# A STUDY OF VILLAGE TOURISM ACTIVITIES (A CASE STUDY OF MAIPOKHARI AREA OF ILAM DISTRICT)

A Thesis Submitted to

Faculty of Humanities and Social Science Department of Rural Development for the fulfillment of the

**Requirement of the Master's Degree** 

of Arts in Rural Development

Submitted By

Nutan Dev Dulal

Exam Roll No.10141

T.U. Regd. 20-471/95

Mahendra Ratna Multiple Campus, Ilam

Department of Rural Development

Ilam, Nepal

September 2012

	त्रिभुवन विश्वविद्यालय <i>TRIBHUVAN UNIVERSITY</i> महेन्द्ररत्न बहुमुखी क्याम्पस,इलाम Mahendra Ratna Multiple Campus,Ilam ग्रॅमीण विकास विभाग DEPARTMENT OF RURAL DEVELOPMENT	☎)@&-% @))@) )@&-%@!^
पत्र संख्याः- चलानी नम्बरः-		मिति : २०६९ / ०५ / २९

#### LETTER OF RECOMMENDATION

This thesis entitled "A Study of Village Tourism Activities, Maipokhari area of Ilam District "" has been prepaired by Nutan Dev Dulal under my guidance and for the Degree of Master of Arts in Rural Development. This is his own innovative work. I, therefore, recommended this thesis for its evaluation and approval.

Supervisor

Dev Raj Ghimire Teaching Assistant Department of Rural Development Mahendra Ratna Multiple Campus, Ilam

#### ACKNOWLEDGEMENT

I am very much grateful to my thesis supervisor Devraj Ghimire and Campus Chief Rajendra Kunwar of Mahendra Ratna Multiple Campus Ilam. Because of their valuable inspiration and guidance throughout my study without whose continuous guidance and creative suggestions this thesis wouldn't be in this form. Also, my sincere thanks goes to our Head of the Rural Development Department Associated Prof. Yadav Bharadwaj for providing me and opportunity to conduct study on this topic. I am also deeply indebted to all my respected teachers like Nabin Giri, Chandika Parajuli, and others for their valuable information and suggestions.

In course of writing this thesis, I received help and suggestion from various persons, institutions and friends. I am grateful to all of them individually. First of all, I would like to thank Maipokhari Tourism Development Centre(MTDC) especially Maipokhari VDC, local people of Maipokhari area, tourism information center Ilam, District tourism master plan Ilam, VDC profile Maipokhari for their incredible help by providing lots. Similarly, I can not remain without thanking all the local residents and hotellers of the study area especially, to Nim Dorje Sherpa, Purna Mukhia, Raj B.D.R. Rai, Kriti B. Grung, Surya Subba, Youbaraj Mukhiya, Given Mukhiya, Maipokhari VDCs Secratory Den Raj Sapkota and Namsaling Samudaya Bikas Kendra (NCDC) Ilam.

I express my sincere gratitude to my Brother financial support and always encouraging me in the course of my higher study. Likewise, I would like to express my gratitude to my respected to teacher of Mahendra Ratna Multiple Campus Mr. Dipendra Dulal, Chandika Parajuli and My brother Bashu Dulal, and My wife Pabitra Dulal for their kindly help and encouraging instruction in my study. I am always indebted to all of them.

Similarly, I would like to thank my friends Krishna K. Rai,ai, Matap Limbu, Lok Shrestha, for their useful suggestions and valuable help to complete this thesis.

At last, I am alone responsible for errors of judgment or of analysis, if exists any.

Nutan Dev Dulal

September, 2012

#### ABSTRACTS

Village tourism is a newly emerging concept where the visitor can really experience with the village life style and environment in rural area. This study gives the real picture of tourism activities in Maipokhari Area (Maipokhari VDC) of Ilam district.

The study is based on both primary and secondary data. More specifically, it is based on primary data and information which is collected by researcher himself with the help of different data collection tools and techniques. 20 households, 15 local activators and 5 hotels were taken for sample size from Maipokhari area and 10 tourists of different places are also interviewed. For this purpose, simple random sampling method has been used in survey of tourists and households and purposive sampling method has been used in survey of households. However, secondary source of data and information has also been used wherever they needed.

Maipokhari area is a naturally beautiful and culturally diverse area. It has enormous tourism products to attract the tourists. It has a God gifted natural assets like Maipokhari area Different types of historical place, den, cash crops, nice climate and scene, animals plants diversity, Bio diversity, wet land place etc. Which will be the great interest for the tourist. For developing this region, many institutional organizations are working in this area. Such as Maipohkari Tourism Development Centre(MTDC).

However, there are so many problems to develop tourism due to the lack of basic infrastructures. Such as there are not facilities sufficient hotels to stay and provide the services for present demands of tourists. So that, maximum tourists are stay only one or two days that is very short period. Nowadays, hoteliers are benefited mainly by the domestic tourists. This area is visited by different places but the domestic tourists share is dominant. Tourism specialists and local people see the excellent (very good) possibility of tourism and around this region in future. Although, they evaluate most of the existing infrastructure are in bad condition. Similarly, the participation of local people in tourism activities are not effective. So, they are not responsible, dutiful and interested for tourism. They should be more responsible encouraging through these

institutions. The research found that, potentialities of tourism in the study area is excellent and expectable.

Above mentioned, many institutional organizations have been doing lots tourism activities but not sufficient to develop in this region. The main problems associated with tourism in the study area are lack of drinking water, transpiration, security service, effective tourism plan, government interest, advertisement, communication, publicity, skilled manpower and etc. The activities are not enough for development of this region. Thus, it is necessary for the development of tourism infrastructures to develop tourism in the study area as shown by the output of the research.

# **TEBLE OF CONTENTS**

Page

RECOMMENDATION

APPROVAL SHEET

ACKNOWLEDGEMENT

ABSTRACTS

TABLE OF CONTANTS

ABBREVIATIONS/ACRONYMS

LIST OF TABLE

LIST OF FIGURES

LIST OF MAPS

#### CHAPTER I

#### Introduction

1.1. Background	1-4
1.2. Statement of problem	4-6
1.3, Objectives of the Study	6
1.4. Importance of the Study	7-8
1.5. Limitation of study	8-9
1.6. Organization Of the Study	9

#### CHAPTER II

#### LITERATURE REVIEW 10-25

#### CHAPTER III

#### **RESEARCH METHODOLOGY**

3.1. Research Design:	26
3.2. Sources of data:	26
3.3. Data Collection Techniques:	26-27
3.4. Data Collection Tools:	27
3.5. Data analysis and Presentation:	27
3.6. Universe and Sample Size:	27

#### CHAPTER IV

#### INTRODUCTION OF THE STUDY AREA

4.1 Geographical Location	28
4.2 Climate	28-29
4.3 Vegetation	29
4.4 People	29
4.5 Culture	30
4.6 Economy	30
4.7 Transportation Facilities	30
4.8 Communication	30
4.9 Accommodation Facility	31

4.10. General Introduction of VDCs	31
4.11.1 Literacy Level of VDC	31
4.11.2 Religious Structure of VDCs	32
4.11.3 Occupational Structure Pattern in Maipokhari Area	32-33

#### CHAPTER V

#### TOURISM ACTIVITIES AND PRODUCTS

#### IN MAIPOKHARI REGION

5.1. Existing Major Tourism Products of Maipokhari Region	34
5.1.1 Maipokhari and Forest area	34
5.1.2 Natural Sightseeing	35
5.1.3 Maigurase Tea State/Garden	35
5.1.4 Various types of natural Caves, Stones and diverse Animals	35
5.1.5 Sunuwar, Rai, Limbu Tribes and their Culture	35-36
5.1.6 Various Agricultural Farming	36
5.1.7 Wild Animals and Plants	36
5.1.8 Picnic Spots	37
5.2 Different Activities and Efforts for Tourism in Maipokhari Region	37
5.2.1 Establishment and Running Organizations	37
5.2.2 Protection and Promotion of Historical Things of This area	37
5.2.3 Protection of Forest, Environment and Bio-diversity	37-38

5.2.4 Communication and Publicity	38
5.2.5 Development of Infrastructure	38
5.2.6 Preservation of Natural and Religious-Cultural things	38
5.3 Intitutional Organizations	38-39
5.3.1 Deurali Bazaar	39
5.4 Potential Tourism Products in Maipokhari Area	39
5.4.1 Natural Beauty and Cultural Diversity	39
5.4.2 Bio diversity and Agriculture Research Centre	39-40
5.4.3 Village Walking and Trekking	40-41
5.4.4 Handicraft and Souvenir Goods	41
5.4.5 Picnic Spots	41
5.4.6 Historical and Religious Place	41
5.5 Problems of Tourism Development in Maipokhari Area	42
5.5.1 Shortage of Drinking Water	42
5.5.2 Problem of Transportation	42
5.5.3 Security Problem	43
5.5.4 Lack of other basic Infrastructure Facilities	43
5.5.5 Lack of clear Village Tourism Concept in Local people	43-44
5.5.6 Tourism Plan	44
5.5.7 Lack of Recreational Facilities	44

5.5.8 Lack of Advertisement and Publicity	44-45
5.5.9 Lack of Hotel and Lodge	45
5.5.10 Lack of Enough Tourism Products	46
5.5.11 Geographical Difficulty and Lack of Government Interest and	
Nnvestment	46
5.5.12 Lack of Skilled/Trained Manpower	46
5.5.13 Lack of Local Market	47
5.5.14 Lack of Trekking Route	47
5.5.15 Lack of Protection of Natural Resources and Bio-diversity	47

### CHAPTER – VI

### DATA ANALYSIS AND PRESENTATION

6.1 Present Situation of Tourism in Maipokhari area	
6.1.1 Present Information about Tourism from Activators	48-50
6.1.2 Present Situation of Donation to Maipokhari Region	50-51
6.1.3 Present Situation of Contribution in Local level	51-52
6.1.4 Composition of Age Factor Involving (Activator) in different Activities	52-53
6.1.5 Support in Tourism Development by Different Activities	53-54
6.1.6 The main Attraction Products	54-55
6.1.7 Future Plan of Maipokhari Area	56-57
6.1.8 Source of Tourists in Maipokhari Region	57-58

6.1.9 Problem of Basic Infrastructure	58-59
6.2 Possibility of Tourism in Maipokhari	60-61
6.2.1 Number of Domestic Tourists	61-62
6.2.2 Occupation Composition of Local People	62-63
6.2.3 Awareness for Village Tourism in Local People	63-64
6.2.4 Peak Season for Tourists	64-65
6.2.5 Home stays Perception of Sample Population	65-67
6.2.6 Participation in Tourism Activities	67-68
6.2.7 Protection and Promotion	68-69
6.2.8Existing Infrastructure Situation according to Local Residents	69-71
6.3 Information by Tourists from the Field Survey	72
6.3.1 Spending Time of Tourists	72-73
6.3.2 View of Tourists about Basic Infrastructure	73-74
6.3.3 View of Tourists for Potentialities of Tourism	74-75
6.3.4 Response of Tourists for local people and Culture(behaviour)	76-77
6.3.5 Employment Opportunities	77-78

### CHAPTER – VII

# SUMMARY, CONCLUSIONS AND RECOMMENDATION

7.1 Summary	79-80
7.2 Conclusion	80-81

7.3 Recommendations	81-82
References	83-86
APPENDIXES	87-91
QUESTIONAIRES	
CHECK LIST	

PHOTOGRAPHS

# List of Table

Table	Title	Pages		
Table- 4.1,	Religious Structure of VDCs	32		
Table -5.1.	Condition flora and fauna.	40		
Table- 6.1,	Activities for Tourism	49		
Table 6.2	Economic Support to Maipokhari Region	50		
Table 6.3.	Contribution in Local level	51		
Table 6.4	Age of Activators	52		
Table 6.5	Support in Tourism Development	53		
Table 6.6	Main Attraction Products	55		
Table 6.7	Future Plan	56		
Table 6.8	Source of tourists in Maipokhari region	57		
Table 6.9	Problem of Basic Infrastructure			
Table 6. 10	Possibility of Tourism			
Table6.11	Number of Tourists (Domestic)	61		
Table-6.12	Occupation Composition			
Table 6.13	Awareness in local people			
Table 6.14	Trend of Tourists for Visit	64		
Table- 6.15	Capacity of Sample Households for Home Stay	66		
Table 6.16	Participation in Tourism Activities	67		

Table 6.17	Protection and Promotion Activities	68
Table 6.18	Existing Infrastructure Situation according to Local Residents	70
Table 6.19	Trend of Tourists for time Spending	72
Table 6.20	View of Tourist for Infrastructure	73
Table 6.21	View of Tourist for Potentialities	75
Table 6.22	View of Tourist for Local People and Culture	76
Table 6.23	Potential Employment Opportunities Generate by Tourism	77

### List of Figure

Figure	Title		
Figure- 6.1	Village Tourism Activities		
Figure-6.2	Financial Support		
Figure 6.3	Contribution in Local Level of Different parts		
Figure- 6.4	Age of Activators		
Figure 6.5	Support in Tourism Development Activities		
Figure- 6.6	Main Attraction Products		
Figure 6.8	Future Plan		
Figure 6.8	Source of Tourists in Maipokhari Region		
Figure 6.9	Problem of Basic Infrastructure	59	
Figure- 6.9.1	Possibility of Tourism		
Figure 6.9.2	Number of Domestic Tourist	62	
Figure 6.9.3	Trend of Tourists for Visit		
Fig. 6.9.4	Capacity of Sample Households for Home Stay		
Figure 6.9.5	Participation in Tourism Activities	68	
Figure 6.9.6	Existing Infrastructure Situation according to Local		
	Residents	71	
Fig 6.9.7	Trend of tourists for time spending	73	
Figure 6.9.8	View of Tourists for Infrastructure	74	
Figure 6.9.9	View of Tourists for Potentialities	75	
Figure 6.9.10	View of Tourists for local people and culture	76	
Fig 6.9.11	Potential Employment Opportunities Generate by Tourism	78	

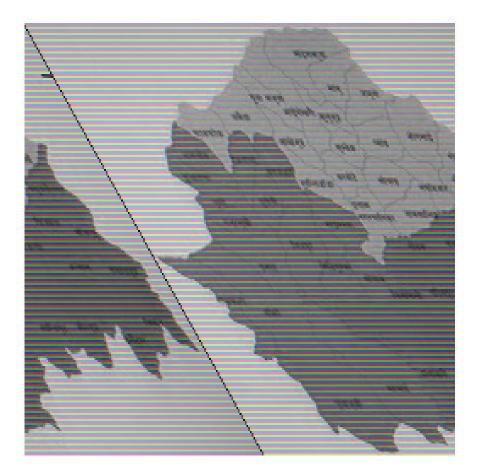
## **ABBREVIATIONS/ACRONYMS**

A.D.	-	After the Death of Chirst
B.S.	-	Bikram Sambat
CBS	-	Central Bureau of Statistics
DDC	-	District Development Committee
DNC	-	Destination Nepal Campaign
Fig.	-	Figure
FY	-	Fiscal Year
GDP	-	Gross Domestic Product
GN	-	Government of Nepal
I/NGOs	-	International Non-Governmental Organizations
LDO	-	Local Development Officer
MTDC	-	Maipokhari Tourism Development Centre
NCDC	-	Namsaling Community Development Centre
NGOs	-	Non-Governmental Organizations
No.	-	Number
NTB	-	Nepal Tourism Board
Sq.Km.	-	Square Kilometer
T.U.	-	Tribhuvan University
U.S.	-	United State

VDC	-	Village Development Committee
-----	---	-------------------------------

- VNY'98 Visit Nepal Year 1998
- WTO World Tourism Organization
- WTTC World Travel and Tourism Council

District Map of Ilam





# Photo of Maipokhari



Reflection of Forest on Maipokhari pound



limbu's chyabrung dance



Chandi dance in Kirant Culture



Sunar Dance



### Gurung Dance



Sherpa Dance

