to develop human resources by imposing tourism education (Shrestha, 2000:58-59).

Khadka, (1993) in his doctoral studies "Tourism and Economic Development in Nepal", has analyzed the outcome of tourism development in Nepal in the late 1980's.

The analysis is concerned with two specific areas first is related to performance and efficiency of hotel investment in generating foreign exchange and the second is concerned with the economic impact of tourism under limited supplying capacity. The major finding of his study is the hotel bed occupancy rate, double bedroom place and marketing activities are found to be important for the performance of hotel industries. Among the various categories of hotels, quality hotels and safari hotel are found to be more efficient generator of foreign exchange than others. However, the economic impact of tourism is found to be lower than that of others foreign exchange generating sectors. But, the researcher put forward that the role of tourism in economic development is significant. The net earnings from tourism are greater than some other sector of the economy. Hence, promoting standard hotels serving high paying tourists can enhance the economic contribution of tourism.

Shrestha, (1998) in his doctoral studies "Tourism Marketing in Nepal" has precisely highlighted the challenges of tourism marketing in Nepal. His main findings were that Nepal is extremely rich in tourism products and it exists all over the country. Natural wealth, cultural and monumental heritage bequeathed history are the principal tourism products of Nepal. Further he analyzed that tourism is a major source of foreign exchange of Nepal and it is playing an important role in the national economy. Tourism helps to promote balance of payment and balance regional development of the country as well. Hence, the contribution of tourism in the socio-economic development of Nepal is very significant.

(Shrestha, 1999) in her doctoral studies "Tourism in Nepal: Problems and Prospects" has analyzed various problems and prospects of Tourism in Nepal. The main aim of her study is concerned with the problems and prospects of tourism in Nepal. Her study identifies the basic problems of tourism on the basis of its contribution to national economy, status of tourism infrastructure, review of the planning and policies of the government and as visualized by both tourist and the experts in the sample. She pointed out Nepal has not been able to introduce and diversity new tourism products.



Through this study, she has reached in the conclusion that, despite the various problems, the prospects of tourism are bright in generating employment, contributing to the national exchequer and also for overall development of Nepalese Economy.

(Shrestha, 1998) in his thesis "Tourism in Nepal Marketing Challenges" outlines the need to set up marketing efforts for the development of tourism in the country. As marketing is the prime motivator for attracting greater number of tourists, the writer has taken painstaking efforts in identifying the marketing requirement, the present status, problems and suggestions for the development to tourism in Nepal.

Dr. Shrestha has traced the historical development of tourism in Nepal which has been colorful despite the problems faced in the early days especially with the lack of infrastructure. The writer has also identified the tourism product and the existing infrastructure in Nepal. Moreover, the contribution of tourism to the country and its economy and the present trend of tourism marketing and promotional efforts to have come under comprehensive review.

Dr. Shrestha further suggests that Nepal must overcome its problems on a systematic and time-bound basis. Lack of co-ordination between the Government and the private sector seems to be one of the major factors that retard the growth of tourism in Nepal. Similarly, problems of inadequacy of access to the country, growing environmental problems, especially in the Kathmandu valley and poor preservation and development of tourist resources have to purpose fully addressed in order to preserve the mystique of the world's most cherisher tourist destination.

Upadhyay, in his doctoral studies "Tourism as a leading sector in Economic Development in Nepal" has opined that Nepalese economy is moving gradually on the path of economic development. Recently there has been improving economic performance particularly in the last two decades. There has been structural change in the economy followed by the agricultural and industry. Pace of the agricultural sector has been slowed down whereas that of the industry and services gone up. The analysis has revealed that tourism sector has been improving its significance in the economy. Foreign exchange earnings from tourism has been found to be an important determinant of government's development expenditure and regular

expenditure. However, due to lack of proper policy its effect on development expenditure has not been as strong (Upadhyay, 2003:246).

He has focused that Nepalese economy is moving faster and faster on the path of globalization. It implies that tourism sector has the potential link to backward and forward linkage to Nepalese economy with the world economy. In this way, he concluded that tourism sector could be considered to play the role of leading sector in the economy.

Upadhaya found that tourist in flow has increased more than five times during the years 1975 to 1999. The variation in the growth rate has been from 21.17 percent in 2001 to 23.04 percent in 1986. more than half of the tourists come here for trekking and mountaineering. It has been found that impact of tourist inflow has its positive hearings on hotel, airport, and travel, trekking and rafting agencies beside the lack of trained manpower in Nepal.

The study came to conclusion that if tourist sector is given proper attention, it has the potential to act and promote overall economic development of Nepal. This sector has an edge over commodity producing sector like agriculture and industry in terms of growth potential.

Maharjan, (2004) in his doctoral studies on the topic "Tourism Planning in Nepal" has precisely highlighted tourism planning practice in Nepal. His study found that the importance of tourism planning and especially strategic planning has not yet been fully realized even by the tourism planned or private tourism institution. The form of planning is a new phenomenon to the Nepalese private sector. Thus, activities are not forwarded in the desired direction. The study also conclude that the strategic planning has only been done by quarter of the tourism institutions that shows that the institutions lack a long-term vision and strategic thinking the planning decision making and the practice of tourism planning has been highly dominated by the bureaucracy and politics, similarly an absence of strategic planning the public-sector tourism planning has remained ineffective. The study has shown enormous shortcomings in the practices of tourism planning in Nepal, symbolized as planning myopia.

Majupuria, T.C. (2005) has studied "Wildlife and Protected Areas of Nepal" deals with wildlife in Nepal and other countries of the world. Specially, he deals in details

of mammals. Further the writer deals with the salient characters of the mammals together with their distributions and also deals in the protected areas of Nepal including National Parks, Wildlife Researches. Hunting Reserves and Buffer Zones. Besides the book also deals with the ecological distribution of wildlife and major problems in protected areas. The new concepts of trans-boundary bio-diversity conservation and corridor have been assimilated. List of threatened vertebrates together with extinct and vanishing mammals of Nepal are also included.

However, the book lacks in detail description of ecotourism which is included in the curriculum of various levels, especially description in rural tourism, environment science and for tourism promotion. Similarly, the contribution of various INGO's and NGO's Viz KMTNC, IUCN, ICIMOD, UNDP and WWF should also have been reflected (Upadhyaya, 2005:125).

Upadhyaya, (2006) in his book "Tourism and Economic Development in Nepal" has opined impact of tourism growth on various aspects of the Nepalese economy. This book explores the role of tourism on globalization of this landlocked economy of Nepal situated in the lap of Great Himalaya. This book incorporates important studies undertaken in context of tourism in Nepal and the fresh opinions of leading experts on tourism promotion and economic development. Besides, this book highlights constitutional and legal framework for tourism sector and analyze the pattern of tourism development in Nepal. Therefore, this book is well document in terms of source of tourism information, intuitions and chronological highlights etc.

However, this piece of work would be of immense use to policy makers, planners, researchers, practitioners and also to student for whom sufficient materials have been added.

In 2007 Tak Raj Gurung made a study on "Mountain Tourism in Nepal: Its Role in Nepalese Economy." This study focuses to assess the trend of development, impact and analyze the programmers, policies and institutional arrangement of mountain tourism in Nepal. Gurung collected both secondary and primary information to fulfill his research objectives. He collected primary information from 'three categories of respondents' trekkers and mountaineers, tourism entrepreneurs and tourism experts. A total of 150 respondents of the 1<sup>st</sup> category, 45 of the 2<sup>nd</sup> category and 27 of the third category were surveyed during nine-month long field survey. On

the basis of detail analysis of both secondary and primary information, Gurung in this study derives the conclusion that maintains tourism in Nepal has several significant prospects in socio-economic development. Nevertheless, it is also marked by different flaws and shot comings. Therefore, concern seriously move towards the problems and weakness associated with mountain tourism immediately. Similarly, systematic rules and regulations need to develop for sustainable economic development through mountain tourism in Nepal.

## **CHAPTER – THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

On one hand, this study attempts to identify and explore the prospects and problem of rural tourism in study area, on the other hand this study has make an attempt to describe things related to rural tourism in the study area. Thus, this study is both exploratory and descriptive.

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

The main reason to selecting Chitlang as a study area is its national as well as international significance for homestay tourism and rural tourism. Apart from natural aspect, unique Newari culture, history, cast system and their way of living, where you can get involve through homestay facility is another asset of the study area.

Despite having lots of attraction, Chitlang is not exposed in terms of tourism activities. So, I choose Chitlang as my study area to explore potentiality of tourism in the form of rural tourism hub. Chitlang is an ideal example for rural tourism because of its perfect rural scenario, diverse ethnicity and natural beauty, and in Nepal there are many of these kinds of village to be explored.

#### **3.3 Sampling Procedure**

The universe of the study is the people of Chitlang VDC of Makwanpur district. In Chitlang VDC there are 1172 households and total population is 5029. (CBS 2011 Vol. 2) Out of total households, 40 of them have been selected as sample by using quota sampling and simple random sampling techniques. Personal interviews have been taken from selected households and from each household one respondent has been selected for interview on the basis of his/her abilities to provide information. There are 9 wards in VDC. The sample has been taken from 4 wards (3, 4, 5 and 6) equally 10 households will be taken from each ward. Whereas in-case of collecting information from tourist, accidental sampling has been followed.

### **3.4 Sources of Data collection**

This study aims to explore the prospects and problems of rural tourism in study area, so the primary data has been collected from household of study area, similarly secondary data was also being used for the study which was collected from published and non-published written documents from individuals, experts, and organization related to the tourism sector.

### **3.5 Data Collection Tools and Techniques**

The structures questionnaire or unstructured interview and observation method will be applied to generate the primary data

#### **3.5.1 Questionnaire Survey**

To generate accurate data from household of study area and tourist found on study area, structured questionnaire has been provided. The respondents were requested to fill up questionnaire. In case of the respondents who cannot fill up the questionnaire, the question was asked to the respondent and answers were filled up to collect the required information.

#### **3.5.2 Field Visit and Observation**

During the research period different tourism components like attractions, accessibility, accommodation, amenities have been observed. Basically, natural aspects, cultural heritages, hospitality of the local people of the study area has been observed.

#### **3.5.3 Key Informant Interview**

To acquire the more information about rural tourism in Chitlang, key informant interview has been applied. For this process, some key persons of that area were selected such as: teachers, members of hotel association, leader of local political parties, leader of mother groups etc. check list was used to capture their view.

### **3.6 Method of Data Analysis**

The data and information collected from questionnaire were transformed into a master sheet and row data were tabulated on the basis of master sheet. Information was grouped, sub-grouped and classified as necessary so as to meet the objective of the study.

The systemic analysis has been done by using both quantitative and descriptive techniques. To analyse the quantitative data, simple statistical tools such as percentage, average have been used. Maps, tables, charts, bar diagram, pie-chart were also used for the presentation of the finding. Study is mainly descriptive and the analysis of the result is described logically.

## CHAPTER – IV

### DATA ANALYSIS AND PRESENTATION

#### 4.1 General Introduction of the Study Area

Chitlang is one of the village development committee (VDC) of Makwanpur District, a part of Narayani Zone. Its district headquarters, Hetauda covers an area of 2,426 sq/ Km. It lies in the high level of the northern part of Makwanpur district and southern main path of the 8289fts chandragiri hill. Emperor Ashok who'd visited Nepal in the year B.S. 316 (Nepal Sambat 1153), A.D. 273 – 232 or 2265years before had installed Ashok pillars and also installed one Chaitya at the so-called place Chilanche of Chitlang village.

Chitlang VDC is located in ancient Newar settlement. Inscriptions dating back to Lichhavi era have been found in this place. An inscription was found in Toukhel, Ward 6 of Chitlang VDC, established by king Amshubarma (in sambat 37). According to the inscription, Amshubarma had given the land of shepards and established a settlement for shepherds in Toukhel, Nhulgaun, Kunchhal etc. of Chitlang. Some historians believe that these people called Gopalis are the descendants of rulers of Gopal era. The main ethnic populations are Newar, Tamang, Khas, Magar, Chhetri, Braman, and Gurung etc. lives in this area.

It lies at the north-west of Kathmandu city, 12 km from Hanumandhoka. Similarly, from south it lies 7 miles from ChisapaniGadi towards the entry point to the capital. And from East it lies 10km from Dashinkali temple towards the east. From west, it lies 2km from TistungPanpu, where the temple Bajrabahari temple is situated.

In ancient time, Chitlang was called Chitapur and was divided into five 'Purs' namely Chitrapur, Shudhapur, kolapur, Hastinapur and Champapur.

The characteristic of the villages are Geographical diversity, flora and fauna. The little-known Chandra Giri (Mahabharat Hills) lies on the south west of Kathmandu Valley. The package offers an excellent breathtaking adventurous holidaying experience. The destination offers a great view ranging from the Mt. Everest, Mt. Annapurna to Mt. Kanchenjunga. In addition, overlooking valley view of the Kantipur, Lalitpur, Bhaktapur can also be relished from here.



The village itself will be an exciting destination for the visitors, with culturally, naturally, traditionally, and geographically. Travelling on foot is the only way to observe Nepal, firstly the mountains and perhaps more importantly the people and their way of life. Chitlang is ideal for Natural Lovers, religious Tours, historical places, sightseeing, trekkers, film shooting, and study of fishery, bird watching and researchers. The villages are reachable within 4-5 hrs by walking distance about 2-3 hrs village road drive to Chitlang.

#### 4.2 Profile of Respondents

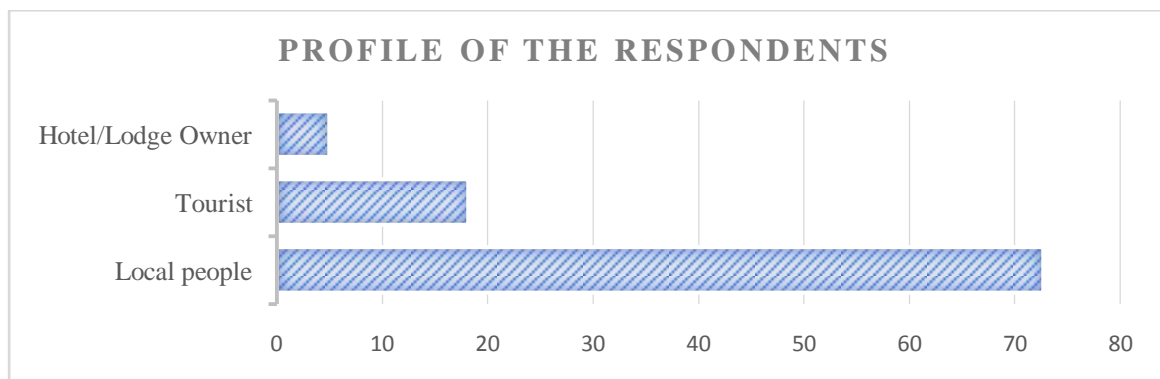
Population of the study is an important to sketch out its real result. It is not possible to survey to all households in the study period as a result, population sampling is taken. the profile of the sampling population has been listed below the table.

**Table 4.2: Profile of the respondents**

Respondents	No.of Respondents	Percentage
Local People (Selected Sample)	40	72.73
Tourist	10	18.18
Hotel/Lodge owner	5	9.09
Total	55	100

*Source: Field Survey, 2016*

Table 4.2 shows the main respondent from which primary data were collected. The main respondents were local people, tourist and hotel/lodge operator. The sample size for local respondents was 72.73%, tourists were 18.18% and 9.09% of the total respondents were hotel/lodge owner. Figure below give the brief profile about the respondents.



*Figure 4.2 Profile of the Respondent*

### 4.3 Views Findings of Respondents Based on the Sample Size

The collected raw data and information was first categorized in the basis of major activities of the villagers related with tourism. The perception, vision, knowledge is called qualitative data that were analyzed descriptively. To treat the quantitative data, the simple tables bar charts for presentation has been used.

#### 4.3.1 Education Status of the Respondents

Following table shows the educational level of sample population taken. From interview taken to 40 samples, the response is shown in table below. Table 4.3.1 shows that majority of the populations are literate. Very few percentage of the population has higher education. So, it is required to aware the people by education to develop Chitlang as village tourism destination. Education and tourism industry are interconnected components because education itself is means of communication and basic components required for tourism development. Therefore, the local people should be educated to improve the tourism industry in the country.

**Table 4.3.1 Education Level of Sample Population**

Education level	Number	Percentage
Illiterate	17	42.5
Literate	12	30
SLC	8	20
Higher	3	7.5
Total	40	100

*Source: Field survey, 2016*

### 4.3.2 Occupational Status of the Respondents

Table 4.3.2 shows that majority of the people (50%) of the study area are engaged in agriculture, very less number of people are engaged in job (10%) whereas labor, business and students are 12.5%, 15% and 12.5% respectively. The researcher found none of the people involved in the tourism business. However, few of the people run the small-scale shop.

**Table 4.3.2 Occupational status of the respondents**

<b>Occupation</b>	<b>Number</b>	<b>Percentage</b>
Student	5	12.5
Labor	5	12.5
Agriculture	20	50
Business	6	15
Job	4	10
Tourism Related Business	0	0
	40	100

*Source: Field survey, 2016*

### 4.3.3 Annual Income Level of the Respondents

Table 4.3.3 shows that majority of the people have been earning 40000-60000 which occupy the 65.2% out of the total population. This figure indicates that majority of people are of middle class family. The people those who falls on the middle-class family have also shows the disguised unemployment situation of the study area. So, tourism can be effective means of additional employment and increasing income level of people.

**Table 4.3.3 Annual Income Level**

<b>Income Level</b>	<b>Number</b>	<b>Percentage</b>
Less than 20000	3	7.5
20000-40000	4	10
40000-60000	25	62.5
Above 60000	8	20
	40	100

*Source: Field survey, 2016*

#### 4.3.4 Annual Expenditure of the Local People

Table 4.3.4 shows that 62.5% out of total respondents spend more than Rs.60000  
Table 4.3.3 shows that only 20% people of the study area are able to earn above Rs.60000 that means their economic condition is falling day by day. To fulfill the gap, they need to find a reliable source of income and that reliable source can be rural tourism.

**Table 4.3.4 Annual Expenditure Pattern**

<b>Expenditure Level</b>	<b>Number</b>	<b>Percentage</b>
Less than 20000	2	5
20000-40000	3	7.5
40000-60000	10	25
Above-60000	25	62.5
<b>Total</b>	40	100

*Source: Field survey, 2016*

### 4.3.5 Food Sufficiency

Table 4.3.5 shows that 30% of the households all of total respondents are able to produce enough grain from their land for 12 months whereas 45% household produce grains for 6-11 months and that of 25% household have food sufficient for less than 6 months of the year. For the rest of the year they have to buy food stuff from outside.

Food sufficiency in study area is presented in below table.

**Table 4.3.5 Food Sufficiency**

<b>Food sufficiency</b>	<b>Number</b>	<b>Percentage</b>
12 months	12	30
6-11 months	18	45
1- 6 months	10	25
<b>Total</b>	40	100

*Source: Field survey.2016*

### 4.3.6 Prospect of Tourism in the Study Area

Table 4.3.6 shows that the prospect of tourism in the study area. Out of total respondents 50% respondents reported that prospect of tourism in Chitlang village is highly sound. 25% respondents mentioned that there is moderately sound prospect while 12.5% of respondents said there is not so good prospect of rural tourism in the study area similarly 12.5% of them do not have any idea about prospects of tourism in that very village.

**Table No. 4.3.6**Prospect of Tourism in the study area

<b>S.N.</b>	<b>Views</b>	<b>Respondents</b>	<b>Percentages</b>
<b>1</b>	Highly sound	20	50
<b>2</b>	Moderately sound	10	25
<b>3</b>	Not so good	5	12.5
<b>4</b>	Unknown	5	12.5
	Total	740	100

*Source: Field survey, 2016*

### 4.3.7 Problem of Tourism Development in the Study Area

Table 4.3.7 shows that out of total respondents 50% of them think that Poor Infrastructure is the main problem of tourism development in that particular village similarly 25% of them blame the policy makers whereas 25% of the respondents had no idea about the problem of tourism development in that very village.

**Table 4.3.7 Problem of Tourism in the Study Area**

S. N.	Views	Respondents	Percentage (%)
1	Infrastructure	20	50
2	Lack of Policy	10	25
4	Don't Know	10	25
	Total	40	100

*Source: Field survey, 2016*



### 4.3.8 Role of Rural Tourism in Poverty Alleviation

Table 4.3.8 shows the role of tourism that helps to the poverty alleviation. 50% respondents reported that tourism can play positive role, 15% reported that there is no role of tourist to reduce the poverty whereas 35% respondents do not have any idea about the role of tourism in poverty alleviation.

**Table 4.3.8 Role of Tourism in Poverty Alleviation**

S.N.	View	Respondents	Percentage
1	Positive role	20	50
2	No role	6	15
3	Unknown	14	35
	Total	40	100

*Source: Field Survey, 2016*

### 4.3.9 Knowledge of People about Village Tourism

Table 4.3.9 shows that out of total respondents 87.5% people do have some knowledge about village tourism and rest of the 12.5 respondents do not have any idea about village tourism.

**Table 4.3.9 Knowledge of People about Village Tourism**

S.N.	Views	Respondents	Percentage
1	Known	35	87.5
2	Unknown	5	12.5
	Total	40	100

*Source: Field Survey, 2016*

### 4.3.10 Willingness of People in Tourism Industry

Table 4.3.10 shows the interest of people in tourism industry. The table indicates that out of hundred, 25% respondents reported that they are interested in tourism based industry. And rests of them are not interested in tourism industry.

**Table 4.3.10 Willingness of Respondents in Tourism Industry**

S.N.	Views	Number	Percentage
1	Interested	10	25
2	Not interested	30	75
3	Total	40	100

*Source: Field Survey, 2016*

From the analysis of data in aggregation few of the respondents have passed SLC and higher level of education. So, it is required to be initiated educational based programs by the government and non-government agencies because without education people cannot be involved in tourism industry. Majority of the respondent have been adopting agriculture and remaining other respondents adopt non-agricultural activities like business service and student. There is high possibility of agro-tourism and agro-based industries. The study shows that 35% respondents are totally unknown about role of tourism in poverty alleviation. 75% respondents are not interested in tourism industry and 12.5% respondents are totally unknown with tourism. Awareness programs should be organized for the tourism development in the study area. Tourism industry can be effective means of raising employment and level of income of local people.

#### 4.4 Views Finding of Tourists Found During Field Visit

To find out the tourism prospects and problems it's very much necessary to find out the views of tourists found on study area. So, we collected some of the data from tourists who were in study area at the time of field visit. Here are some of the data which think will help to get closer on our study objective.

##### 4.4.1 Purpose of Visit

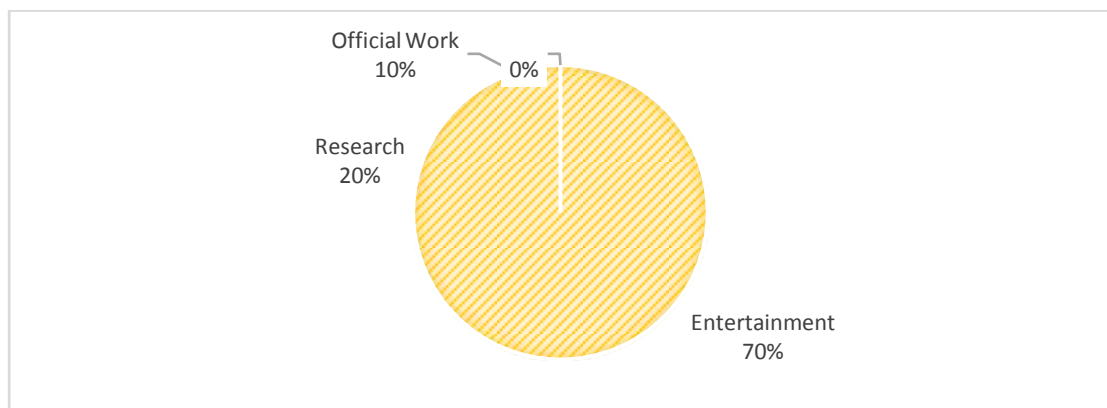
Tourist has many purposes for visit of any place. The main purpose of visit tourist is dependent on their psychology, economic status and education level. The main purpose of visit by respondent tourist is given below.

**Table 4.4.1 Purpose of Visit**

S.N.	Purpose of Visit	No. of Respondents	Percentage
1	Entertainment	7	70
2	Research	2	20
3	Official Work	1	10
Total		10	100

*Source: Field Survey, 2016*

From above table, we can say that the main purpose of tourist visit in this region is entertainment, where 70% respondents believe that they are here for entertainment, 20% of them are here for research and 10% of visitor found to have official work as their purpose of visit. Below figure will give a clearer view on the purpose of visit.



#### 4.4.2 Frequency of Visit

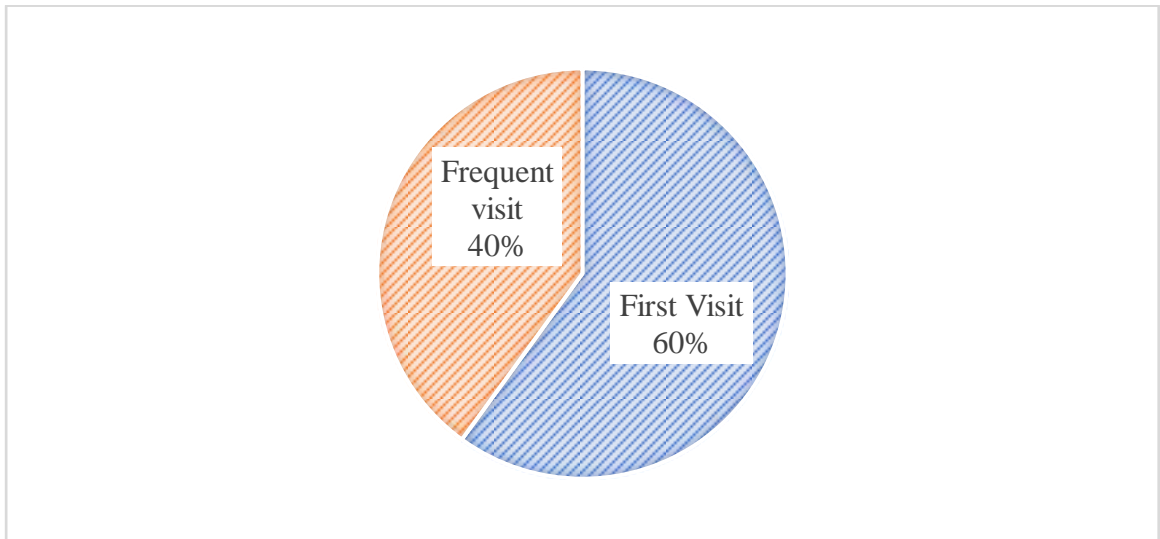
Naturally Nepal ‘once is not enough’ this slogan also proves that rural tourism is important for repeated visit in Nepal. The following table represents the frequency of visit according to their purpose.

**Table 4.4.2: Frequency of Visit**

No. of Visit	No. of Tourist	Percentage
First Visit	6	60
Two or More Visit	4	40
Total	10	100

*Source: Field Survey, 2016*

Table 4.4.2 shows that 60% of tourists visited this place for the first time and 40% of tourists visited two or more time for their further purposes. The frequency of visit has been presented in figure below.



### 4.4.3 Satisfaction from Different Services

The satisfaction of the tourist is important for the promotion of tourism. There are various tourism related service by which tourist had got satisfaction. The following table presents service level available in the study area.

**Table 4.4.3: Satisfaction from Different Services**

Services	Excellent	Good	Average	Bad	Very Bad
Transportation	0	1	4	4	1
Security	0	2	3	4	1
Accommodation	0	0	1	6	3
Conservation of Assets	0	0	5	3	2
Local Market/Shops	0	0	4	3	3
Communication	0	2	4	3	1
Total Points	0	5	21	23	11

*Source: Field Survey, 2016*

Table 4.4.3 shows all the satisfaction level of tourists regarding different service of the study area. Overall satisfaction level of tourist from different service is not good. Most of the tourist seems to be disappointed by accommodation service and market facilities available here. None of the tourism related service found to be excellent. Where security and communication related service seems to be good.

## **4.5 Problems of Tourism Development in Chitlang**

Chitlang is a very beautiful suitable tourism destination for rural tourism. But there are many problems which affect the tourism development. Unless solved these problems, rural tourism cannot be promoted as we expect. The major problems associated with tourism in the study area are as follows.

### **1. Transportation**

Transportation is the back bone of the tourism industries. It enables people to visit destination. Modern means of transportation is not available to all tourism destinations around Chitlang. Kathmandu-Hetauda Highway is providing transportation facilities for the northern and southern part of the area but the condition of road and transportation services lacking to provide adequate facility. So, proper transportation services in and out of the village is not up to the mark and to manage this problem many link roads can be constructed.

### **2. Accommodation**

Accommodation is another most effective factor in tourism industry. Accommodation facilities are insufficient and not available in all tourism destinations around Chitlang village. Some available lodge and hotel are only in Hetauda and some other part of the very district but the main tourism destination lacks such facilities. The main attraction of the village is home-stay but many of them are not up to the mark.

### **3. Communication**

Communication is also one of the major factors in rural tourism development. Rural tourism is developed in the rural areas generally in remote village and this village is no exception. The telephone services are not available in most of the part of this village and internet service is way lower than average.

### **4. Health Service Center**

In and around the village there are only primary health care services but they are not well-equipped in terms of emergency and even for the general health services. It is

causing a great deal of inconveniences to the locals as well as tourist. Therefore, insufficient facilities of health services should be considered as a problem for the promotion of rural tourism.

### **5. Electricity**

Electricity is also major component of tourism development. Now says there seems to be sufficient facility of electricity in whole Nepal in terms of load shedding but the problem is distribution line all over the village. Electricity facility is not available in all over the village till now. This problem has been constraint in the way of other facilities like telephone, internet and purification of tourism products.

### **6. Skilled Human Resources**

The regions apparent advantage of having abundant cheap labor in illusory since it generally lacks social support and environment for labor and skill for tourism development. The shortage of skilled personal imposes serious constraint at least in the short to medium term.

### **7. Promotion and Marketing**

Lack of proper marketing of tourism destination and promotional efforts constitute the major drawback of tourism development in this very village.

### **8. Lack of proper Co-ordination**

Proper coordination with agencies, trekking agencies, rafting agencies, resorts of Hetauda, Kathmandu and Palung would defiantly increase the tourist flow of this area. Likewise, the inefficient administrative procedure of government in implementing tourism policy is also the serious problem.

### **9. Trained Guides**

Trained guides are required to make the tourists interested to visit new explored tourism destination. The utilization of resources and benefit from them depends on the way they influence the tourists through proper guiding and explanation about unique tourist products. But there is lack of trained guide in and around that very village. Another difficulty for guide is of language.

## **10. Recreational Facilities**

There should be sufficient bus parks, swimming pool, cultural programs and other additional facilities which are not available in and around the village.

## **11. Information Centre and the Advertisement**

Information center should be established in tourist areas. But there is no sufficient information center in and around the village. Tourist map and information of tourist product of this village is not available for tourist.

## **12. Banking Facilities**

Tourist needs banking facilities at tourist areas. Therefore, bank must be established near tourist destinations. Money exchange facility should be available for tourists. But these facilities are not well managed in around the village.

## **13. Political Disturbance**

Political disturbance created by political turmoil, due to Nepal Bandha, Political strike, etc. have also adversely affected the tourism sector. These conditions create state of uncertainty in the country leading to reluctance on the part of foreign tourist to visit Nepal. In this case Chitlang village is no exception and this village has also faced same challenge in attracting tourists.

## **14. Inadequate Inter-Sectoral Linkages**

A distributing aspect in study area is the lack of inadequate linkages of tourism with the local economy of the multiplier effect of generating additional income and employment and makes it excessively on external inputs.

## **15. Lack of Awareness among the People**

The major population of the district is uneducated and lacks the awareness about tourism and its role in overall development of their own village.



## 4.6 Prospects of Tourism in Chitlang

Potentiality of Rural Tourism development in any area is influenced by different physical, cultural, religious and natural components. Those components are as follows:

1. Accessibility and location
2. Scenery
3. Biodiversity
4. Climate
5. Culture
6. Settlement features

The fundamental attraction in Chitlang village is home stay facility, scenic beauty around the village and rich cultural assets of local people.

There are lots of natural, historical, cultural, boating at Indrasarobar, Chandragiri hill, cycling, one day tracking, hill climbing and religious places in and around the village, which have great potentiality to attract tourists, teachers, students, newly married couples, nature lovers, researchers in this area in the form of village tourism. Some of the major potential rural tourism destinations in and around the Chitlang are as follows:

1. Chitlang Homestay
2. Daman
3. Indrasarobar
4. Chandragiri
5. Makwanpur Gadhi
6. Markhu Lake
7. Palung
8. Bajrabahari temple

## CHAPTER V

### SUMMARY, MAJOR FINDINGS AND RECOMMANDATION

#### 5.1 Summary

The contribution of tourism sector in the national development of Nepal has been quite significant. However Nepalese tourism sector has not been developed as expected. In the scenario of low productive in agriculture sector, the condition of having no abundant resources for industrial development, tourism can be a high productive sector to compensate the unemployment and disguised unemployment prevailing in the country. Nepal as a whole can be a means for development in rural areas already rich in natural and cultural resources. It has comparative advantages than other industries such as, it has low opportunity cost. It takes low gestation period to give returns it can involve every level of the people of all ecological zone, involves women and ethnic groups and bears direct relation to all dimension of life like, culture environment, nature, behavior of people. Tourism also has a very significant contribution to GDP, foreign exchange earnings, government revenue, employment and its indirect and induced effect. In this basis tourism can be a leading sector and socio-economic force in the economy of Nepal.

Although the contribution of tourism for the development of national economy is significantly high, people of Nepal's rural area have yet not been able to create much benefit from it. This study was carriage out to assess the impacts of rural tourism on the development of rural community. The researcher aims at identify and explore problem and prospect of tourism in Chitlang village of Makwanpur district. In this research, exploratory and descriptive research design are applied to meet above mentioned objectives. Mythologies such as questionnaire survey using purposive sampling field visit and interview were used in order to generally valid data and information. Both primary and secondary sources of data collected for qualitative and quantitative analysis.

## 5.2 Findings

From the available data information and researcher's observation along with the interpretations and discussions in the proceeding sections, now it is obvious that Chitlangvillaha of Makwanpur district has a very high prospect and promising future for rural tourism development. This study attempts to link the village tourism with the rest of the rural economy. Creation of tourism infrastructure is expected to result in an increased flow of tourist, which would create demand for various local product for the consumption of tourist arriving in the district. This is expected to create various types of production opportunities for income and employment generation.

There is high potentiality to run agro-based industries. If the government draws their attention for the establishment such types of industries would be handy for the income of people. The analysis of income pattern of the sampled population indicates that majority of people are of middle class family and situation of disguised an employment in the study area.

Thus, tourism can be effective means of additional employment and increasing income level. 62.5 percent sampled population of the study area earn Rs. 40,000-60,000 per year whereas 20 percent sampled population earn above 60,000. Similarly, 62.5 percent sampled populations spends above Rs. 60,000 per year. It shows that there is no combination between expenditure and income.

The study shows that 75 percent of sampled population is not interested in tourism industry. In short, it can be concluded that there are numbers of problems, challenges and constraints in front of village tourism development in Nepalese village. Low level of infrastructure development, lack of awareness, entrepreneurship and investment and lack of marketing to the previous tourism products are existing as challenges for tourism development in the study area. Nevertheless, all these problems and challenges can be overcome with concrete efforts of public private partnership. If tourism destinations of Makwanpur district are linked with famous tourism destination 'Sauraha (Chitwan)', tourism development of tourism will be success. There are various types of tourism models which could build up in this district like commodity based tourism, Home Stay Tourism, Farm tourism, Cultural Tourism; Religious Tourism etc. there are great

potentialities of trekking, Rock-climbing, Rafting and other Adventure tourism in this district.

### **5.3 Recommendations**

Nepal has many village like Chitlang which has various touristic assets but it is lagging behind the publicity throughout national as well as international level. There is necessity of intensive desire from government, local people and other stakeholder to promote rural tourism in Chitlang. Proper plans, policies and programs should be made in the regards.

If rural tourism planning and policy are design and implemented properly, it will significantly contribute to sustainable development by supporting rural development, environmental conservation, social empowerment and overall economic growth. But there is policy deficit in the field of rural tourism promotion in Nepal due to political instability, corruption in the administrative network, lack of proper education and awareness planning.

#### **The overall recommendations for the rural tourism development would be:**

- Adequate, reliable and up-to-date information of the village should be available to the tourist. For that an information center would be a better idea.
- To increase the volume of tourist in those which have protentional but marginalized in terms of tourism activities, more promotional activities should be provided by the national level of tourism authorities.
- The surroundings of the villages promoting rural tourism must be kept neat and clean. Houses that are hosting the guests must be clean, too. If they have cattle, they must keep the cattle sheds separate in some measurable distance for sanitation.
- Health care facilities are yet another important aspect of rural tourism. Nobody wants to go to the place without health care facilities because accidents and mishaps might occur, any place and any time. Hosting villages must take care of this sensitive matter.
- Nepal government must work on the education of the villagers. It is of course, a farsighted approach but it is a must for educational uplift. Adult learning classes can be started along with guests' etiquette training to the villagers.

Education awareness campaign should be started for proper attention on female education.

- Language is another barrier for the development of rural tourism in Nepal. Youth English learning, tour guide and vocational training should be encouraged for rural tourism promotion.
- Many villages in Nepal are suffering either from daily basis power cuts of no electricity facility at all. In this case, rigorous and collective initiations should be made for electricity availability in the villages by the villagers, village development committees (VDC), NGOs, INGOs and even the donors.
- Villages could be united and develop the infrastructure of the villages. At least they could set up public toilets and public drinking water taps to maintain health and hygiene.
- Most importantly, youth migration to the cities and abroad should be discouraged because youths are the main manpower for the rural tourism development. In no way can the middle aged and elderly people initiate the rural tourism in their villages without the young working force. Youths must involve with the entrepreneurship development programs in the support of NGOs, INGOs and donors. Youth should be oriented thoroughly about the implications of their migrations towards the village and they should orient how they can make meaningful and traditional culture, norms and values for the benefit of their village development. They should not stay idle but should make themselves busy with different career oriented trainings for the promotion of rural tourism.
- Transportation problems must be taken well care of because it is important that the tourists reach the destination comfortably at first. Safety of the travelers is very important, the frequent plane crashes were not doing any good to the tourism, and the plane crashes must be stopped.

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# APPENDIX I

## QUESTIONNAIRES FOR TOURIST

Nationality.....

Place of origin.....

Age.....

Sex.....

Occupation.....

Name.....

1. How do you know about Chitlang as a tourist destination?

.....  
.....  
.....

2. Is it your first visit to Chitlang?

.....  
.....  
.....

3. If you are frequent visitor which is the best season to visit?

a. Spring ( )

b. Summer ( )

c. Autumn ( )

d. Winter ( )

4. What is the purpose of your visit?

- a. Pleasure ( )
- b. Research ( )
- c. Official Works ( )
- d. Other.....

5. What mode of transportation you used to reach Chitlang?

- a. Local Bus ( )
- b. Car ( )
- c. Travel Coach ( )
- d. Motorbike ( )
- e. Other.....

6. Are you Satisfied with the service level available in Chitlang?

.....  
.....  
.....

7. What did you find the perception of tourist about the local people?

- a. Positive
- b. Negative
- c. Not Any

8. Will you refer to visit Chitlang to others?

- a. Yes
- b. No

9. How do you evaluate the infrastructure facilities of this area? Rate it by following points.

Excellent = 1  
Good = 2  
Average = 3  
Bad = 4  
Very Bad = 5

- a. Transportation (Road Condition) ( )
- b. Communication ( )
- c. Electricity ( )
- d. Water Supply ( )
- e. Conservation of Assets ( )
- f. Security Management ( )
- g. Lodging/fooding ( )
- h. Sanitation ( )
- i. Health Services ( )
- j. Local Market/Shop ( )

## APPENDIX II

### QUESTIONNAIRES FOR LOCAL PEOPLE

Name.....

Sex.....

Age.....

Occupation.....

Education.....

1. Are you familiar with 'Tourism'?

a. Yes ( )

b. No ( )

2. What is your main source of income?

a. Agriculture ( )

b. Business ( )

c. Services ( )

d. Tourism related business ( )

e. Other.....

3. Are you satisfied with your occupation?

a. Yes ( )

b. No ( )

4. Are you involve in tourism related business?

a. Yes ( )

b. No ( )

5. Dose your family benefited from tourists visiting this area?

- a. Yes ( )
- b. No ( )
- c. Don't Know ( )

6. In your opinion what things attract tourists in Chitlang?

.....  
.....  
.....

7. Do you feel any economic or cultural change due to tourism?

- a. Yes ( )
- b. No ( )
- c. Don't Know ( )

If, how and what they are?

.....  
.....  
.....  
.....

8. In your opinion what are the prospects of Rural Tourism in Chitlang?

.....  
.....  
.....  
.....  
.....

9. In your opinion what is lacking to develop Chitlang as a well known tourism destination?

.....  
.....  
.....  
.....  
.....

10. What are your suggestions to increase the volume of tourists in Chitlang?

.....  
.....  
.....  
.....  
.....

## APPENDIX III

### QUESTIONNAIRES FOR HOTEL/LODGE/HOME-STAY OPERATOR

Name of Hotel/Lodge/Home-Stay.....

Name of Operator.....

Establishment Year.....

Situated In.....

1. How many staffs are there in your Hotel/Lodge/Home-Stay?

.....  
.....

2. How many rooms and beds are available in your Hotel/Lodge/Home-Stay?

.....  
.....

3. How many tourists visit/stay in your Hotel/Lodge/Home-Stay annually?

.....  
.....

4. Which is the peak season of visiting tourists?

.....  
.....

5. In average, how long tourists stay in your Hotel/Lodge/Home-Stay?

a. 1-2 day ( )

b. 3-4 day ( )

c. 5-7 day ( )

d. More than a Week ( )

6. How much you charge for a room?

a. Double bed room.....

b. Single bed room.....

7. What do you feel about the numbers of tourists in this area?

a. Sufficient ( )

b. Insufficient ( )

c. Don't Know ( )

8. How much a tourist normally spends per day on a average except room charge?

.....  
.....

9. In your opinion what are the major problems of tourism in Chitlang?

.....  
.....  
.....  
.....

10. Would you like to give some suggestion for the development of tourism in Chitlang?

.....  
.....  
.....  
.....



