

# CHAPTER I

## 1. Introduction

### 1.1. Background:

Nepal is a multi-lingual, multi-ethnic, multi-religious and multi-cultural Asian land-locked democratic country. It has multi-geographical structure, socio-cultural bio-diversity and natural beauty. It has expanded in 147181 sq/km<sup>2</sup> area, which is 0.03% of the world and 0.3% part of Asia. It is situated between two larger countries India in the south and China in the north. Geographically, Nepal has divided into three parts; Himal(Mountain)-15%, Pahad(Hill)-68% and Terai-17% regions. According to the total covering area, the mountain covers 35%, the hill cover 42% and the terai covers 23% of the land area. According to administrative view it has divided into five development regions, 14 zones, 75 districts and 3913 VDCs (2002).

Most of the areas are situated in the rural or villages in Nepal and 85% people are in the rural area. Economically, Nepal is a developing and agricultural country, where 81% people are depending upon agriculture sector. Then, in this present context, tourism has been one of the increasing and sound occupations. The origin of Tourism can be traced back to the earlier period of human habitation on the globe. It is derived from the French word "Tourism" originated in the 19<sup>th</sup> century. Many have different definitions and thoughts towards tourism, no similarities can be found so, it is a difficult phenomenon to describe because there is no single definition that is universally accepted.

According to Webster's new international dictionary- Tourism is defined as 'traveling for recreation" traveling may be regarded tourists if it religious culture tourism, adventure tourism, recreational tourism, mountain tourism, eco-tourism, sustainable community based tourism, village tourism etc. Tourism means traveling from one place to another place for the purpose of health, entertainment or for any other purpose. In the primitive or early period people used to travel one-another place mainly for pilgrimage. But nowadays people not only travel for pilgrimage

even for trade, pleasure, entertainment, visiting places, exploration, research etc. Due to this tourism is advancing day by day.

In the context of Nepal, people from our neighboring countries i.e. China and India used to come Nepal from pilgrimage and Nepalese people mainly used to go India for pilgrimage in the early period. Nowadays; thousands of tourists from Europe, America and south-East Asia come to Nepal. Tourism has become one of the most potential economic sectors of Nepal. Nepal possesses unique culture and natural resources that remain the attractions to many people. Not only is Nepal a land of adventure, but also it has rich cultural diversity that attracts tourists more. In Nepalese context, most of areas are situated in countryside. So, village and rural tourism both are used to similar meaning or a synonym.

The history of village tourism in Nepal is not very old. Nepal introduced a program of village tourism aiming at promoting country tourism industry in 2052 BS for the first time. After that, visit Nepal 1998 had also promoted it widely. Thousands of foreign tourists and many of the Nepalese people would visit Nepal as internal and external tourists in that period. Many tourism infrastructures were being promoted, but unfortunately after some years peace and pleasure were taken away because of the conflicts of a decade in Nepal.

Rural/Village tourism is a new concept and extremely beneficial in the hill stations like Ilam. In this concept of tourism we do not need big hotels and motels, nor do we need good motor able roads and flashy vehicles. We permit tourists to stay in our own home as guests. By doing so, tourists can get real taste of village life. They can study rural life from a very close distance. Thus, since they share the same plate of food, they prove to be the member of our own family. As a result, they feel more easy and cozy. Rural tourism can prove a strong means of improving the economy of the country people.

The father of village tourism Dr. Surendra Bhakta Pradhananga has defined village tourism as "village tourism is a grass-root level tourism designated as its own. Nepali village style, mobilized by Nepali people themselves, their skill and resources displayed as village life style and environment, involved by groups of village tourists, assigned by Nepali adult authorities positively within its balance of

social and environmental functions and strengthening the village and village economy. He further defines that village tourism is a planned industry. Its dimensions are very broad. Benefits are shared by all, in an equitable distributive pattern. Those who live in tourism regions are considered as participants in the tourism activities. Village tourism in which the villagers are not left as creatures but always participated as circumstances."

Nepal tourism Board (NTB) has proposed villages like Ilam, Ghandruk, Ghale Gaun, Sirubari, Palpa, Bandipur, Tatopani and many other places to be promoted as model for village tourism. In this context, a village like Maipokhari Area (Maipokhari-Ibhang) of Ilam district might be proposed for village tourism.

To propose village tourism, Maipokhari area is likely to have several prospects. It might be regarded model for village tourism. Ilam, the "queen of hill" is one of the beautiful places for the tourists' destination. It has lots of potential areas for village tourism like Maipokhari, Pathivara Devi, Gajurmukhi, Sri Antu, Siddhithumka, Pashupati Nagar, Miklachong, Mangsebung, Maimajhuwa etc. The above mentioned villages have immense potential of village tourism in Ilam.

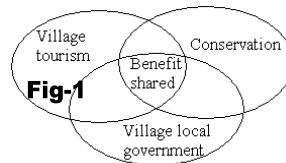
Maipokhari area is also one of the tourist destinations in Ilam. It offers a rare opportunity for tourists to witness and feel the scenic beauty of pristine nature. To preserve and develop this area, Maipokhari Tourism Board (MTDC) has been established and working over the last decade. It has shown potentials for village tourism by the following attractions.

- 2100 meters height Maipokhari from where tourist can enjoy the beauty of sunrise and sunset.
- Tourist can also see the world highest peak Sagarmatha, third highest peak Kanchanjanga, Kumvakarna and other Himalayan range from Maipokhari.
- Tourists can see the bio-diversity of different types of plants and animals.
- Tourists can see different historical cultures, specially of Kirat Rai and Limbu.
- Tourist can enjoy trekking from Panchthar, Dhankuta, Jhapa, Morang, Ilam & other districts.

- Tourists can see religious Den(Gupha), Cave(Odhar), huge stones, Pokhari, natural animals' appearance, temples etc.
- Tourist can research about Historical Kirat culture & bio-diversity of this area.

My study will be helpful for those people who take interest in village- based tourism development planners as well as local planners exactly in case of Maipokhari. and people to emphasize upon it.

"The village tourism multiplies effects."



*Source: Village tourism in Chitwan (S.B. 2002)*

## 1.2. Statement of problem:

Tourism industry is going to be developed day by day in the 21<sup>st</sup> century worldwide which is regarded as one of the world's biggest and fastest growing industries. It is important and major smokeless/sound industry which generates revenue for the national development. It has been playing a major role in the socio-economic development of the developing countries like Nepal. In the context of Nepal, it is one of the potential and advantageous sections for development of rural or remote area. So that, studies on tourism in Nepal is different and varied. The review of those studies reveals that tourism is one of the major sources of foreign exchange earnings, socio-cultural empowerment, since the industry is creating employment opportunities, entertainment and generating economic growth of the nation.

There are lots of possibilities and doing different practices in tourism activities in Nepal but there is no developed infrastructure for tourist places like transportation, electricity, hotel and lodge, good hospitality, guidance, peace & security, communication etc. The place so far has no identification and has not been flourished properly.

Mainly, tourism helps us to earn foreign currency and widely increase employment. Nepal is a poor country but rich in natural beauty and natural resources like the highest himalayas, forestry, river, lake, falls, multi-cultural diversity etc. Nepal is also rich country for bio-diversity, i.e. animals, plants, climate, geographical etc. If we can develop these places, it can provide good opportunities for employment and development in rural area. There are many places for tourism area like Palpa, Pokhara, Ilam, Sirubari, Ghandruk, Ghale Gaun, Gorkha, Kathmandu Valley etc.

Among them, Ilam district is a beautiful hilly region of the eastern part of Nepal. It is famous for Tea farming, Ginger farming, Potatoes and Challis farming, Cardamom and Cash crops. It is also famous for medicinal herbal farming and animal farming.

Ilam is also famous for ethnic cultural activities like Sakela, Chyabrung naach, Tamang Sello, Dhan naach, Maruni etc. One of the minority ethnic group Lapcha community in Ilam. This community has own language, art, culture and costumes. Lapcha community is historical and Indigenous People of Ilam. So, it is also subject matter of research. If we promote these historical and cultural activities, we can attract most of the internal and external tourists in Ilam.

Ilam has many beautiful places like Shree Antu, Siddhithumka, Maipokhari, , Gajurmukhi, Pathivara Devi, Mangsebung, Miklachong, Pashupatinagar, Kanyam, Sandakpur etc.

Among these famous places of Ilam, Maipokhari area is also one of the beautiful and famous place for tourism. It is situated in north part in Ilam. It is approximately 15 km far from Ilam municipality. It has covered nearly 15sq/km<sup>2</sup> around area. We can see Miklachong danda(Ilam-panchthar area), Mangsebung, Nuwami danda, Tinthumki, northern part's Himalaya range, Ratuwa and Kankai rivers and different other districts like Jhapa, Morang, Panchther, Dhankuta etc.

Tourists can see sunrise and sunsets from Maipokhari. Tourists can also see the wordl's highest peak Mr. Everest, Kanchanjangha, Kumvakarna and other Himalaya range. Tourists can enjoy the wild life animals, birds and plants diversity

in this area. We can see historical different places in Maipokhari area. Tourists can enjoy of trekking in this area. There are ethnic groups like Rai, Limbu etc. in this area.

To develop in that area, Maipokhari Tourism Committee (MTDC) has been established 10 year ago. After that, this committee has been trying to develop in different sectors for tourism, such as preserving forests, animals, birds, temples, caves and dens, different appearances of stone and bio-diversity of Maipokhari area. On top of the Maipokhari hill, there is an interesting place, which is called "Autari danda". Wherefrom we can see everything around this area. Nowadays, NTB Committee and local people are going to organize Maipokhari mahotsav in a short period of time.

But these beautiful places are not yet developed by government sector from tourism point of view. If we develop the infrastructures of tourism, it helps to create employment and get good opportunities to develop rural area. In this case, this study will be helpful for the development of Maipokhari area.

Thus, Maipokhari is a very beautiful area for the village tourism but it is still underdeveloped for the purpose of tourism area. Policy makers and planners have not given any high priority for the development of this area. If we develop this area, we can promote tourist activities. In this way, local people, planner, policy maker, political leader can help to make policy and to implement plans in the future.

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

#### **i. General objectives:**

The general objective of this study is to analyze the activities of the Maipokhari area in integrated rural tourism.

#### **ii. Specific Objective:**

- To identify the Tourism activities in Maipokhari Area.
- To find out the status of local people participation and benefit sharing practices among the community.
- To identify the potentials and challenges of Maipokharis.

#### **1.4. Importance of the Study:**

Most of the parts of Nepal are rural areas. There are many beautiful and potential places for tourism. But government and the concerned authorities have not been responsible and serious for its development. To analysis and solve the problem, this study will be a milestone. Tourism is a tool for development not only for rural areas but also for the nation as a whole. It can help economic growth, socio-cultural development, empowerment of rural people and protection of the natural and cultural heritages of the country.

Generally, this study provides basic informations and general guidelines to the local community people, planners, tourists and other concerned agencies about the sustainable village tourism development. The Research indicates rural community tourism and development activities to the tourists and their satisfaction and pleasure by observing scenic beauty, modern agricultural farming pattern, cultural factors etc.

Village or Rural Tourism helps to develop for community-based and sustainable development. Because rural people directly participate in village tourism and they feel ownership as well. They can take different benefits sharing in local level. By the way, they will be responsible and dutiful for sustainable tourism.

The importance of tourism sector is increasing day by day. Development of tourism industry can increase the job opportunities which can reduce the rural poverty. The proper utilization of natural resources can support in the development of the country. We can attract tourists by flourishing our cultural, natural beauties and bio-diversity.

Any kind of Research work has its own importance. Like that the following are significance of this study or research.

- The study explores the problems, impacts, more potentialities and advantageous tourism activities to promote Rural/Village tourism.
- The Research finds out different tourist products and to develop infrastructures for rural development.

- The study finds out different socio-cultural life style of various ethnic groups.
- The study seeks the answer about how can we promote and what are the problems, merits of tourism activities of Maipokhari area.
- This study provides knowledge about the natural beauties present in Maipokhari area.
- The Research shows the possibilities of the present tourism activities, socio-cultural and trekking tourism in this area.
- The study helps guideline and cater information of Maipokhari area.

In this way, the study is concerned about the village tourism, activities of study area, which gives the real situation of that area and the study will be helpful for policy-maker, planner, tourists, local people etc. Mainly the study will give the guide line to Maipokhari Tourism Board. It provides basic infrastructure and general guideline to MTDC committee, local people, planners' tourists, students and other concerned agencies a social the sustainable tourism development. This study shows village tourism is a better activity to the tourists and they take satisfaction through scenic beauty, view of sunrise and sunset, Himalayan range, river, wild animals, plants etc. historical and religious places and unique culture of ethnic groups. Specially, this study is relevant about the promotion of village tourism in Maipokhari area.

### **1.5. Limitation of study:**

Any kind of research work has been done within certain area of limitation. But, it determines its nature, needs, situation and area of study. This study will be done for the fulfillment of masters of Humanities studies. It will be conducted within certain scope, limitation and constraints, which are as follows:

1. This study is based on sample data collection of Maipokhari area of Ilam district.
2. The result derived from the research depends on the reliability of the primary and secondary data collected by questionnaire and survey records.



3. The Study highlights the tourist site of the study area, especially, natural scenic beauty, bio-diversity, wetland conservation, culture and historical importance etc of Maipokhari area.
4. The study will be concerned only about the subject matter of village tourism.
5. This study is based only 75 various occupational individual persons of Maipokhari areas and hence the result of research cannot be generalized for other i.e. the result will be applicable only for the study area.
6. This study is mainly base on field survey data, there may be respondents' basis and secondary data like annual report, article and other publications etc.

#### **1.6. Organization Of the Study**

The study has been organized as follows:-

The first chapter includes background, statement of the problem, objectives of the study, importance of the study, limitation of the study second chapter has literature review third chapter research methodology four chapter introduction of the study area data analysis and presentation five chapter summary, conclusion and recommendations

## **CHAPTER II**

### **LITERATURE REVIEW**

Literature review is the most important component for the fulfillment of any research. We never complete any kind of research without literature review. "Review of the related literature" is an integral part of the entire research process. It is a foundation or base for the study and it helps together information and develops new knowledge, investigate ideas and results. As a result, it provides the study more study supportive and justify. It provides the background information about the research topic.

By included this chapter, reviews of the available literature such as books, research papers, internet website, bulletins, articles published by various scholars from different perspectives focusing on the field of tourism for the completion of the research.

In the 21<sup>st</sup> century, travel and tourism are the world's highest growth sectors. Global experts have predicted that the global economy will be driven by three major services industries; Technology, Telecommunication and Tourism. According to experts, it would capture the global market and encompass not only economic benefits but also social cultural benefits. It encompasses economics, social, cultural, environmental, educational and political significance. It was critical in the 1950s but now it is a rapidly growing industry in the world. Therefore the field of tourism is being wider not only in the developed countries but also in less developed or under developed countries like Nepal. In the present context, tourism is the world's faster growing industry in additional employment and income and generates multiplier tourism industry is being a comparative advantage industry of Nepal. It has important role in Nepalese context in general and rural economy in particular. So, tourism can contribute the income- generating sources which help raise the socio-economic status of village people.

Several studies have been conducted on the topic of tourism by different people and institutions to make the study more reliable. Some of the important

available dissertations, book, articles, bulletins, and annual will be revised to complete this study.

Tourists can also be classified according to their interests, activities, reasons for their traveling or their mode of traveling like cultural tourists, nature tourists, business tourists, group tourists etc. A special type of tourist is backpackers. These are mostly young international tourists, who travel independently and with a flexible travel schedule. Typically, backpackers stay longer and spend less money than other tourists. Hence, they tend to prefer budget accommodation (often dormitory style, so called "Backpackers Lodges" etc) and they are likely to use public transport.

Economic, environmental and social and socio-cultural considerations must be well understood in order to plan, develop and manage tourism successfully. Economic, environmental and socio-cultural costs and benefits must be weighed to achieve a balanced development. Focusing on the local poor and deprived (Men and Woman) should be opened as a starting point in these considerations: although this does not mean that other caters should be excluded from such benefits (Hummel, 1999)

Eco-tourism can be a significant, even an essential part of the local economy. It has immense potentials to help in poverty alleviation. Besides its unique potential to carry exchange and investment directly to the local level, it can make significant contribution to rural development, agricultural transformation, community enrichment and social empowerment, particularly for women (Shrestha and Walinga, 2003).

More recently, community based tourism has been recognized as another form of tourism. "The community based tourism occurs when decisions about tourism activity and development are driven by the host community. It usually involves some form of cultural exchange where tourists meet with local communities and witness aspects of their lifestyle. Many such remote ethnic communities may be vulnerable to outside influences and decisions about the way tourists are hosted must be owned by the community for successful and sustainable tourism" (SNV, 2003).

Community based tourism can generate a sense of pride in the local population and make funds available for maintaining or upgrading cultural assets (e.g. archeological ruins, historic sites, traditional crafts production (World Bank, 2000 cited in UNEP, 2001).

The aims of community based eco-tourism largely depend on the issues, problems and needs of the community. In general, it serves as a tool for conservation and, at the same time, a tool for improving the quality of life. It also serves as a tool to bring the community together to consult, discuss and work together in solving community problems. Further such tourism provides opportunity for exchange of knowledge and culture between tourists and the community and helps to provide supplementary income for individual members of the community and for community development (REST, 2002).

Due to the lack of alternative livelihood options, the youth and productive work force are compelled to emigrate to cities and abroad. Over 86% of Nepal's population lives in rural areas, more specifically in 3,915 Village Development Committees (V.D.C.). Farming is the main occupation and non-farming opportunities are very rare so the emigration is inevitable in rural Nepal (Upadhyay, 2007). To tackle this situation, the concept of village tourism was introduced for the first time in Nepal in Sirubari village. Tourism does not only create benefits but it brings along some negative impacts which can be devastating if not managed properly and addressed in time. Negative impacts worldwide include loss of cultural integrity, environmental damages and inflation. Acculturation of intact tradition/culture and westernization can be attributed to the cultural erosion of Nepal whereas depletion of natural resources, especially forest, wildlife and biodiversity, accumulation of waste along trekking trails and destination community can be pointed to negative environmental impacts. A study in the Annapurna Conservation Area (Ghorepani) shows that 76.41 % of total income was used to import various goods among lodges whereas just 23.59 % remained in the destination community! (Banskota and Sharma, 2004). Another study shows that only 6% of the total income was retained in local economy in the Annapurna Conservation Area (Nyaupane and Thapa, 2004 cited in Thapa, 2005).

The rural environment is the main attraction of a village. Therefore, rural tourism development helps to preserve the rural resources. Proper design can help to establish sustainable tourism development and to control the negative effects on the environments. In Iran considering the lesser rural population, the immense emigration rate, the need for planning the prosperity of villages and especially the villages with tourist attractions is felt more. Thus, the process of rural tourism planning is executed by giving guidelines and executive plans that aim at preventing the environmental, social-cultural and economic problems. Rural tourism is considered as a valuable source of job and income creation (Inskip, 1991, Lesley, Hall 2001, Middleton, Hawkins 1998, Whelan 1991). It can help to reduce poverty and emigration, can create social welfare, can preserve traditional cultures, the traditional texture, the natural and cultural resources. It can also reinforce national self esteem. This would be an essential element besides the agriculture and animal husbandry activities in remote rural areas (Gadery, 2004).

Bhattia A.K (2004) '*International Tourism Management*' is basic information in tourism industry. The book contributes to generate general concepts of tourism in international perspective. Tourism is a highly complex phenomenon and an important human activity of great significance not only economic benefits but also social and cultural benefits. From a cultural point of view it provides an interaction between the cultural customs of the visitor and those of the most population. Cultural tourism makes enhance to accelerate the advancement of rich cultural civilization and benefit in destination area.

Baskota and Sharam (2000) submitted report 'village tourism in Sirubari implications for sustainability' is a close related material for the study of village tourism. The concepts of village tourism in one of the home stay with an emphasis an interacting and living with the host community. It offers the visitors an opportunity to experience natural, social and cultural is the main tourism producer. They further described the problems are comforting mountain tourism may be characterized conceptually in different ways. The carrying capacity of mountain areas has often been over loaded leading to the degradation of the natural environment sustainability of mountain tourism is at stake and management of the

natural environment sustainability of mountain tourism is at stake and management has been weak and inadequate. It is therefore to demonstrate how these conceptual issues are linked and then be able to show their empirical usefulness. Using the village tourism program in Sirubari such on basis for the creation of guidelines for replicating similar approaches to tourism in other parts of the rural areas in Nepal and elsewhere in Hindu Kush Himalaya.

An article published in Sunday Dispatch (June 22, 1997) 'or taking tourist to village' by B.M. Dahal stated that village tourism is coming up as a new concept for promotion and development of tourism in Nepal and it can give as an appropriate momentum to the tourism sectors. This concept is more relevant in the context of a country like Nepal which is made up of village and diverse ethnic groups with typical and unique culture and traditional life style. According to the study, more than 60% .of total tourists arrival in the country interested in visiting different village of Nepal. Most of the villages in Nepal are traditional, where the local people have presented their traditional cultures and they can also be found adopting occupation like faring, fishing, weaving, knitting, pottery, basketry and such other traditional occupations.

The lively picture of Nepal is given by the village tourism since the village life is far from the hustle and bustle of city life in the modern era. The visitors in village can fell relaxed in the fresh environment. They are very interested in seeing the culture and way of life of people rather than the polluted scenes in the urban areas. They naturally come to have experiences in the new places. Many villages like Tashi of Sankhuwsabha, Ghandruk in Kaski, Sirubari in Syangia, Ghale Gaun in Lamjung are promoted and developed as sites for village tourism. Income and employment can be generated via growth of travel and tourism sectors for those who are directly involved. It is also expected that some secondary activities like retailing and small trade activities would spring up in the growth process. The tourism industry can be both a primary process and a big growth process. The tourism industry can act as a big breast to the primary process, craftsman, factory workers and landscape architects whose goods are consumed by tourist their stay in country. Tourists generally spend a major part of their expending on the organized sector activities

which involves hotels, carries particularly in a developing countries like potters, hawkers, rickshaw pullers etc. also benefits by serving tourists. Indirect benefits are also generated for the local poor like washer man, vegetable vendors and unskilled workers. The multiple effects of tourist spending create secondary found of economic activities and sizeable amount of income and employment is generated in the region of country (Kane 1994;51)

Johnson (1994) has highlighted the significance of tourism by quoting that many countries have seen their natural resources depleted and their cities polluted with heavy industry, to keep tourism as clean way to economic prosperity. He sees tourism as a way to increase foreign exchange, improve the economy, provide employment, generate tax revenue and promote other industries such as retail sales and decrease reliance on natural recourses and polluting industries.

Dhakal (2000) in his book "Nepalese culture, society and tourism" described Nepal is a holy place for natural as well as cultural heritages. It has been carefully emphasized on natural and cultural resources of Nepal. The title of each article covers a wide variety of themes tourism with nature and society.

Parr Tony (1998) in his "village Tourism: A new concept in sustainable tourism in Nepal " which was published in Nepal travel and trade reporter Journal (1998, Aug-Sept). In this article he described Nepal is a country made up mostly of village and diverse ethnic groups, village tourism can do much to make Nepal know in the world besides making the villagers themselves the beneficiaries. As a means of developing sustainable tourism that protects the environment and culture of Nepal while proving very real economic benefits to local people. Village based tourism is one of the highest prospects in the Nepalese tourism industry.

Kunwar R.(2002) writes a book entitled "Anthropology of Tourism." This is being a case study of Citawan Souraha. It is very scientific research which signifies to the cultural tourism and research methodology. This is a study of Tharu's cultural of Nepal. According to Kunwar, the guest and host relationship makes balance through the cultural village tourism. The cultural values might be exchanged

of the destination area by cultural tourism. Emphasis on cultural and others tourism activities go forward side by side which makes enrich tourism industry in Nepal. As a now cultural tourism is acceptable for both host and guest. This is also model of village tourism of Tharu cultural which provides more ideas to purpose the village of this study area.

Pradhananga (2002) has described in his book "Village Tourism in Chitwan" that village tourism is grass root level of tourism designated at its own Nepali village style, mobilized by Nepali people themselves, their skill and resources displayed as village lifestyle and environment evolved by groups of village tourist, assigned by Nepali adult authorities positively within its balance of social and environment functions and strengthened the village and village economy. Village tourism is a planned industry and the dimension is very broad. Benefits are shared by all in an equitable distributive pattern, those who live in tourism regions are considered as participants in the tourism activities. In Village tourism the villagers are not left as creatures but always graded as superior.

Beun and Lamichhane (1999) carried out one study on the title "Feasibility study on village tourism s Nawalparasi Hills" this study described village tourism, by which local people get immediate benefits from tourism, it does however not apply to hotels but entails with home stays. The marketing of the concept will have to be done by international agents, convincing them and their clients of the added experience of such a product. Initially this may prove difficult and it will take at least two to three years, but foreign tourist tend to be very willing to help the local people as is shown by their donations of different groups and institution.

Pradan I.K (1979) concludes in his degree of masters of Arts dissertation that Nepal beings to benefits from tourist industry after the political change of 1950. After the first and second world war, developed countries also used tourism industry for the solution of favorable balance of payment. The developing countries use tourism industry to sustain deficit financing and economic development. The topographical condition of Nepal is fruitful for tourism industry and it helps to solve national unemployment problems.



Gurung H. (1990) concluded in his study that the pattern of tourism activities, environment impact of tourism, carrying, capacity of trekking route etc. He identified that deforestation in mountain region is the result of over grazing and fuel wood extraction rather than tourism. He also mentioned that poor people are responsible for the negative effects and non-degradable materials are used by the trekkers also have made negative impacts on the environment. He suggested employing the local people for clearing environment. He has analyzed the problem of deforestation and environment pollution of different trekking and mountaineering routes. He suggested in his study three environmental protection measures (a) to open new trekking route (b) to increase the flow of trekking in less crowded route like Pokhara -Jomsom- Manang etc. He stresses to use gas or oil in trekking route for pressure the forest. Gurung's study provides us a good best of issues for research on mountain tourism in Nepalese context.

Kayastha (1989) analyzed different aspects of tourism in his study like tourist flow, expenditure, duration of tourist staying and impact of tourism. He has determined the natural as well as man-made beauty and wildlife are the major attraction for majority of tourist visiting Nepal. In his view tourism is an important sector for income and employment generation. The study has concluding for the land and air transportation services have been a major contributing for the growth of international tourism development in south Asia. Number of south Asian tourist visiting Nepal has been increasing. More of them come to Nepal for pleasure followed by official work and business point of view.

According to Master Plan for Tourism (1972) has provided guidelines for tourism development in Nepal. The plan shows the potentiality of sight-seeing tourism, trekking-tourism, recreational tourism as well as internal pilgrims in the country. It clearly indicates that tourism can be helpful to achieve the aims like increasing foreign exchange earnings, building up a profitable sector of private economy and it helps to develop balance of foreign exchange, this master plan has formulated some policies in which reduction of imports, development of saving habits, strict control of foreign exchange and development to international air services as well as development of traveling agencies are included.

Shrestha (1999) in her Ph. D. dissertation has identified the basic problems of tourism in Nepal. The study has also highlighted 'tourism industry' having great prospects in Nepal. The study has observed that the average growth rate of tourist arrivals in Nepal from 1975 to 1997 is 2.27 percent per annum. As regards that arrival from SAARC countries is around one percent or even less than that. It reveals that Nepal has not been able to promote regional tourism and has relied having on only a few countries. Nepal's shares in international arrivals rise from 0.04 percent in 1975 to 0.07 in 1997. On the other hand the share of Nepal in south Asia had increased from 5.91 percent 9.27 percent during the same period.

Poudyal S.B (1997) has pointed out that there are many factors negatively affecting the tourism development in Nepal e.g. pollution problems, transport bottlenecks, unskilled guide and low quality tourist products. This study suggests that government should implement suitable program for the clearing Kathmandu, to start a new airline as a joint venture between the private and public sector, to establish some top standard international quality hotels to increase the number of tourist in Nepal.

Upcoming tourism products (2001) published by NTB mentioned that it is essential that every rural region (VDCs DDCs) of the country should understand the potential benefits, costs and limitation of tourism if they want this industry to be successful and sustainable. Not every rural VDC can look to tourism to significantly bolster, or diversify its economy. Obstacles to successful tourism development in such (rural) areas include.

- Limited accessibility and drawing power of destinations.
- Dispersion and / or poor quality attractions and services.
- Unflattering rural images.
- Internal community conflicts.
- Bureaucratic over-regulation.

- Difficulties in identifying and reaching niche markets and Destination life cycles.

Pollaco j. (1986) in his unpublished report (UNESCO) related to development of cultural tourism summarized that tourism offers a unique opportunity for development and also brings unique challenges. It is probably the only industry in which the buyer brings money to seller. It involves Co-ordination efforts from people with a wide range of skills and although local attractions, such as natural environment or cultural group may be unique, they are competing in on increasingly global market.

An article published in Paryatan Bishehanka (2064 BS, page 113) ' Scope of Rural Tourism in Ilam' By Saroj Bhurtel states " Rural Tourism is a new concept and can prove extremely beneficial in the hill stations like Ilam. In this concept of tourism, we do not need big hotel and motels, nor do we need good motor able roads and fashionable vehicles. We permit tourists to stay in our own homes as guests. By doing so, tourists can get real taste of village life. They can study rural life from a very close distance. Thus, since they share the same plate of food, they prove to be the member of our own family as a result they feel more comfortable. Rural tourism can prove a strong means of improving the economy of rustic people."

An article published in Paryatan Bisheshank (2064 Bs, page 77) "Ilamko Paryatnma Nepugeka Aankhaharu" by Bhattarai, K.P., that for tourism development there cannot be found only considerable things after visiting Ilam beyond the headquarter. Having some natural beauties in Sri Antu and Mai pokhari lake, Ilam has not considered of probabilities of Hangetham jungle, the problems of Red panda, the depth of Chhintapu and the beauties of Todke stream. And it has not thought of religious importance of pilgrimages like Maipokhari, Gajurmukhi and Seti Devi. As much the tea estates of Ilam has pleased those who are entirely fallen in the feelings, Kuibheer in Chamaita having the probabilities of rock climbing for those who want to pass their adventures life."

The economic survey (fiscal year 2008/09) by G/N has reported that most of the tourists arriving to Nepal are found to be pursuing recreation, trekking and mountaineering 4.6 percent for trade, 8.6 percent for formal visit, 9.0 percent for pilgrimage 1.4 percent for meeting/seminar and 19.5 percent for other purposes. Review of data for the same period of last fiscal year shows that the 41.4 percent visited for the purpose of recreation, 19.2 percent for trekking/mountaineering, 1.5 percent for meeting/seminar and 19.2 percent visiting for other purposes. According to this report, new tourism policy 2008 is in process of publication and implementation. Formulation of New Tourism Master plan is proposed for the coming fiscal year.

Nepal tourism vision 2020; Ministry of Tourism and civil Aviation, in collaboration with concerned industry entrepreneurs and Nepal tourism board, has issued Nepal Tourism vision 2020, Under this vision, target, objectives and strategies have been set to attract 2 million tourists in 2020.

Nepal tourism year 2011; with a view to celebrate the year 2011 as Nepal tourism year, production and distribution of publicity materials and promotional programs are being carried out subsequently to establish secretariat and formation of the main committee and 14 sub-committees. According to Master plan for Tourism (1972) has provided guidelines for tourism development in Nepal. The plan shows the potentiality of sight-seeing tourism, trekking-tourism, recreational tourism as well as internal pilgrims in the country. It clearly indicates that tourism can be helpful to achieve the aims like increasing foreign exchange earnings, building up a profitable sector of private economy and it helps to develop the regional and national economy as whole. To make the favorable balance of foreign exchange, this master plan has formulated some policies in which reduction of imports, development of saving habits, strict control of foreign exchange and developments of international air service as well as development of traveling agencies are included.

## **Visit Nepal year 1998**

In 1998 HMG/N decided to observe the year 1998 as "Visit Nepal year 1998" jointly with the private sector to boost up the process of tourism development on a sustainable basis and for promoting Nepal in the international markets. Various programs have been initiated to make VNY'98 a success and attract larger number of tourists in the country. More tourists were invited to visit Nepal and accept the product of offered.

The theme of the "Visit Nepal Year 1998" a sustainable habitat through sustainable tourism and marketing to slogan was-"Visit Nepal '98 a world of its own." The objectives of 'NY 1998' are creating public awareness toward tourism promoting the domestic tourism mobilizing the private sector in tourism and enhancing the equality of tourism. The government announced the 'Visit Nepal 1998' program in 1996. This program aimed to attract at least 500 thousand tourists during the year 1998.

In the "Visit Nepal year 1998" 463684 tourist from the different countries visited Nepal as against the target of 500000 tourists. The arrival of tourist during this year increased by 9.91 percent than that of the previous year 1997. In this year 398008 tourist or 86% of total tourist by air and 65676 tourists or 14 percent of total tourist were arrived by land. Out of total tourist arrivals 26763, 16-30 years are 122103, 31-45 years are 151846, 46-60 years are 121190 and 61 over 41782 tourist were visited in the year of "VNY'98." The foreign exchange earnings from tourism during this year increased to \$ 152500000 by 31.6 percent over the previous year and average per visitors was \$ 44.2 per day. The overall achievement of, tourism in this 'program' was good due to some problems.

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

HMG/N has input various development strategies and areas be developed in the country through "Tenth five year plan" designed in the year 2002. NPC has designed number of program and sectors to be developed in the next five year for the development of tourism in the country. In this plan, regional tourism development program is designed to allure more tourists from neighboring countries such as India, China, Bangladesh and other Asian countries. To plan also be focused in attracting more Hindu and Buddhist religious tourists to Nepal as a part of promoting religious tourism in the country. The another important plan from NPC is developed Nepal as the 'eco-tourism' destination with the help of Asian Development Bank. This plan is to develop mountainous regions and country's remote areas a major tourist destination and brings village community with the benefits and employment opportunities.

The economy can highly be uplifted if we could develop every remote sector as an eco-tourism sector. Environment development program are to be carried in various areas under plan.

Objectives of the plan are :

- To develop tourism sector qualitatively and sustainably
- To improve standardize and make air transport service easily accessible and affordable.
- To conserve, preserve and maintain the historical cultural, religious resources and increase its practical use.

### **Three years Interim Plan 2008-2010)**

The interim plan envisaged enhancing the contribution of tourism in national economy by promoting international and national air services and urban

and rural tourism destinations. Potential tourism products and destinations will focus on increasing employment regional balance and social inclusion.

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

FSD (2003) published one book entitled "Sustainability". In this book Rabi Jung Pandey has described about the rural tourism that rural tourism that rural tourism as a complex multifaceted activity includes special interest nature holidays and eco-tourism. Comprising walking climbing, horse riding, adventure, sport, health, hunting, angling educational travel, arts, heritage and in the same areas ethnic tourism. He further describes for sustainable development component and will remain as significant sector. The geographical condition and the physical set up of the country have restrained Nepal to have tourism as the largest potential industry. Similarly, the country has abundance of natural attractions and adventure to offer tourists of all kinds and from all over the world.

In the same book Subash Niroula has concluded in his article that rural tourism product is anything that can be offered to tourist for attention, acquisition or consumption. It includes physical objects, services personalities, places and ideas too. Nepal's unique geographical setting and outstanding natural beauty has created on exceptional tourist attractions. The potentials to attract tourist into new areas are associated with the long haul market. There are many significant differences in the demographic, attitudinal and behavioral characteristics of potential travelers. So, it is essential that every rural region of

the country should understand the potential benefits, cost and limitations of tourism if they want this sector to be sustainable and successful.

Tourism for Rural poverty Alleviation program (TRPAP) has established strong institutional and functional linkage with the Nepal Tourism Board (NTB) which is a joint initiative of the MoCTCA, UNDP, DFID and SNV. Nepal has conceptualized with the policy of poverty alleviation. Tourism for Rural poverty Alleviation Program (TRPAP) is also a well concept and strong strategies planning towards a sustainable tourism development. The Board is taking the program and carries out rural tourism as one of its major destination areas. The board has also agreed to develop a separate rural tourism development unit. The development unit objective of TYRPAP is contribute the goals of the government of poverty alleviation by review and formulation of policy and strategic planning for sustainable tourism development that is aimed at the welfare of village communities, poor, women, ethnic group and environmental protection.

TGDB (1999) published a project report indicated that village tourism is not a new concept. The trekking tourism is developing in rural area where the tourists stay in route village to relax and have meals. This could also be one form of rural tourism. But what the consultant are thinking of is a little different than stated above. In the concept, model village will comprise participation of the local community from the very beginning with the aim of making the entire village prosperous through tourism by paying due attention to other social aspects as well. In this case the village will get direct benefit from the tourism which will eventually help the sustainable development of the tourism in the country as a whole. This report has shown the importance of village tourism in different places of country. Village tourism is the term used mainly for holiday (vacation) tourism with a focus on village destinations. Village tourism development has been receiving much attention in recent year as a means of income and employment generation, diversification and direct effect on local economies without having environment and ecological adverse impact. This concept was also used in France long time ago for social tourism and



included family holiday village with a terminology of "Villages Vacancies families" (VVF). Later on, Spain adopted the concept as with some modifications, which developed into sun, sea, and sand based tourism. Thus it is not a new phenomenon, In some cases it has been converted into eco-tourism as well. (TGDB Report, 1999).

Nepal is predominantly rural society, and its rich culture and ethnic diversity are best experienced in its villages. A growing number of program's enable visitors to stay overnight in private homes in traditional villages far from the tourist trails. Village stay (or village tourism, as this relatively new activity is called in the business) offer a unique opportunity for comfortable cultural immersion. The idea is that a tour operators contracts with a whole village to accommodate and entertain guests, rooms in local houses are fitted with bathroom and a few tourist style comforts, host families are trained to prepare meals hygienically and a guide accompanies the guests to interpret the participating the villages. ([http://www.visit\\_nepal.com/villagetour.com](http://www.visit_nepal.com/villagetour.com)).

Village tourism that gives focus on village destinations has been receiving major attention as a means of income and employment generation, diversification and direct effects on local economies without having environment and ecological adverse impact. Nepal being an agricultural country with a great potentiality for sustained tourism development adopted this concept of village tourism as an effective tool for intensive and integrated community development. The concept has been first incorporated in the Ninth National plan (1997-2002). The Tenth Five Year plan (2002-2007) has emphasized the same village areas for major tourist destination places and it has designed various policy and programs to promote (develop) these area as a model village tourism area in selected parts of the country.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

There are various types of methodologies used to obtain related information and facts for specific research. However, there is not only one method to collect the information related to all aspects of human society and use of more techniques also not be practical in terms of cost, time and so on. That's why; appropriate data collection technique will be selected for any study. So, researcher can get maximum information by utilizing this term, cost and other available resources. A combination of data collection will be used for this study. Reliable and relevant study can be made possible only by applying scientific method. Therefore, the primary purpose of this chapter is to discuss and design the framework for the research. Mainly, research design, sources of data, data collection tools and techniques, analysis methods etc are mention as below.

#### **3.1. Research Design:**

Methodology is required to meet the objectives of the study analytical, descriptive and exploratory research. The study depends upon the respondents' response since the aim of study is to find out the potentials of tourism in the study area. Field study will also be conducted. The research design will be also historical in nature.

#### **3.2. Sources of data:**

There are two types of data will be used in this research, i.e. primary and secondary. The primary data will be collected through interviews, questionnaire with selected respondent persons and secondary data will be collected through various sources like annual reports, newspaper, published or unpublished articles, internet website, principal books and previously done dissertations.

#### **3.3. Data Collection Techniques:**

Data will be collected by using the following techniques in this study:

- Field observation

- Interviews
- Questionnaire
- Observation of various records and Profiles of Maipokhari, Ilam
- Key information of survey

#### **3.4. Data Collection Tools:**

We can apply different types of data collection methodologies for the research work. For the primary data, questionnaire, observation, check-list, record, observation, check list will be the tools for data collection in this study.

Similarly, to generate the secondary data library study, books, newspapers, reports, journals, websites and electronic media etc. will be applied.

#### **3.5. Data analysis and Presentation:**

The above collected data and information through various tools and technique will be analyzed by using various statistical methods according to the need and nature of data. As requirement of the study mainly deferent types of tables, charts, diagram etc will be used. Mainly, the data will be analyzed by descriptive method.

#### **3.6. Universe and Sample Size:**

Universe and sample size are most important for the validity and reliability of the research. It defines the study area, subject matter, samples etc. Due to various constraints whole universe is impossible to be studied. In this research, Maipokhari ward no.6 and Sulubung VDC ward No. 1 area will be taken as the universe for the study. Only the above mentioned areas of this VDC are studied as the research area, which are more potential areas from the tourism point of view.

The respondents, interview will be those persons who have more knowledge and interest about tourism sector. Sample size will be 75 several of above mentioned areas wards on the basis of random sample data will be collected. According to sample size, the findings will be defines and find out the conclusion of research. By the testing of sample size, if positive impact is the highest, will be more nearby universe and more reliability.

## CHAPTER IV

### INTRODUCTION OF THE STUDY AREA

#### 4.1 Geographical Location

The study area lies in Ilam district which is situated in the eastern development region of Nepal. It is hilly region included in Mechi zone.

Ilam district has expanded between 26°40' to 27°08' northern longitude and 87°40' to 88°10' eastern latitude and the total area of the district is 1703 square km. The district has situated 250 meter to 3636 meter height from the sea level.

According to political and administrative view, Ilam constitute three election area, 11 elaka, 48 VDCs and one municipality. Among them Maipokhari and Sulubung VDCs are located in the Northern East part of the district. These VDCs are denoted in this thesis by 'Maipokhari Area', which is one of the important areas for tourism prospective. Here by, general introduction of study area (Maipokhari region) which includes both VDCs are explained in the next coming paragraphs.

Maipokhari VDC extends between 26°58'14" to 27°06'09" northern latitude and 87°51'47" to 87°56'09" eastern longitude. The total area of VDC is 41.60square km. This VDC is about 15km from district head quarter Ilam municipality. The border area of Maipokhari lies the Sumbek, Sulubung and Maimajhuwa VDCs in the east, Sakhejhung, VDC in the West, Siddin, Lungrupa, Ranitar of Panchthar district in the north and Barbote in the south. The height of the VDC is 995 meter to 3302 miter from the sea level. The geographical landscape of Maipokhari has diverse structure including slopes, terraces, chure hills and flat lands are covered by different types of cash crops and forest. Most of the lands are occupied by cash crops i.e. Cardamom, broom grass, ginger, tea, plants, potato, chili etc.

#### 4.2 Climate

Climate is a one of the determining factor for tourism as well as human settlement, tourism and agricultural cultivation. If climate is suitable, there was the great possibility to develop tourism and other things.

The climate here is sub-tropical, which has made an appealing atmosphere round the year in Maipokhari region. Among the 12 months, Kartik, Mangsir and Falgun to Baishakh are the best months to visit this region. At that time more tourists are come for sightseeing, picnic, celebrating festivals and etc. The area gets heavy monsoon rain around 2500 mm annually. The months of Jesth, Asar and Shrawan are maximum cloudy and rainy season. The winter is cold and pleasant. Temperature during a year remains maximum 25°C in summer and minimum 0°C in the winter season in this area. So that, climate of this area is neither hot nor cold in Maipokhari region.

#### **4.3 Vegetation**

Vegetation is the main source for tourist attraction. In this locality various types of plants are available which creates vegetation situation round the year. The landscape of this area is diverse including terraces, slopes and flat lands covered by various types of vegetation. Most of the land is occupied by cash crops i.e. cardamom, tea, ginger, broom grass and others. Similarly, different plants like, Katus, Rhododendron, Alnas Nepalansis, Nagbelee, Spaush, mushroom, herbs and others.

#### **4.4 People**

In this locality various types of people are living with their own identity. Among them Rai, Limbu, brhaman, Chhetri, Magar, Gurung, Sunuwar are main tribes of this area but the inhabitants of this region are from different tribes and culture. Rai, Limbu, Magar Sunuwar, are the main ethnic tribes. Other tribes such as Brahmin, Chhetry and Dalit also live in this area. The traditional tribes Rai, Sunuwar, Gurung and, Limbu's culture is popular in this area. Around 91.00 percent people are involved in agricultural occupation. They work in cardamom, tea, broom grass and ginger garden either of their own or others as a wage labor. They engaged in their own household domestic work. So, the people of this area are found to be more helpful, interesting and positive towards the visitors. The hospitality of the people is found to be good.

#### **4.5 Culture**

Nowadays, cultural tourism is coming new concept for advance tourism. Very ancient historical things, temples and others religious are found in this area. Moreover, Rai, Limbu Sunuwar and Gurung have their own trippical cultural practices in this region. Most important festivals like Udhauli, Uvauli, Loshar and Dashain, Tihar are the main festivals celebrated by the various tribes in this locality.

#### **4.6 Economy**

Economy plays a vital role in tourism development. The main source of income in this region is agricultural activities especially, Broom grass, Cardamom, Ginger etc. So, in this area economy is totally dependent upon the agricultural activities. Almost about 91 percent peoples are engaged in agricultural farming. Most of the people are self employee and some are working as a wage labour in different local works. Due to the tea farming activities, the economic condition of people's in this region is gradually progressing as the production increase.

#### **4.7 Transportation Facilities**

Transportation is the key factor for the development of tourism. Only the transportation facilities make it possible to travel from one place to another. If the transportation or road condition is good, there is more accessible for the visitors to visit frequently. To get this region, any visitor can travel by bus, taxi and motorcycle having 12.5 KM from Bipliyate bazaar. The road is gravel from bipliyate to Maipokhari region.

#### **4.8 Communication**

Communication is essential for the development of tourism industry in ands any destination area. In the study area, Cordless telephone and mobile services are available. Nowadays, every person has own mobile set in hand to hand so that, there is no problem in communication service. Technology like computer or electronic devices are available in this area. That's why; the tourists and local people are entertaining with Internet, E-mail services in Maipokhari area.

#### **4.9 Accommodation Facility**

Accommodation is an important component of tourism industry. Tourism development depends on the type and quality of accommodation available. The demand for accommodation varies according to the social class, price that the guests are willing to pay, level of prices and similar other consideration, expansion of tourism inevitably brings about the development of accommodation.

In Maipokhari area, there are about an half dozen of general common hotels are existing. These hotels are providing moderate quality services like local Nepalese foods (Dal, Bhat, Tarkari, Achar), breakfast, double and common bedrooms, cold hot drinks, common toilet and common tap etc. However, local people are providing lodging and fooding services to the visitors as a form of paying guest (home stay). The number of this type of home stay houses are about 20 and their capacity to provide lodging and fooding services is 2 to 8 person at a day or night per household. The charge for plain Nepali food is NRs 90 and NRs. 150 with meat per person per time. The lodging charge is NRs.100 per person per night. This price rate for fooding and lodging is fixed by the own hostellers.

#### **4.10. General Introduction of VDCs**

Maipokhari region is the present study area of this thesis. So, the general introductions of these VDCs are described in the following section.

##### **4.11.1 Literacy Level of VDC**

Education is the best method to invest in human resource development. With the help of the education, various information about the present changing world is obtained by the people. Their behavior is also positive towards the visitors. So, we can say that education is source of awareness.

The present total literacy percentage is 87.31% in Maipokhari VDC where female literacy percent is 85.88 and male literacy percent is 88.66 among the total population of VDC.

#### 4.11.2 Religious Structure of VDCs

Religion is the major parts of the Nepalese society. Different religious peoples are performing different behavior and activities and the religion also preserved the various cultural norms and values. The following table shows the religious structure of the study area.

**Table- 4.1, Religious Structure of VDCs**

Maipokhari VDC		
Religion	No.of Household	Percent
Kirat	515	58
Hindu	160	18
Kristchian	57	6.40
Buddist	158	17.75
Total	890	100.00

*Source – Village Profile n, 2065 BS*

The table clearly shows the religious structure of the study area. In Maipokhari VDC area there are 890 household. Among them 58 percent People are Kirant, which is the highest percent among other religions. Similarly, Hindu religious people are 18 %, Buddhist are 17.75% and Christian are 6.40% .

#### 4.11.3 Occupational Structure Pattern in Maipokhari Area

Agriculture is the backbone of our country which contributes 39% of national GDP. About 91.46percent people are engaged in agricultreual occupation. Some time our social hierarchy and subconscious social values set the occupation of



people living in rural society. Similarly, 8.53% people are engaged in other occupations

So, agriculture farming is the main occupation of this area and the second position of occupation and then services and others are in least condition of local people.

# **CHAPTER V**

## **TOURISM ACTIVITIES AND PRODUCTS**

### **IN MAIPOKHARI REGION**

Ilam district itself is established a tourist destination of Nepal. There are lots of potentialities for the development of tourism and many Government, NGOs and INGOs institutional organizations are working different tourism activities in Ilam. Shre Antu, Sandakpur, Maipokhari, Pathivara Devi, Gajurmukhi Devi, Kanyam Tea state, Ilam bazaar and its surrounding areas, Maipokhari, Miklachong, Mangsebung, Sidhithumka, Fikkal and Pashupatinagar are some major tourist destination areas in Ilam district. Maipokhari region (including Maipokhari area) has its own identification and it has a lot of tourist destination places. But the causes of geographical difficulty, problem of infrastructure and without publicity etc are mainly problems of this area. This chapter explains the major existing tourist destination places, doing tourism activities, potential tourism products and some tourism associated problems of Maipokhari region.

#### **5.1. Existing Major Tourism Products of Maipokhari Region**

Maipokhari region has various tourists' attraction products. In the present study the researcher found the following tourism products in around this area.

##### **5.1.1 Maipokhari and Forest area**

Maipokhari Danda is famous for viewing sunrise, sunset, picnic sport and the beautiful scenery of different places like Himalaya range and other district. This peak is well forested by green trees. The pond is surrounded by Maipokhari dharmic ban and Vedichowk community Forest. One of the attractions of Maipokhari region is the viewing sunrise, sunset and different places which can see easily from this peak. Kartik and Mangsir (the month of October –December) are the best months to visit this area. However Aswin(September) and Falgun to Baishakh(February – April) are also pleasant to visit this area. It is famous for Kirat Culture and Religious like centre.. But there is no any view tower and others on the peak of Maipokhari .

### **5.1.2 Natural Sightseeing**

Sightseeing is one of the major tourism products in this area. From Maipokhari and surrounding areas, we can see different more districts like Jhapa, Morang, Dhankuta, Panchthar, Terhathum, Taplejung and also Indian big cities. Besides these places, Sandakpur, manebhanjyang, Mahabharat range, and Himalaya range like Sagarmatha, Kumbakarna, Kanchanjangha himals' additional sight seeing tourism products of this region. Recently, developed Maipokhari tea garden near the area. This region has made the area more attractive for tourists.

### **5.1.3 Maigurase Tea State/Garden**

Recently almost since 10 years, Maigurase Tea state had been developed in this region. Maigurase Tea garden is an attraction for visitors. Garden has been covered more area of Maipokhari ward no.1 in about 50 ropanies area. The green tea a tea seen is more pleasurable for tourists and others. It is a tourism product for tourists.

### **5.1.4 Various types of natural Caves, Stones and diverse Animals**

Maipokhari is a odd and extra types of natural gifted tourism place. Where are various types of natural and historical different Caves, water falls, Stones like Tiger stone, Chakra shila stone etc, different types of things etc. That's why, we can say that Maipokhari area is museum of historic things.

Similarly, different types of animals are found in this area, like Monkey, Deer, Porcupine, Squirrel, Rabbit, Snakes, Jackal etc, and different birds. These various seen are important products for tourists. Mainly tourist visit there from month of Aswin to Baisakh.. This area has great potential for the development of eco tourism.

### **5.1.5 Sunuwar, Rai, Limbu Tribes and their Culture**

The inhabitants of Maipokhari area are of different ethnic groups and culture. The unique culture and tradition of this ethnic group's is another attraction to the

tourist for visiting in this area. Sunuwar, Kirat Rai and Limbu are major tribes of Maipokhari area. They have their own types various culture and language.

Similarly, Limbu and others are also found to be living in the study area. Kirat Limbu celebrate the same Kirat festival. Their culture is also a difference than others. Limbu tribe have own Limbu language, Palam and Hakpare songs, Kelang and Dhan Nanch dances, foods and festivals. Limbu Palam and Dhan Nanch is most popular in local bazaar and mela, mahotsav etc. Except these tribes, Chhetri, Bramin, Dalit and other castes and ethnic groups also live in this area. Other tribes Chetri, Brahmins or Hindus are celebrate Dashain and Tihar. Mainly ethnic cultures are one of the exciting tourism product in Maipokhari area. In this way, diverse tribes and their culture is enjoying product for tourist in cultural tourism.

#### **5.1.6 Various Agricultural Farming**

Really Ilam district has got more vegetation round the year with comparison to other district. Intensive farming system and the cultivation of different cash crops has set this district as a model agricultural district of the nation. This types of farming system is also quite popular in Maipokhari area. In this region mainly farmers cultivate big cardamom, ginger, broom, potato, chili, tomato and tea. They also produce medicinal herbs. These cash crops are mainly base to earn money of local people. So, the prospect of agro-tourism in this area is very high in future but permanent transportation and market area was inter linked.

#### **5.1.7 Wild Animals and Plants**

In Maipokhari area a lot of animals and various plants were found like Monkey, Deer, snakes, rabbit, porcupine, and various species of birds, butterfly and others. Similarly, the area has natural rich forest, various plants. About varieties of Stones and temples are found in that area. This peak is well forested by green trees. Tourist goes there for the research and study of such wild animals.

### **5.1.8 Picnic Spots**

Maipokhari area specially has not been developed as a picnic spots. It has a huge potentiality to develop picnic spot which could attract many tourists. If the water supply is provided in Maipokhari and around it there is high possibility of picnic spots.

## **5.2 Different Activities and Efforts for Tourism in Maipokhari Region**

For the development of of Maipokhari region and Tourism sector, local people are trying to do more activities in this area. These activities are not only at the present but also continue for many years. The following are main activities doing by different sector as tourism activities.

### **5.2.1 Establishment and Running Organizations**

The above mentioned around one dozen Institutional organizations have been established and running at the present time. They have different purposes, but playing vital role to develop Maipokhari region and for tourism activities. Among them Maipokhari Tourism Development Centre has been doing specially tourism development. MTDC has mad master plan and strategy for the development but it has not been implemented yet. Other organizations are also giving the support in these activities.

### **5.2.2 Protection and Promotion of Historical Things of This area**

Institutional or personally more organization and Social leaders are working for protection and promotion of historical things in Maipokhari area. Without the protection and promotion of these things which are going to be destroyed day by day, the tourism can't be promoted. So, it is most important work or efforts for the future.

### **5.2.3 Protection of Forest, Environment and Bio-diversity**

One of the essential responsibilities of local people and organizations is the protection of forest, environment and bio-diversity in Maipokhari area. Certainly,

these things are significant in future time. Some people are cutting the forest and destroying the environment and its bio diversity. It hampers the future generation and sustainable development. So, we can say that it is important role or effort for this region.

#### **5.2.4 Communication and Publicity**

Stakeholders of Maipokhari region organization or persons are trying to do some things for this area, like giving information, broad advertising and publicity in media. More people or tourists will be informed through this activity. If there is no publicity and communication, nobody will have the information about the Maipokhari region. It is an important activity or effort for this area.

#### **5.2.5 Development of Infrastructure**

Basic Infrastructures are root things for tourism industry. Without the enough infrastructure can't thing tourism business. Among them Transportation, Hotel and Lodge, Communication, Security, Electricity, Drinking water and sanitation, health services, Enjoy products, hospitality, Trained tourists guide etc are the main infrastructures for tourists. The previous efforts of Maipokhari area has been supported to develop these services.

#### **5.2.6 Preservation of Natural and Religious-Cultural things**

Informally, local people are preserving of natural and religious-cultural things for their own, which activities have promote for tourism sector. Natural beauty is main attraction for tourists and religious and cultural things are important for developing cultural tourism.

In this way, the activities and efforts are not enough for tourism but supporting directly or indirectly at least.

### **5.3 Institutional Organizations**

Many non government organizations are working tourism activities on the local level in Maipokhari area. Some of them are specially to develop the

Maipokhari area for tourism and others are professionally named their institutions word "Maipokhari". But all organizations are contributing to develop for Maipokhari region directly or indirectly. The main institutional organizations of Maipokhari area are as below.

### **5.3.1 Deurali Bazaar**

Maipokhari Bazaar is located near the right side of the Maipokhari as a small market area. It is providing market services to local people and visitors. The hotel and lodge are running in this area. So, tourists can stay here comfortably.

## **5.4 Potential Tourism Products in Maipokhari Area**

Besides these major existing tourism products some potential tourism products in and around Maipokhari are describe in the following topic.

### **5.4.1 Natural Beauty and Cultural Diversity**

Naturally, Maipokhari area is very much pleasurable and beautiful place. The main things are diverse green plants, animals, historical things, big flat areas and sightseeing different places etc. Other side, Kirat Rai, Limbu and others mixed different diverse culture are so much interesting for tourists. Many ethnic groups live in around the Maipokhari area like Rai, Limbu, Sunuwar, Magar etc. The culture and tradition of these tribes could be another attraction to the visitors while visiting in this area. Rai culture, Limbu culture and Others culture are one example which could attract the many visitors in future.

### **5.4.2 Bio diversity and Agriculture Research Centre**

Maipokhari area is rich in various bio-diversity like flora and fauna and Agriculture farming. In this area, different types of plants and animals could found and farmers are cultivating different cash crops. So, this region is model for cash crop farming and bio-diversity. Large number of farm tourists as well as other types of visitors visits this area every year. Thus, the prospect of agro tourism and Bio-diversity Research centre is possible in this region.

Maipokhari area is rich in various flora and fauna diversity that may be the potential tourism product in future. Different types of flora species including medicine plants like *Chiraito*, *Banmula*, *Bojo*, *Budho okhati*, *Pakhanibed lali gurans jatamasi*, *Kesari*, *Harro Barro*, *Assuro* etc are commonly found in this locality. This area is also rich in fauna diversity. Various types of domestic as well as wild fauna are inhabitant in this region. Deer, Monkey, snakes Manpaha and others fauna are found in Maipokhari area. This different flora and fauna diversity could attract the tourists while visiting Maipokhari.

Table No. 5.1. Condition flora and fauna.

Flower Plant	200
Rodondandra	4
Sunakhari	16
Chap	3
Jadibuti	65
Fish	3
Amphibia	6
Birds	300
Mameals	14

#### 5.4.3 Village Walking and Trekking

Another prospected high potentiality of tourism in Maipokhari region is village walking and Trekking. All wards of this area of both VDCs are inter-linked



with trails and dust motor-able roads. Every visitor can feel and enjoy of walking together on village walk experiencing the ethnic culture, scenic beauty and fresh air. The main Trekking root way to reach in this area are mainly Biblyante ,Barbote ,Dharapani Jaspire via Chapgairi to Maipokhari. In this way, the village walking and trekking can be one of the additional tourist attractin in Maipokhari area and it could attract many domestic as well as foreign tourists in future.

#### **5.4.4 Handicraft and Souvenir Goods**

The possibility of handicraft and souvenir goods production and selling in Maipokhari is very high. It may be one of the tourist attraction product and could attract different types of tourists. Tourists are willing to take or purchase some goods are found in present time. If these goods are produce in this area then it can capture a huge market can be captured.. And it can also helpful for generating employment opportunities in village area.

#### **5.4.5 Picnic Spots**

Maipokhari has not developed specially as a picnic spot yet. However, it has a huge potentiality to develop picnic sport which could attract many local and far distance's tourists. If the water supply is provided in around Maipokhari this area could be made as a well picnic spots.

#### **5.4.6 Historical and Religious Place**

Maipokhari area is the historical and religious place of specially Kirat and Hidus. On the other side, the inhabitants of Maipokhari are different types of tribes and cultures, like Rai, Limbu, Sunuwar, Chhetri, Bramins and others. Besides Rai and Limbu are in majority. The culture and tradion of these tribes could be another attraction to the visitors while visiting in this area.

## **5.5 Problems of Tourism Development in Maipokhari Area**

There are sufficient natural, manmade and cultural products for the development of tourism in Maipokhari area. We have seen that, there are sufficient natural, artificial and historical-cultural products for the development of tourism in Maipokhari region. However, there are so many problems to attract tourists. In this way, the major problems associates with the tourism in this region as shown by present study are given below.

### **5.5.1 Shortage of Drinking Water**

Water is essential to survive. Without water life's becomes difficult. Among the basic infrastructure, shortage of Drinking water is main problem of Maipokhari region due to lack of proper management. Exactly there are many sources of water in this area. There are so many government and NGOs, INGOs' projects working for sanitation and drinking water.

### **5.5.2 Problem of Transportation**

Transportation is the key factor for tourism. With lack of the transportation facility, nobody can reach destination. So, in fact transportation is most important factor to develop the tourism industry in any destination. At present transportation facilities in study area is not well developed. There are no good and permanent transportation services available from Ilam via Biblante to Maipokhari. There is dusty road with limited local taxies and pick up. It is overcrowded and operated only in dry season. Visitors can hired taxi or can use their own vehicle to reach Maipokhari region. Ilam has no air transport services. Ilam Golakharka Bhanjyang Sukilumba has been proposed for airport but that is not constructed yet... To run the vehicles smoothly and regularly causeway, culvert and bridge are necessary to be made in the rivers and canyons. If so, western areas' tourist might be the potential users of this road in future.

### **5.5.3 Security Problem**

Every person should be realizing peace and security to survive. Security is one of the main components for sustainable tourism industry. In present situation all Nepalese have been facing a security problem due to instability political situation. They need security service but many rural areas including the study area have no any means of security services. The near security post Banduke chauki is insufficient to provide security to the tourists as well as locals. They have fear to go to the village area.

The security for tourists has not been granted. While visiting, anything can happen to them and they afraid to go to destination places. Due to the poor condition of security, tourist's duration of stay is decreasing which hampers the daily economy of local people. To promote this area as village tourism, at least minimum security has to be provided to the tourists as well as local residents.

### **5.5.4 Lack of other basic Infrastructure Facilities**

Without the sufficient basic infrastructure facilities, we can't think tourism industry. Such as Communication, Transportation, Drinking water, Health services, Security, Electricity and others are necessity infrastructures for tourism. Village area is certainly more remote than urban area. Basic infrastructure facilities are essential to develop tourism in sustainable way. Lacks of such facilities like Bank, Market, Sanitation, Street lighting etc. become obstacle for tourism industry to run smoothly. There is no these kind of facility in Maipokhari region. So, gradually we should develop these kinds of infrastructures by government and local people in Maipokhari region.

### **5.5.5 Lack of clear Village Tourism Concept in Local people**

Tourism Industry is the modern and new concept for village area in Nepal. Local people have not more information and importance of this concept in village. This problem is common for the study area. For the clear concept and to realize the local people should be trained through giving lots information and others.

Local people have a very little knowledge about tourist and tourism. It is a huge problem in promoting of Maipokhari area as a tourism spot. In the study area information to the local people about tourism is seemed to be very less. Similarly in the present study area any seminars, interactions, meetings, trainings etc has not been organized about tourism till now. Till now tourism board, Government and any organization has not sufficient investment and support to develop the tourism in Maipokhari area. To develop the tourism industry in Maipokhari area tourism information and awareness program must be launched in this area which encourages the locals about the importance of tourism and to obtain maximum benefits from tourism related activities.

#### **5.5.6 Tourism Plan**

Tourism plan is important for the development of tourism and sustainable use of its products. The main indirect key problem of Maipokhari tourism development is lack of the tourism plan. So, Maipokhari region is facing lack of sustainable tourism plan. In the study area any kinds of tourism plan has not been implemented. But now, MTDC is going to preparing a ten years tourism master plan and five years strategy plan for the sustainable development of tourism in and around the Maipokhari region. Thus, NTB, DDC Ilam, VDCs and others all related stakeholders help and guidance must be needed to complete this plan.

#### **5.5.7 Lack of Recreational Facilities**

Growth of tourism mainly depends on the development of recreational facilities, tourists' inflows are very high and tourists want to stay longer and spend much of their time and money to those places. Recreational facilities include swimming pools, sport centre, museum, cultural centre, parks, view towers botanical garden etc. No of these facilities are available in Maipokhari area. There are only natural beauty and general hotels and a music centre.

#### **5.5.8 Lack of Advertisement and Publicity**

Advertisement and publicity play a vital role for the development of tourism. These are only means to attract tourists and spread the information all over the

world. Tourists need information about the place where they are visiting. From the information centre tourist can get the detail information about their destination that helps them to make their visit easier and safety. But not this services in Maipokhari and near the other places. It is called the present time is information and technology age. Broadly advertisement and publicity are necessary and compulsory things to promote in tourism. Telephone, website through Internet-email, TV, Radio, FM etc are latest modern tools of media. So, promotion of tourism depends on the advertisement and information to the visitors. But there is no any kind of means to advertise and publicity except printing media in local level. Different means of advertisement and publicity like audio, visual media, brochure and publication can be used for tourism promotion in this region. NTB, DDC Ilam, MTDC, Maipokhari TIC and other medias can play and important role for tourism promotion in Maipokhari area.

#### **5.5.9 Lack of Hotel and Lodge**

Proper facilities of hotels and lodges play a vital role in the development of tourism industry. There are not sufficient facilities Hotel and lodge in Maipokhari area except the some simple small houses. For attraction and easy to stay longer the tourists, should be well and enough hotel and lodge as well as good hospitality. Tourism industry depends on human behavioral and positive environment of society. In a Maipokhari area (Maipokhari -6) and Deurali bazaar have some hotels. The present available number of beds and rooms are not sufficient to serve the tourists. Although, the local community has certain receptions system to the tourists in an affordable rate as paying guest (home stay tourists). In Maipokhari there is one guest house but it is not used. Near the Maipokhari area has some small and ordinary hotels but it is not suitable and sufficient for the tourists. Therefore, facilities of hotels and lodges should be upgraded for the faster development of tourism in and around the Maipokhari area. So, to solve these problems mainly Local people should invest in hotel business and homestay.

#### **5.5.10 Lack of Enough Tourism Products**

Tourism Product is an important thing to promote tourism industry. Lack of enough tourism products, never can develop this business. It is a means to earn money and employment for the local people. There are some major potential tourism products in and around Maipokhari region, such as Maipokhari , picnic spots. Hostirical and cultural things, flora and fauna, trekking, agriculture farming etc. But these are not sufficient for tourists. They would like to buy and take with them some things as a Souvenir. So, the local people can product different types of local handicrafts, arts and other agricultural things in Maipokhari area. Similarly, Horse riding, View tower, Motorbike riding, huge parking etc are near the possibilities products for tourists. By these activities, local people can learn enough money easily. They can develop as a market in Maipokhari area.

#### **5.5.11 Geographical Difficulty and Lack of Government Interest and Nnvestment**

A main problem of Maipokhari tourism area is Geographical difficulty. It lies slightly away from Ilam municipality at northern and hilly region. That's why, people can not reached there easily for visit because the lack of basic infrastructures like transportation, electricity, drinking water, communication, health, security and others. To remove and link with Ilam municipality and others, Nepal government and local people should be interested and invested to develop in this region. All of the local people also must be serious and contribution for this area.

#### **5.5.12 Lack of Skilled/Trained Manpower**

Skillful and Trained manpower plays an important role in the development of tourism in any tourists destination place. A Trained and Skilled professional guides can explain in detail abut Maipokhari region and its tourism products. But it hasn't developed manpower yet to promote tourism in this region. So, for the promotion of tourism at Maipokhari region trained ad skillful manpower is needed. To fulfill this problem, stockholder organization was train to manpower.

### **5.5.13 Lack of Local Market**

Local market is an important sector to develop the tourism industry. Local market is necessary to fulfill the basic needs of the tourists and local people. In the study area only one local market named Puwakhola bazaar Deurali and Biblante bazaar are available. These markets are unable to fulfill the necessity of the tourists and the local people. Therefore, local market should be promoted to develop Maipokhari as a tourism area.

### **5.5.14 Lack of Trekking Route**

Trekking trail is one of the major tourism products in this area. If trekking is promoted these route way a maximum number of tourist visits this area. It is highly possibility for trekking. But up to now there is no path for easily trekking services. If services of trekking road are provided tourists can enjoy trekking and tourists can be attracted for visiting these areas.

### **5.5.15 Lack of Protection of Natural Resources and Bio-diversity**

Maipokhari area includes various natural resources and bio diversity like forests, medicinal plants, pond, rare wild animals, rare birds etc. Many tourists and researcher from different foreign and domestic tourists visits this area for the study and research of such natural resources and bio-diversity.

Population is increasing day by day. So, natural resources and bio diversity are being destroyed and to fulfill the basic needs of the people. By which rare spouses and rare wild animals are decreasing. The ponds, rivers and sources of water are drying. Thus, natural scene and environment are being lost. To develop the Maipokhari as a tourism place natural resources and bio diversity should be preserved.

## CHAPTER – VI

### DATA ANALYSIS AND PRESENTATION

The collected information were qualified by systematic tabulation. Other qualitative data were arranged systematically. The data were processed by editing classifying and tabulating. In this research descriptive as well as analytical methods have been used to analyze the data and information. The simple statistical tools and techniques were used to present the information and data. Necessary tables and data were used when ever appropriate in the presentation of the data.

#### 6.1 Present Situation of Tourism in Maipokhari area

Maipokhari area has lots of tourism products such as the view of Himalay Kanchanjunga, Kumbhakarna and Sagarmatha etc.. Similarly, this area is famous for bio-diversity, vegetations, wild animals like Monkey, Deer, Rabbit, Porcupine, Snakes, Jackal etc and Medicinal herbs like *Chiraito, Hasjoda, Basaka Bojo etc.*

In Maipokhari area there are lots of grazing land. So, there is high possibility of animal's husbandry. In terms of cultural assets, it has various cultural practices of different tribes specially the historical and ancient tribe Rai, Limbu and their cultural values and practices. Besides the study area has colorful festivals. In this topic the tourism related activities of Maipokhari area has been described. Large numbers of domestic tourists and least number of international tourists visits Maipokhari area.

##### 6.1.1 Present Information about Tourism from Activators

In this study, I have taken 15 local tourism activators to fulfill leader activators questionnaire. I had collected more information about tourism from these activators to find out the past and present activities, situation and participation practices in local level and future potentialities and plans. By these information and given data, I have been analyzed and interpreting the study subjects. The analyses are as below.



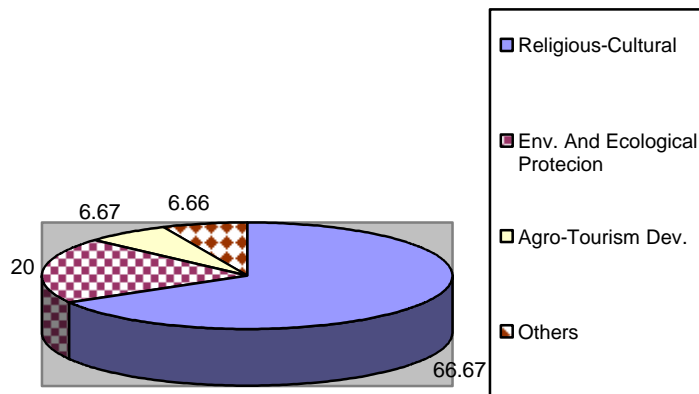
**Table- 6.1, Activities for Tourism**

Categories	Number of respondents	Percentage ( % )
Religious-Cultural	10	66.67
Environmental and Ecological protection	3	20
Agro-Tourism Dev.	1	6.67
Others	1	6.66
Total	15	100.00

Source- Field survey, 2012

This table shows the high tourism activities for religious and cultural tourism development in Maipokhari area. Where according to activators, 66.67% activities are as religious and cultural tourism and the second position 20% activities are in environmental and ecological protection and others are normal position. So, cultural tourism and natural diversity are main product and high activities of this area. By figure,

**Figure- 6.1 Village Tourism Activities**



Above figure shows the high tourism activities for religious and cultural tourism development is 66.67%, the second position 20% activities are in environmental and ecological protection and 6.67% in agro-tourism and 6.66% in others. So, cultural tourism and natural diversity are main product and high activities of this area.

### 6.1.2 Present Situation of Donation to Maipokhari Region

According to Maipokhari Tourism Development Centre (MTDC), the local people used to donate as a charity before long time but institutional economic support is only for 2 year later. The researcher found the following information from MTDC.

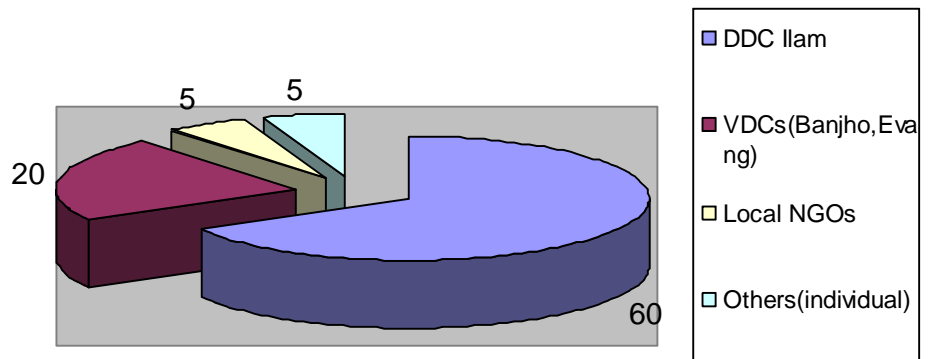
**Table 6.2 Economic Support to Maipokhari Region**

Organization	Economic Support Perc.(%)
DDC Ilam	60
VDCs (Ivhang & Maipokhari)	20
Local NGOs	5
Others (Individuals)	5
Total	100

*Source- Field survey, 2012*

From the above table, it shows the most (60%) economic support is receiving from DDC Ilam and second supporter organizations are Maipokhari VDCs about 20%. Then Local NGOs and individually people have supporting to Maipokhari region. Here, presented by Figure pie-chart.

**Figure-6.2 Financial Support**



The above Figure shows the most (60%) economic support is receiving from DDC Ilam and second supporter organizations are Maipokhari VDCs about 20%. Then 5% by Local NGOs and about 5% individually people have supporting to Maipokhari region.

**6.1.3 Present Situation of Contribution in Local level**

According to data of Maipokhari Tourism Development Centre (MTDC), the local NGOs are more involvement in development of Maipokhari area and the local people also play role in activities.

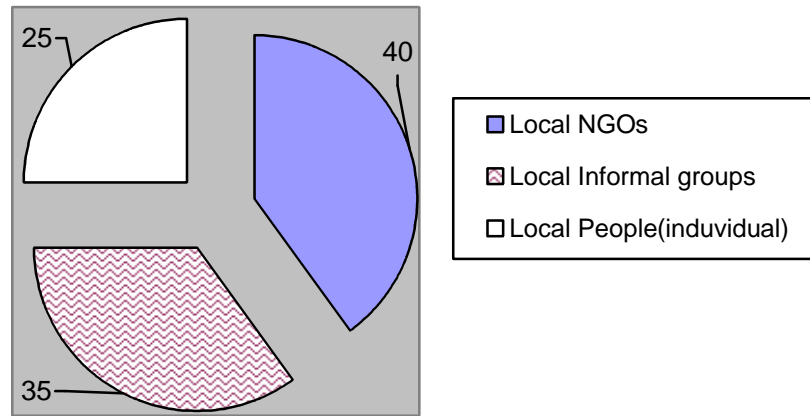
**Table 6.3. Contribution in Local level**

Stakeholders	Contribution Perc.(%)
Local NGOs	40
Local informal groups	35
Local people(individual)	25
Total	100

Source- Field survey, 2012

The above table shows the most (40%) involvement of Local NGOs like MTDC, Maipokhari Tea Corporation, Maipokhari Music Centre and etc. Similarly, the local informal groups and individually local people are respectively 35% and 25%. The following Figure has presented below.

**Figure 6.3 Contribution in Local Level of Different parts**



The figure shows the most (40%) involvement of Local NGOs, local informal groups and individually local people are respectively 35% and 25%.

#### **6.1.4 Composition of Age Factor Involving (Activator) in different Activities**

The researcher found that participation in different activities are presented by the following table.

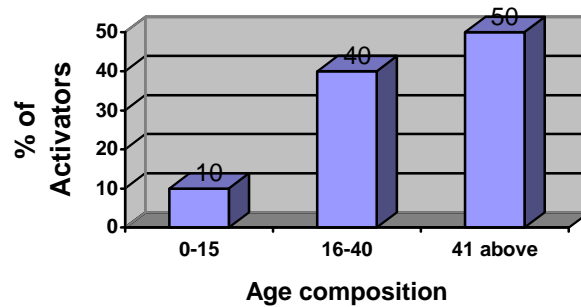
**Table 6.4 Age of Activators**

Age factor	Involvement Perc.(%)
0 – 15 yrs	10
16 – 40 yrs	40
41 – above	50
Total	100

Source- Field survey, 2012

The above table shows that, most (50%) involvement of above 41 yrs adults are involve in different tourism and development activities. Same way, the 16-40 years and 0-15years are 40% and 10% respectively in local level the following Figure has presented below.

**Figure- 6.4 Age of Activators**



The above figure shows that, the age factor most (50%) involvement of above 41 yrs adults are involved, 16-40 years are about 40% and 0-15years are 10% in local level tourism and development activities.

### 6.1.5 Support in Tourism Development by Different Activities

There are many organizations and local people are involved in tourism activities in Maipokhari area. By the tourism activities, have been supported directly or indirectly in tourism development, which result has been presented by the following table.

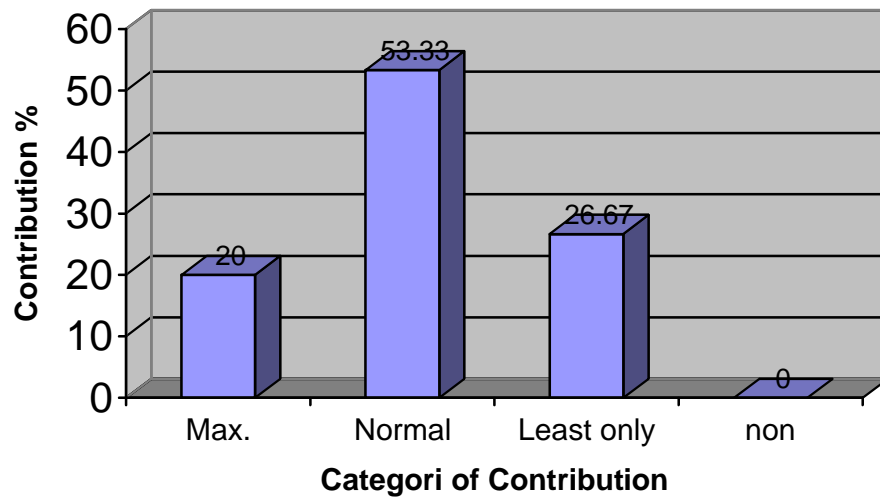
**Table 6.5 Support in Tourism Development**

Result	No. of Respondents	result Perc.(%)
Maximum	3	20
Normal	8	53.33
Least only	4	26.67
Non supported	0	0
Total	15	100

Source- Field survey, 2012

From the above table shows that, normal positive result has been found out by the tourism activities about 53.33%. Similarly the result 26.67% and 20% are respectively least and maximum supported by the activities. Non supported is zero, that means anyway supporting to develop tourism. By the following figure has presented it.

**Figure 6.5 Support in Tourism Development Activities**



Above figure has shown that, normal positive result by the tourism activities about 53.33%, least only 26.67%, maximum is 20 % and non supported result is about 0%. That means anyway supporting to develop tourism.

#### **6.1.6 The main Attraction Products**

There are many attraction products for tourists in Maipokhari area. According to activators, researcher found that the following.

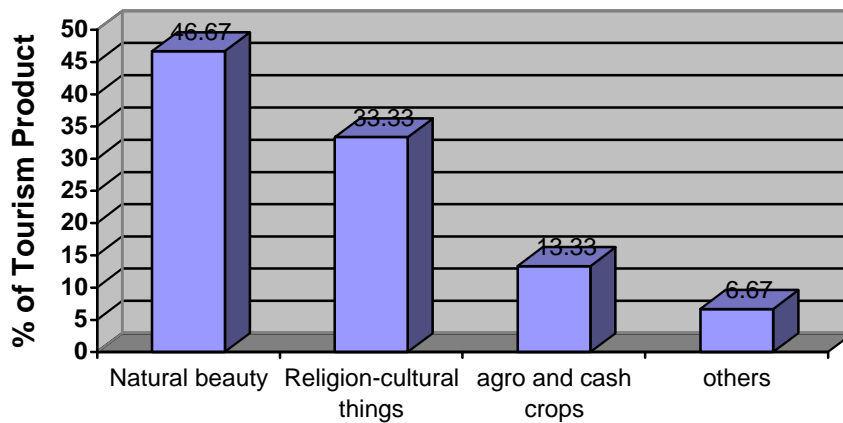
**Table 6.6 Main Attraction Products**

Products	No. of Respondents	Result Perc.(%)
Natural beauty	7	46.67
Religion and cultural things	5	33.33
Agro and Cash crops	2	13.33
Others	1	6.67
Total	15	100

Source- Field survey, 2012

From the above table shows that, natural beauties are most important product for tourists, which (46.67%) or 7 persons select this product and respectively, Religious and cultural things 33.33%, agro and cash crops 13.33% and others are 6.67% as tourist products. By the following figure has presented it.

**Figure- 6.6 Main Attraction Products**



The above diagram shows that, natural beauties are most important product for tourists is about 46.67%, Religious and cultural things 33.33%, agro and cash crops 13.33% and others are 6.67% as tourist products.

### 6.1.7 Future Plan of Maipokhari Area

According to the local activators, they have focus in different parts for development of Maipokhari region. The following result was found the future plans of this area are as below.

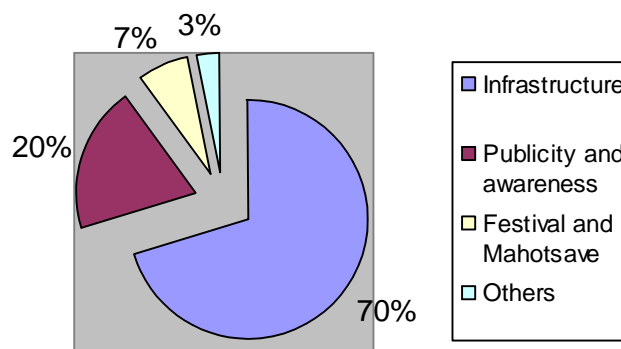
**Table 6.7 Future Plan**

Plans	Result Perc.(%)
Basic Infrastructure	70
Publicity and awareness	20
Mela and Mahotsave	7
Others	3
Total	100

*Source- Field survey, 2012*

The above table shows that, development of basic infrastructure is the most important about 70% focuses. Then Publicity and awareness is 20%, Mela/Mahotsav 7% and other 3% focuses in future time. By the following figure has presented it.

**Figure 6.8 Future Plan**





The figure shows that, development of basic infrastructure is the most important about 70% focuses, Publicity and awareness is 20%, Mela/Mahotsav 7% and other 3% focuses in future plan.

#### **6.1.8 Source of Tourists in Maipokhari Region**

According to the local activators, the main source of tourists found of local domestic tourists and from district levels are second position and so on in Maipokhari region. The following result was found the tourists' source in study area

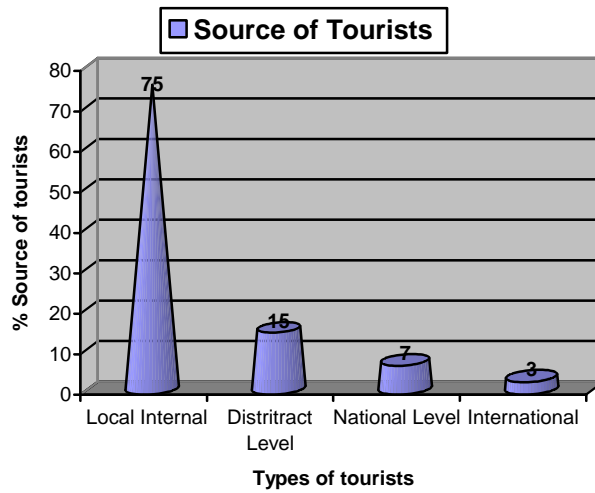
**Table 6.8 Source of tourists in Maipokhari region**

Source	Result Perc.(%)
Local internal tourists	75
District level	15
National level	7
International	3
Total	100

*Source- Field survey, 2012*

The above table shows that, local internal tourists are highest percentage of Maipokhari area and 15% are from district, 7% and 3% are from different other districts and from international respectively.

**Figure 6.8 Source of Tourists in Maipokhari Region**



The above figure shows that, local internal tourists are highest about 75% percentage of Maipokhari area and 15% are from district, 7% and 3% are from different other districts and from international respectively. So, it is necessary to focus for long distance and international tourist.

### **6.1.9 Problem of Basic Infrastructure**

There are many problems of village tourism in Maipokhari area. According to the local activators, the situation of Basic Infrastructure found as below in Maipokhari region.

**Table 6.9 Problem of Basic Infrastructure**

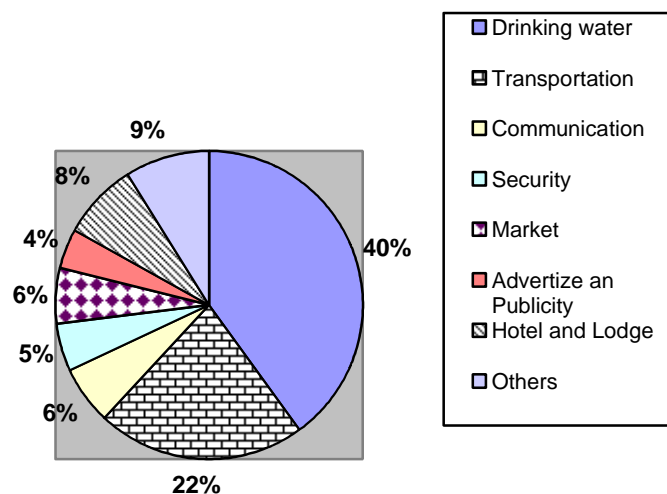
Infrastructure	Result Perc.(%)
Drinking water	40
Tranpotation	20
Communication	6
Security	5

Market	6
Advertisement & Publicity	4
Hotel and Lodge	8
Others	9
Total	100

Source- Field survey, 2012

The above table shows that, drinking water is the highest percentage (40%) of problem analysis of this area and 20% is transportation, 6% in both communication and market, and others are different infrastructures problems of Maipokhari area.

**Figure 6.9 Problem of Basic Infrastructure**



The above figure shows that, problem of drinking water is the highest percentage (40%) and 22% in transportation, 8% in hotel and lodge, 5% in security, 4% in advertisement and publicity and 9% in other various problems. So, drinking water and transportation services are should be developed in Maipokhari area.

## 6.2 Possibility of Tourism in Maipokhari

There is high possibility to develop tourism industry in Maipokhari area. It has a lot of tourism assets such as historical and cultural things, cash crops, diverse animals and plants, vegetation and scenic beauty and etc. Analyses of possibility of Tourism are as follow.

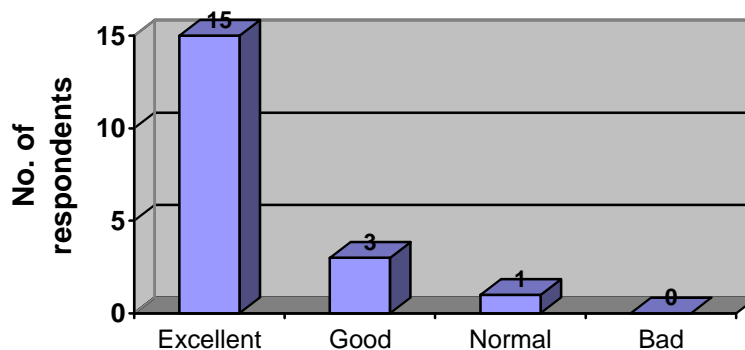
**Table 6. 10 Possibility of Tourism**

Categories	Number of respondents	Percentage
Excellent	15	75
Good	3	15
Normal	1	5
Not good	-	-
Total	20	100

Source- Field survey 2011

This table shows 75% (15 respondents) local people have been expected the excellent possibility of tourism in this area, which it the high possibility of tourism in this area. We can show the possibility of tourism by the following figure.

**Figure- 6.9.1 Possibility of Tourism**



The above figure shows the excellent possibility of tourism is highest in 75% or 15 respondents, no respondent for bad. But in the study area there is no good facility for tourist. If we develop infrastructures of tourism in Maipokhari area, large number of tourists will visit this area. So, high interest should be taken for the development of infrastructures of tourism.

### 6.2.1 Number of Domestic Tourists

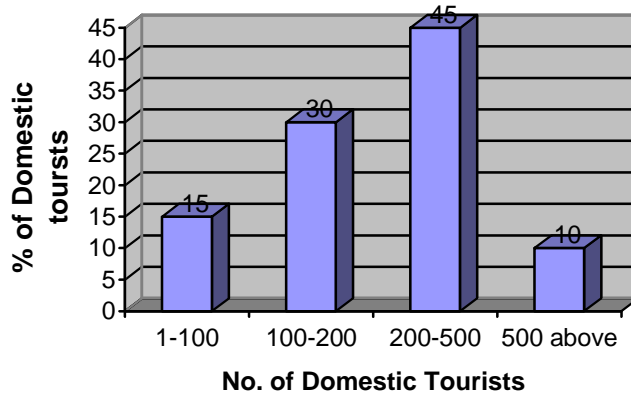
A large number of tourists visit Maipokhari area. Domestic tourists visit this area. Domestic tourists mainly come from neighbor VDCs and districts. But the least no. of International tourist comes from different places of neighbors' countries like India, Sikkim, Darjiling, Kalempong and Bhutan etc. The records of international tourists are not recorded found in field survey.

**Table6.11 Number of Tourists (Domestic)**

No of Tourists	No of Respondents	Percentage
1 to 100	3	15 %
100 to 200	6	30 %
200 to 500	9	45 %
Above 500	2	10 %
Total	20	100

*Source: field survey, 2010*

**Figure 6.9.2 Number of Domestic Tourist**



S

Source field survey 2010

This diagram presents that, 200 to 500 Domestic tourists are visit Maipokhari area. So, the ratio of domestic tourists is highest 45% in this category

### 6.2.2 Occupation Composition of Local People

Agriculture is the main occupation in Maipokhari area. The people depend on agriculture; the second is business and normal in others.

**Table-6.12 Occupation Composition**

Occupation	Number of Respondent	Percentage (%)
Agriculture	15	75
Business	3	15
Service	1	5
Domestic workers	1	5
Total	20	100.00

Source- Field survey, 2012

This table represents that there is high 75% percentage in agriculture sector in local people. Similarly, in business 15%, Service 5% and as worker 5%.

### **6.2.3 Awareness for Village Tourism in Local People**

Maipokhari region is the rural area, where there is less awareness and information than urban area. Similarly, it is also in tourism sector. In my study, I have found that 70% local people are aware in Maipokhari area, but they are not serious and sensitive in tourism.

Awareness of local people about tourism and its products is important for the sustainable development of tourism in any destination area. Without active participation and well awareness among local people tourism development can not be success in sustainable manner. In the view of its potential for tourism development the local community is seen to be active and aware about the development of this area jointly as tourist destination. Understanding brings awareness and from awareness comes concern. When concern exists, then active participation is a possibility. Awareness as a strategy, play a vital role in the different aspects of the tourism just as existing product in community such as culture, monument, natural scenic etc and make seriousness about their conservation in sustainable way.

During the field visit, local people were asked about participation in tourism activities. All of the sample populations are willing to take part actively in tourism development activities. And, it was also found that they are more aware about conservation and protection of tourism products. This is good sign for the sustainable tourism development. Most of the local residents are willing to external support and guidance to facilitate in the awareness raising activities and involvement of local communities in tourism. During the field survey it was also tested about the awareness level of local residents about tourism.

**Table 6.13 Awareness in local people**

Awareness	Number of Respondent	Percentage (%)
Known	14	70
Unknown	6	30
Total	20	100.00

*Source Field survey, 2012*

This table represents that, the high 70% percentage local people are found known about village tourism and 30% are unknown in local level. So, awareness program is necessary for them, who are not awareness.

#### **6.2.4 Peak Season for Tourists**

Maipokhari area is the rural and hilly region. There are problems of transportation, communication and other basic infrastructures. So, mainly the internal tourists and the short time tourists only are ideal to visit this area. The trend of coming this area is depending on climate and availability of other services.

**Table 6.14 Trend of Tourists for Visit**

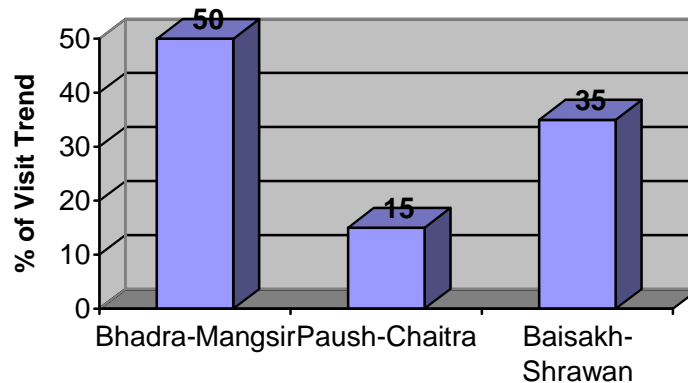
Season	Number of Respondent	Percentage (%)
Bhadra – Mansir	10	50
Baisakh – Shrawan	7	35
Paush – Chaitra	3	15
Total	20	100.00

*Source: Field survey, 2012*



The table shows, the trend of tourist coming Maipokhari area is peak season for Bhadra to Mangsir months, which time visit 50% of tourists and the second condition is Baisakh to Shrawan, where 35% tourists visit and Paush to Chaitra is 15%. Which trend has shown by the following table.

**Figure 6.9.3 Trend of Tourists for Visit**



The above figure has presented the peak season to visit in Maipokhari region. The highest 50% tourists visit in Bhadra to Mangsir. The climate was clear, peace and pleasure, transportation service was good at that time and other side, Kirat festival Sakela Uvauli, Dashain, Tihar and etc are in this period. Similarly, the second more important season is Baisakh to Shrawan. Sakela Uvauli, New year etc are in at this season. Among the Paush to Chaitra, Falgun month is best for tourists.

### **6.2.5 Home stays Perception of Sample Population**

Local people found more aware and positive for tourism in Maipokhari area. So, they can provide the home stay service themselves. Hotel facilities are not in good condition in Maipokhari area. There are no standard hotels, lodge and guest house facilities. But the local residents want to provide home stay service. Local people are facilitated with simple hotel and lodge, toilet, bathroom etc. They are providing lodging, fooding services to the visitors as a paying guest. More than 25 households are found for ready to providing home stay service in the study are. The flowing table presents the capacity of sample hoseholds for home stay in Maipokhari.

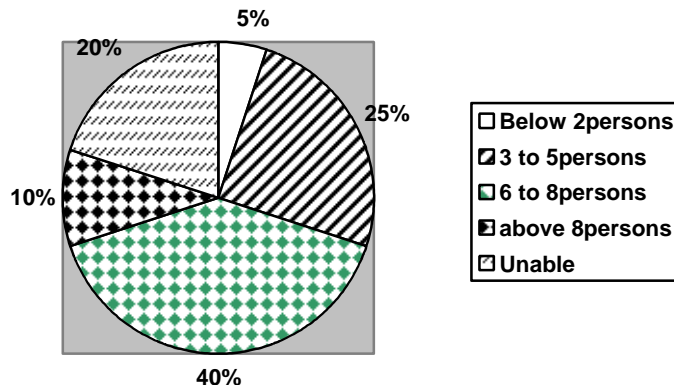
**Table- 6.15 Capacity of Sample Households for Home Stay**

S.N.	Capacity ( Per Night)	Number of household	Percentage
1	Below 2 persons	1	5
2	3 to 5 persons	5	25
3	6 to 8 persons	8	40
4	Above 8 persons	2	10
5	Unable	4	20
	Total	20	100.00

Source: field survey, 2010.

Above table shows the home stay capacity of sample households. The table shows that 40 percent households are capable to provide home stay service for 6 to 8 person visitors per night, which is the highest percent among other households and 5 percent households are unable to provide home stay service.

**Fig. 6.9.4 Capacity of Sample Households for Home Stay**



In the figure, 40 percent households are capable to providing home stay service for 6 to 8 visitors per night is the highest percent among other households. Similarly 25% households are capable to provide 3 to 5 persons. 20 percent households are unable to provide home stay service. 10 percent households are able to serve more than 8 visitors per night and 5 percent households are unable to provide home stay service. We can find out by above data, home stay facility in Maipokhari are has in satisfactory condition.

### 6.2.6 Participation in Tourism Activities

More of the local people were found excluded in participation in tourism activities. Only 30% are involving in different activities, 50% are not participated and 20% are unknown about it in Maipokhari area. It is shown from the following table.

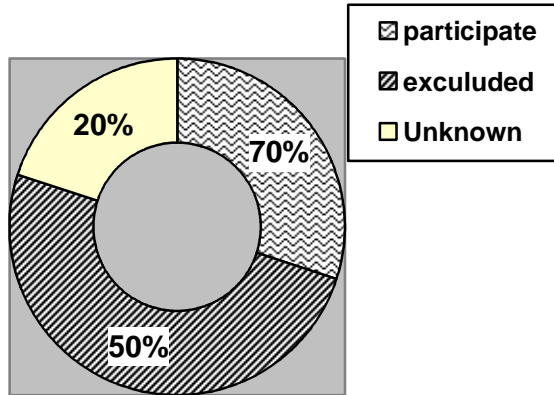
**Table 6.16 Participation in Tourism Activities**

Response	Number of Respondent	Percentage (%)
Participate	6	30
Non participate	10	50
Unknown	4	20
Total	20	100.00

Source: Field survey, 2012

The above table has shown the highest 50% local people are excluded, 20% are unknown about it and only 30% are participating in tourism activities in Maipokhari area. It has presented in figure as following.

**Figure 6.9.5 Participation in Tourism Activities**



The above figure has presented 70% local people are ready for home stay as a paying guest service in white colour and deem colour 30% are can't to provide this services.

### 6.2.7 Protection and Promotion

There are over 100 individuals and institutional activators working directly or indirectly for Maipokhari area. Among them, more activators are as tourism activators. Also local people are involved with them in these activities. The result found that about protection and promotion activity under below.

**Table 6.17 Protection and Promotion Activities**

Response	Number of Respondent	Percentage (%)
Very good	1	5
Good	3	15
Normal	14	70
Bad	2	10
Total	20	100.00

Source: Field survey, 2012

The above table has shown the highest 70% of protection and promotion activities are normal, neither very good nor the bad. Remaining 15%, 10% and 5% activities are respectively in good, bad and very good categories. By the analysis, protection and promotion activities should be done more effectively and creatively.

#### **6.2.8 Existing Infrastructure Situation according to Local Residents**

Infrastructure facilities and services are the main components which are necessary to attract the visitors. The inflow of tourists and their length of stay also depends upon the condition of infrastructure facilities. Maipokhari still has not been developed as main tourist destination of Nepal but it can be developed as one of the major tourist destination, if the concerned sectors or organization help to develop infrastructure. During the field visit some local residents were asked the situation of current infrastructure facilities available in Maipokhari area and the researcher also try to attempt to assess the existing facilities in the study area. The available data and their response are shown in the following table.

**Table 6.18 Existing Infrastructure Situation according to Local Residents**

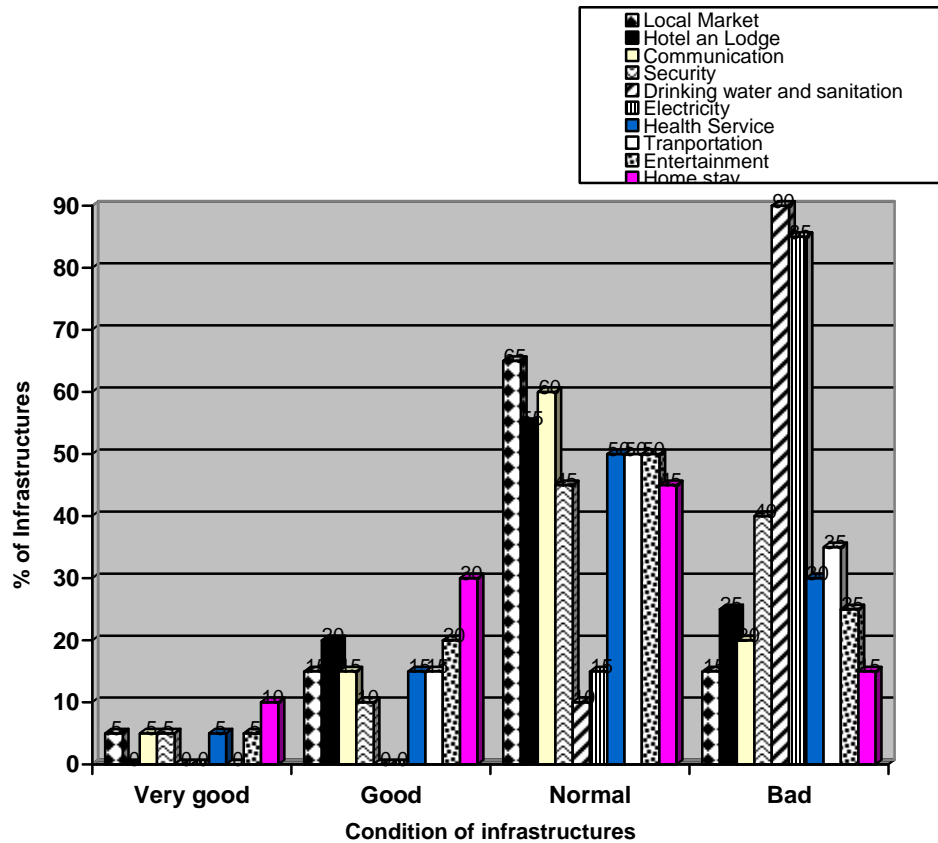
S.N.	Infrastructures	No. of Respondents							
		Very Good	Per. (%)	Good	Per. (%)	Normal	Per. (%)	Bad	Per. (%)
1	Local Market	1	5	3	15	13	65	3	15
2	Hotel and lodge	0	0	4	20	11	55	5	25
3	Communication	1	5	3	15	12	60	4	20
4	Security	1	5	2	10	9	45	8	40
5	Drinking water and sanitation	0	0	0	0	2	10	18	90
6	Electricity	0	0	0	0	3	15	17	85
7	Health service	1	5	3	15	10	50	6	30
8	Transportation	0	0	3	15	10	50	7	35
9	Entertainment	1	5	4	20	10	50	5	25
10	Home stay	2	10	6	30	9	45	3	15

**Source:** Field Visit, 2012

Above table presents that drinking water, sanitation and electricity facilities are in bad condition. Similarly, the condition of home stay is normally in good condition. The data reveal that the necessary facilities like local market, communication, hotel and lodge, health service, transportation, entertainment, home

stay and security services are in normal condition. So, these facilities are needed to be build up and up-graded in efficient way to develop tourism in Maipokhari.

**Figure 6.9.6 Existing Infrastructure Situation according to Local Residents**



n

Above figure shows that drinking water and sanitation and electricity facilities are in bad condition or not available about 90% and 85% respectively. Similarly, the necessary facilities like local market (65%), communication (60%), hotel and lodge (55%), health service (50%), transportation (50%), entertainment (50%), home stay and security (45%) services are in normal condition. Except the home stay, other infrastructures were not found good and very good condition. So, these facilities should be built up and up-graded in efficient way to develop tourism in Maipokhari area.

### 6.3 Information by Tourists from the Field Survey

I had made a field survey for the collection of primary information. Randomly I asked 10 different tourists various questionnaires to take information. Among them 4 persons or 40percent were visited the first time and 60% were frequent tourists. Similarly, the main attractions of tourists found for 60% were natural beauties and 40% were for religious and cultural purpose.

#### 6.3.1 Spending Time of Tourists

The Most no. of tourists are internal in Maipokhari area. Frequently, they go to visit Maipokhari region in leisure time for enjoying picnic, festival and etc. So, the tourists never spend long days because they can reach their home in short period. The following are the trend of tourists to stay in Maipokhari area.

**Table 6.19 Trend of Tourists for time Spending**

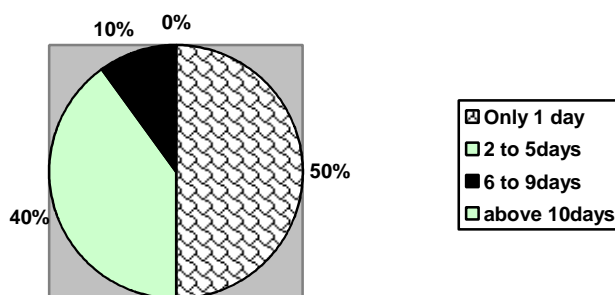
S.N.	Time Period	No. of Tourists	Percentage
1	Only 1 day	5	50
2	2 to 5 days	4	40
3	6 to 9 days	1	10
4	Above 10 days	0	0
	Total	10	100.00

*Source: field survey 2012.*

Above table shows the trend of tourists stay in Maipokhari area. The table shows that 50 percent tourists stay only one day. 40 percent spend 2 to 5 days and only 10 percent are for 6 to 9 days. Among the sampling tourists nobody was found spending time above 10days.



**Fig 6.9.7 Trend of tourists for time spending**



Above figure shows the trend of tourists spending time in Maipokhari area. The table shows that 50 percent tourists stay only one day. 40 percent spend 2 to 5 days and only 10 percent are for 6 to 9 days. Among the sampling tourists nobody was found spending time above 10 days. We can find out by above analysis, more tourists products, infrastructures and enjoy full facilities should be developed for long time stay tourist in Maipokhari area.

### 6.3.2 View of Tourists about Basic Infrastructure

Maipokhari region is the rural area, where there is less awareness and information than urban area. Similarly, it is also in tourism sector. In my study, I have found that 70% local people are aware in Maipokhari area, but they are not serious and sensitive in tourism.

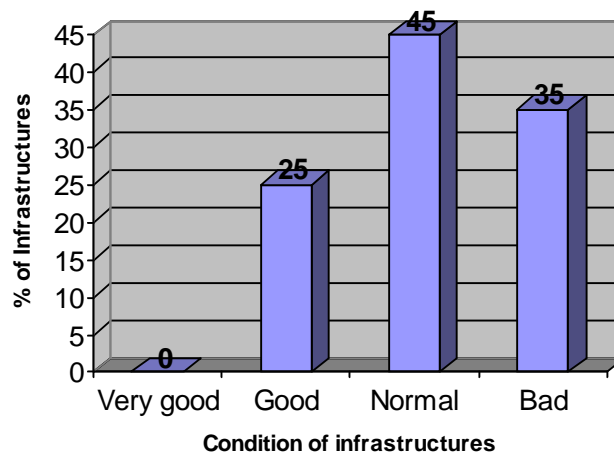
**Table 6.20 View of Tourist for Infrastructure**

Response	Number of Respondent	Percentage (%)
Very good	0	0
Good	5	25
Normal	9	45
Bad	7	35
Total	20	100.00

Source: Field survey 2012

The table shows, views of tourists about present situation of basic infrastructure. From the field survey found that 45% of infrastructures are normal condition and 35% are bad and 25% are good, but not found in very good. So, the result shows basic infrastructures should be developed as soon as possible in Maipokhari area.

**Figure 6.9.8 View of Tourists for Infrastructure**



According to the tourists' view, the conditions of infrastructures are normal in Maipokhari area, which is shown in the above bar diagram. Bad and Normal are respectively 25% and 35% but not found in Very good.

### **6.3.3 View of Tourists for Potentialities of Tourism**

Maipokhari region is a hilly rural area, where seasonal tourists visit, like Baisakh, Aswin, Mangsir and Falgun are peak tourism seasons. The research found that the potentialities of tourism in Maipokhari area are very good according to tourists.

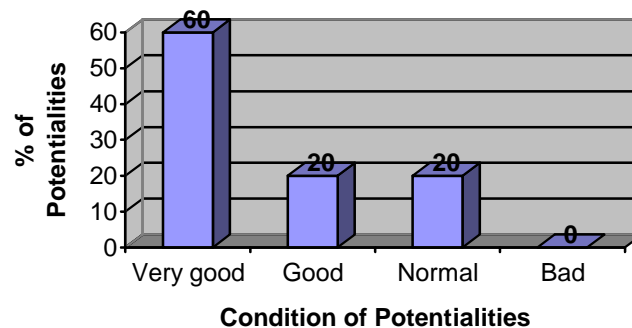
**Table 6.21 View of Tourist for Potentialities**

Response	Number of Respondent	Percentage (%)
Very good	6	60
Good	2	20
Normal	2	20
Bad	0	0
Total	20	100.00

*Source: Field survey 2012*

The table shows, views of tourists about potentialities of tourism. From the field survey found that 60% views are very good, 20% are good and 20% are normal in future, but not found in bad. So, the result shows bright future of tourism in Maipokhari area. But basic infrastructures should be developed as soon as possible in Maipokhari area.

**Figure 6.9.9 View of Tourists for Potentialities**



By the above figure, the potentialities of Maipokhari area is very good in highest 60%, good and normal found both are 20% and bad has not found. So, researcher found potentialities of rural tourism has bright future.

#### 6.3.4 Response of Tourists for local people and Culture(behaviour)

Hospitality is an important factor for tourism industry. It depends on people, culture and their behavior. It affects for the future time. If there is positively, potentialities were high and negative represents for bad. In this study found that, more (60%) tourists' felt good condition, but not found bad response.

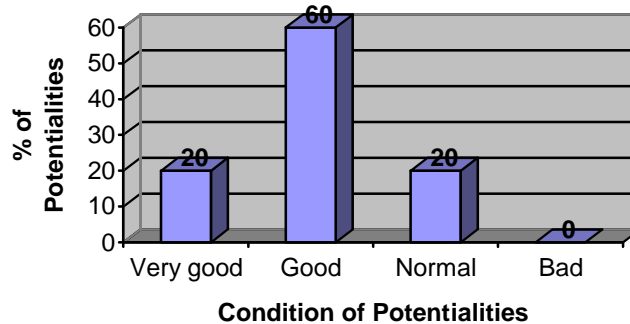
**Table 6.22 View of Tourist for Local People and Culture**

Response	Number of Respondent	Percentage (%)
Very good	2	20
Good	6	60
Normal	2	20
Bad	0	0
Total	20	100.00

Source:Field survey 2012

The table shows, views of tourists about local people and culture or behavior. Field survey found that, more tourists' response were good and less were very good and normal conditions. Which shown from the following figure.

**Figure 6.9.10 View of Tourists for local people and culture**



The figure shows, views of tourists about local people and culture or behavior. Field survey found that 20% views are very good, 60% are good and 20% are normal condition, but not found in bad. So, the result shows good condition in Maipokhari area. But hospitality should be done excellent condition for tourism in Maipokhari area.

### 6.3.5 Employment Opportunities

Tourism, being a service industry, creates various job opportunities to the local people. During the field visit local residents were asked about the potential tourism economic activities that can help generate employment opportunity for locals as well as other people. Most of the respondent reply that tourism can generate employment opportunities in hotels, restaurants and lodges comparatively than other sectors. According to local residents potential employment opportunities by tourism in Maipokhari is presented in the following table.

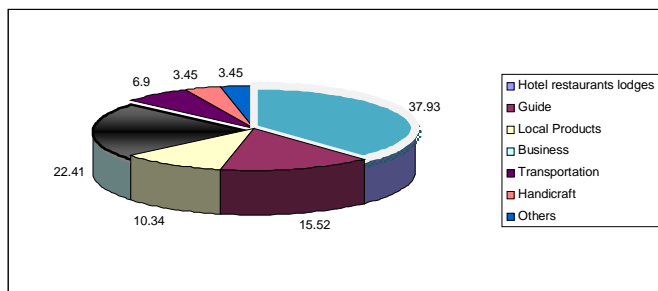
**Table 6.23 Potential Employment Opportunities Generate by Tourism**

S.N.	Particular	No. of Respondent	Percent
1	Hotel restaurants lodges	22	37.93
2	Guide	9	15.52
3	Local Products	6	10.34
4	Business	13	22.41
5	Transportation	4	6.9
6	Handicraft	2	3.45
7	Others	2	3.45
	Total	58	100

*Source: Field Survey, 2012.*

In the above table we can clearly understand the mainly tourism could generate employment opportunities in hotels, restaurants and lodges. Among the total sample population: 37.93 percent projection employment generation in hotels, restaurants and lodges by the tourism. Similarly, 10.34 percent projection in local products, 22.41 percent projection in business, 6.9 percent in transportation, 3.45 percent in handicraft items and remaining 3.45 percent projection in other activities. Therefore, above data clearly states that the potential employment opportunities were created by tourism in comparatively high in hotels, lodges and restaurants than other sectors.

**Fig 6.9.11 Potential Employment Opportunities Generate by Tourism**



The above figure shows that, generating employment opportunities. In the figure 37.93 percent employment generating in hotels, restaurants and lodges, 10.34 percent in local products, 22.41 percent in business, 6.9 percent in transportation, 3.45 percent in handicraft items and remaining 3.45 percent projection in other activities. Therefore, above figure clearly states that the potential employment opportunities were created by tourism in comparatively high in hotels, lodges and restaurants than other sectors.

## CHAPTER – VII

### SUMMARY, CONCLUSIONS AND RECOMMENDATION

#### 7.1 Summary

Tourism a rapidly growing and multifaceted smokeless industry in the world. Among different sectors of tourism, village tourism is a newly emerging concept that has been placing its own unique and special characteristics for the development of rural areas. Maipokhari has a sufficient, potentiality to develop tourism. More than 10 institutional organizations and many individual persons are conducting different activities in that region. It has various tourism products like sunrise and sun set viewing, scenic beauty, historical ancient things; natural gifted various stones, caves, dens, diverse animals and plants medicinal herbs and so on. The present study was carried out in Maipokhari with a view to find out the tourism activities, participation of local people and potentialities of tourism in that area. The major findings of this study are summarized below:

- The geographical setting of the study area is found to be diverse including terraces, slopes and flats. The climatic condition of this area is sub-tropical which is good all the time.
- Tourism activities of this area were found as a religious and cultural practices which are continuing at present. But according to this research, the participation of local people in tourism activities is not effective and sufficient at present.
- Ethnic and cultural diversity is the main feature of this area. Rai, Limbu and others cultural and traditional practices are unique.
- Horse riding, Biking mountaineering, Picnic Spot, research centre for agriculture farming, agro and cultural tourism, village tourism and etc can be the potential tourism products in this area in the near future.
- The major problems associated with development in the study area are Shortage of Drinking water, Electricity, lack of Security, Hotel and Lodge,

Advertisement and Publicity, Recreational Facilities, Transportation, Sufficient Accommodation Facilities, Sustainable Tourism Plan and etc.

- The survey found that maximum expected employment opportunities can be generated by tourism in hotels, restaurants, local products industry, tourist guide and more than people were benefited by the development of tourism in this area.
- Tourism awareness among locals is found to be sensible but at the interview time all of the sample population is willing to take part actively in tourism related activities. However, people are conscious to conserve about the existing tourism products in and around Maipokhari area.
- Local people seem to be very optimistic towards the development of tourism in near future. Local People's perception towards the futuristic pattern of tourism development in Maipokhari should be oriented towards the betterment of all irrespective of castes creeds and class having emphasis upon the poor and lower class community.
- According the local residents the prime attraction of Maipokhari area are Ancient and Historical things, various kinds of plants, different Himalayas views, different kinds of birds and others animals, hospitable behavior of local people etc.
- Most of the tourists visited to the study area are to be journalists, followed by teachers, students as a domestic tourists etc.
- Agriculture is the main occupation of the sampled population, whereas persons out of are engaged in this sector as a main occupation.

## **7.2 Conclusion**

From the above findings of the study, it is concluded that the there are more tourism activities in Maipokhari area. Similarly, main key persons are more activated but local people are not sufficiently involving in different tourism activities. Maipokhari has potentialities to develop tourism in the near future. It has unique products like historical things, cultural festivals, medical herbs, cash crops



farming, etc. Hospitable behaviors of locals, viewing of Himalayas, waterfalls etc. are the additional future of this area. Horse riding, mountain biking, handicraft and souvenirs industry, rock climbing, picnic spot and different cultural assets could be the potential tourism products in this area which can attract the domestic as well as foreign tourists in future.

The local people are not involved in more different tourism activities in this area. The key activators and related organizations were more active and responsible by awareness and involving them in every tourism activities. In same way, it has no sufficient basic infrastructure facilities that are essential for tourism development. Shortage of water, Lack of security, transportation facilities, lack of market, lack of hotel and lodge, lack of health service and sufficient accommodations are the main problems associated in the study area to drive the tourism in a sustainable way. To develop Maipokhari as a model tourism village first of all security should be provided and basic infrastructure facilities must be established and upgraded the present infrastructures in an integrated package. Thus, we can say that Maipokhari area has bright and wide prospect of tourism which shall be actualized to increase the income level of the locals. It can create more employment opportunities and one of the means to alleviate the rural poverty as well.

### **7.3 Recommendations**

After analyzing the facts and figures obtained from the field study, some important findings and conclusion are made. Those findings and conclusion reflect some issues that are to be judge and considered. On the basis of the conclusion and findings, recommendations are made to enrich the tourism in Maipokhari:

- Activators, Stakeholders and local people should conduct more effective, creative and benefited tourism activities to achieve success in village tourism in Maipokhari area.
- Participation of local people and hoteleers should be involved and be responsible in more tourism activities by key activators and stakeholder organizations through awareness, motivation, benefit sharing etc.

- Accommodation facilities should be upgraded in existing hotels and other hotel and lodge services should be extended in and around Maipokhari.
- The local level manpower should be trained so that they can provide services to tourists.
- Tourism awareness seems to be moderation among local people. So, the awareness building programs should be organized to make them aware and conscious about tourism and its products.
- Local culture and traditional practices must be preserved.
- Public property must be protected and conserved the tourism products around Maipokhari area.
- To promote tourism, the development of infrastructures, tourism plan and strategy are necessary. So, integrated package infrastructure facilities should be upgraded and established as soon as possible.
- At present, homestay facilities seems to be very low quality. So, accommodated to tourists facilities should be made available and upgraded the existing facilities in these households.

The existing trails up to Maipokhari from guesthouses should be constructed by step-stone pavedway and repair the guesthouses as soon as possible. Drinking water and electricity services should be provided to make these infrastructures beautiful and accommodated.

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