

CHAPTER-I

INTRODUCTION

1.1 Background of the Study

Nepal is a landlocked Himalayan country bordering India and China, with enormous cultural and natural diversity and tourism assets. The country has an area of 147,181 square kilometers or 0.1% of total land mass of the Earth. 83% of total area is covered by Mountains thus providing increased opportunities for nature based tourism and/or adventure tourism, including Trekking, Mountaineering, Rafting, Paragliding, Cycling, Wildlife observation and Bird watching and cultural experiences. Almost all of these activities take place in rural areas except cultural tourism in Kathmandu valley which hosts attractive art and architectural building and is listed as a UNESCO World Heritage Site (Cultural). Tourism development in Nepal dates back to the early 1936s following the successful ascent of Mount Annapurna by French mountaineer Maurice Herzog, and three years later the successful ascent of Mount Everest, world's highest peak, the Nepalese mountaineer Ten zingNorgay and Sir Edmund Hillary, a New Zealander. The major issue remains that the tourism income is not being shared by all parts of the country; it remains confined to the major trekking trails and destinations such as Everest, Lang tang, Annapurna, Kathmandu, Pokhara and Chitwan region, often referred to as the 'tourism triangle'. This has led to the tourism entrepreneurs and development workers to seek alternative ways on how to diversify the tourism benefits to other parts of the country as well in par with environmental conservation. Nepal's rural settings also provide a strong foundation to promote rural and/or village-based tourism because of its unique lifestyle, unspoiled culture and tradition. If marketed in an innovative way it can bring tourism benefits in the villages that are off the main trekking trails and help create off-farm employment.

Possessing eight of the ten highest mountains in the world, Nepal is known as one of the most visited adventure tourism destinations in the world. The mighty Himalayas, colorful mountains, and cheerful faces always attract the tourist. Nepalese are the ones who can smile even they are suffering from sorrows. The tourism industry employs 42% of the total working population, which depicts that most of the Nepalese are dependent on the tourism industry for their livelihood. Today, the responsible tourism

is practiced by the Government of Nepal to ensure that environmental degradation does not occur as a product of tourism activities (NTB, 2010).

The department of tourism was established in 1996 under the tourism development act, and the process went on after the establishment of the tourist service center and the Nepal Tourism Board (NTB). Nepal succeeded to get the membership of UNESCO (United Nations Educational, Scientific and Cultural Organization), thus some of the heritage sites are listed in UNESCO and hence are known to the outside world. Realizing the fact that that Nepal has a future potential in the tourism industry, the country further succeed to get the membership of the International Union of Official Travel Organization (IUOTO), South Asian Travel Commission (SATC), The Pacific Area Travel Association (PATA), and the American Society of Travel Agents (ASTA) (Bhattarai, 2003; 10).

Systematic tourism in Nepal started from 1966 with the establishment of a few hotels, and later on the tourism master plan put an emphasis on tourism development. Having realized the importance of the tourism industry as a major source of foreign exchange earnings, emphasis was given to promote tourism in Nepal and abroad and hence develop the travel agencies, hotels and infrastructures. In 2011, Nepal celebrated as a visit Nepal year aiming to receive one million tourist around a year. Many of the hotels are being upgraded and many are newly established to facilitate the tourist (NTB, 2011).

Tourism is making an effective contribution to the development of nations, by realizing the fact, His Majesty's Government (now switched to federal democratic republic) had declared the year 1998 as Visit Nepal 98 aiming to receive 0.5 million visitors but today, the country is celebrating another Visit Nepal year 2011 aiming to receive 1 million (double than 98) in order to further enhance the image of Nepal as a special destination for the visitors. To accomplish the program objectives, the various organizations and agencies both within and outside the tourism industry, has come together hand in hand to formulate a strategy to make Visit Nepal year succeed. Many infrastructures are being constructed to make the year successful (MOCTCA, 2011).

Nepal is known as the land of temples in which we can see gallery of ancient sculptures, paintings and architecture in large number. Kathmandu valley namely

Kathmandu itself, Bhaktapur and Lalitpur are regarded as a “long cultural museum” of Nepal. In the context of Nepalese art and architecture, out of ten world heritage sites of Nepal, declared by UNESCO, seven are located in those three cities and rest of them are located outside the valley. Man made art and architects of any country are valuable assets to the development of tourism in the country. Sculptures, drawings, paintings, architectures, arts, heritages etc, always attracts many tourists. So, Kathmandu valley and many other parts of the country are endowed with such arts and sculpture, which if properly developed and promoted, could be a major source of attracting visitors for a long time. So, Nepal is considered as a tourist’s paradise with infinite varieties of interesting and attractive destination. Prior to know the scenario of tourism development in Nepal, it is inevitable to know a brief account of country’s socio-cultural heritages and ecological divisions. Ancient history of tourism development in Nepal is not readily available in systematic writings. However, history of modern Nepal related to the Hindu and Buddhists pilgrimage can clearly reflect the situation tourism, before the unification of Nepal.

After the establishment of peace in Nepal, the number of tourist arrival increased by 2.3 percent in 2006. Three years interim plan (2064-2067) has a purpose to advertise the tourist destinations of Nepal in the world. Similarly, the government of Nepal will work by coordinating with World Tourism Organization (WTO), BIMSTEC, SASEC, and COSCAP for tourism development. In Twelve three year plan (2068-2070) has a purpose to reduce poverty by the expansion of tourism industry on the rural level and to increase economic growth and regional development by the creates of tourism employment. Second purpose of this plan had to tourism development by the improving means of airlines in national and international level (Pant, 2011).

After declaration of constituent assembly in 2064, the government of Nepal decided to celebrate “2011” as tourism year 2011. The government had taken target to bring 10 lakhs tourist in that period. But due to political instability that target could not be met year. The former minister Babu Ram Bhattarai announced "Visit Lumbini Year 2012". The main aim of "Visit Lumbini 2012" was to introduce Lumbini in national and international sector.

1.2 Statement of the Problem

Tourism is an important source of foreign exchange earnings, which contribute to generate employment and government revenue. It supports to the use of local product and the utilization of hotels and restaurants. It further supports to demand of goods and services, which promotes supply of production and give chances to improve the local industries. In Nepal, government revenue from tourism is created directly through airport departure and hotel taxes, licenses and fees levied upon those establishments which are directly, involved in the provision of tourism related goods and services. However, the revenue generated from tourism and tourism related agencies are unknown. There are no statistics on tourism revenue and employment, which directly affects on national planning and policy with regard to tourism in the context of Nepal. Natural beauty, cultural values and archaeological monuments are the main attractions to tourists in Nepal. With possession of such numerous attractions, the potentiality of tourism is very high in Nepal. However, the potentiality so far does not seem to have been exploited properly. Although Nepal has tourism potential is vast but factors such as air access, poor infrastructure and lack of appropriate marketing strategy have resulted in limited growth. A tourist arrival in Nepal is growing steadily. However, her place in world tourism is low. Even in comparison to the South Asian countries, which itself happened to be none too encouraging, Nepal has only a low position. Tourism industry give direct and indirect employment opportunities to Nepalese people but the tourism sector in Nepal has not been as developing as expected.

In many cases review of literature reveals that very little progress has been achieved in areas of tourism diversification, be it in terms of product or place, Tourism promotion and development is largely concentrated on urban area and a few of the historical religious sites outside of the Kathmandu valley. Almost all tourism activities are limited to Kathmandu, Pokhara, Khumbu region, Chitwan, Nagarkot and Lumbini. In addition, places like Malikarjun Temple, Sitala Lake, Gothikanda, Ghantaghar, Chameliya River, Mahakali Bridge and many types of gupha are not in access of tourists.

A series of general problems are several in the context of tourism development in the rural and outside of the valley (Kathmandu) area of the country. There are weakly developed access and local institution in the Darchula area. Lack of basic infrastructure, securities accommodation, local guides, knowledge and scientific thinking has seriously hindered tourism development in this area of the country. Similarly weak co-ordination between centre and local institutions. Little ability of the locals, persistent inequalities, low literacy rate of local people, lack of information are the some other major problems in this study area. In addition, the problems of environment pollution, mismanagement of conserve areas, spoiling the beauty and value of historic site by the tourist, and political instability has hindered make a good tourism development.

Research problem can be presented fallows:

- a) What are the problems and prospect of tourism in study area?
- b) What are the current trends of tourist inflow in the study area?
- c) What is the important tourist destinations related with the study area?

1.3 Objective of the Study

The basic objective of this study is to inquire about the problems and prospects of tourism in Darchula district. In addition, other specific objectives are as follows:

- a) To identify the problems and prospects of tourism in the study area.
- b) To analyze the trend of tourist arrival and status of local people in Darchula district.
- c) To explore the existing situation of tourism in Darchula.

1.4 Significance of the Study

The main purpose of the study is to promote tourism in Darchula district. The tourism industry is a backbone of economic growth in Nepal. According to Economic Survey (2009/2010) tourism contributes 2.1 percentages (Rs.11, 82, 68.00billion) in GDP up to January 2010. The proper resources allocation and its management are also very important. Tourism is one of the important sources of government revenue and

generation of employment. Tourism known as the smokeless industry. Tourism plays a significant role in the economic development of Darchula district. In this content the inflow at tourist and their activities play great significant, to earn foreign currency importance improvement of qualities of living standard at locals and contribution to GDP is the matter for enhancing tourism.

This study provides basic information and general guideline to the local people, tourists, hotel entrepreneurs, DDC profile and other agencies about the way to attain sustainable tourism and conserve historical heritage of Darchula. This research is important for the conserve and developed the Darchula as important tourism destination in future time.

1.5 Limitations of the Study

Every study has its own limitations due to the time and resources availability so the main limitations of the study are:

- a) This study is related to Darchula district.
- b) This study is mainly concerned with the existing and important tourist spots, tourism trend, prospects and problems of tourism in study area.
- c) This study is related to most important of Darchula district area so the finding of this study may not be applicable to all places of the country.

1.6 Organization of the Study

The present study is divided into three chapters: Chapter one is an introductory chapter, second chapter, deals with the review of literature, chapter third covers the research methodology.

For the first chapter of introductory part of the background of the study, statement of the problems, objectives of the study, significance of the study, limitation of the study and organization of the study.

In the second chapter of literature review includes. This chapter is sub divided seven sub title i.e. introduction, major tourist activities, current status of tourism in Nepal, program implementation mechanism, Tourism policy, impacts of tourism, problems of Tourism development, Prospects of tourism development.

In the third chapter of methodology into Research design, Nature and sources of data, sources of primary data, sources of secondary data, Tools and techniques of data collection, Universe and Sampling and Methods of data analysis and interpretation.

In the Forth chapter of contains an interpretation and data analysis of the data and presentation of results. This chapter provides comparison study of tourism places, details about the study area status of tourist and impact of tourism in study area.

Chapter five offers a summary and discussion of the findings, conclusions and recommendation & suggestions for future research.

CHAPTER- II

LITERATURE REVIEW

Scientific research must be based on past experiment and based upon past knowledge. Many studies to get true result. We find out exact or reliable data. Contemporary situation of tourism in Nepal, gradually improvement of tourism. It has greater potentiality and prospects to develop tourism in Nepal. In order to make study more reliable and comprehensive few available journals, articles, bulletins, reports survey, book, published/unpublished PhD dissertation and master thesis have been reviewed.

2.1 Introduction

Tourism has been the major source of revenue in Nepal. The country in the Kingdom in the Himalayas is known in an international arena as a prime tourist destination due to its natural beauty, unique culture and innumerable unique tourist destinations. Through small development of the tourism sector, the country can benefit by generating foreign currency and employment opportunities, and hence contributing to the overall development of the nation's economy (Christie, 2008).

Tourism is vitally one of the most important factors of the world economy today accounting for more than ten percent of the global spending. Tourism has been the largest and fastest growing industry in the world so it is now further divided into small components depending upon the choice of people. Tourism is not only the source of foreign currency exchange; it is also the way of understanding the people and culture of the rest of the world. Tourism in Nepal is developing as a major employment generator with forty-two percent of total employed people inside the country. It is necessary today to maintain the potential for the future generation on the host region or destination country as it is being degraded elsewhere. The small development in tourism in the particular region can benefit the local people so the Government of Nepal should focus on promoting the tourism and at the same time, they should keep in mind about the future generation. Therefore, it has been compulsory to know about the sustainability of the host region from which the region can benefit the economic growth.

Possessing eight of the ten highest mountains in the world, Nepal is known as one of the most visited adventure tourism destinations in the world. The mighty Himalayas,

colourful mountains, and cheerful faces always attract the tourist. Nepalese are the ones who can smile even they are suffering from sorrows. The tourism industry employs 42% of the total working population, which depicts that most of the Nepalese are dependent on the tourism industry for their livelihood. Today, the responsible tourism is practiced by the Government of Nepal to ensure that environmental degradation does not occur as a product of tourism activities (NTB, 2010).

Definition of Tourism

The evolution of tourism industry dates back to ancient times. Travelling in the remote past was mandatory because the survival and the very existence of primitive man depended upon it. The advent of civilization brought about a change in human perception and the focus of travelling shifted from one of necessity to a desire an adventure. The Austrian economist Hermann Van Schullard gave the first definition of Tourism in 1910. He defined tourism as “the sum total of operations, mainly of economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or region.” The inquisitiveness of human psychology is the foundation of tourism. During the early human history, men may have travelled under compulsion primarily to satisfy their biological needs such as food, shelter and security. “Historical records reveal that people used to travel for reasons other than compulsion. The motives for travelling have changed. People started to travel for trade, conquest, pilgrimage, curiosity, knowledge and pleasure” (Satyal, 1999; 6).

“The rapid growth and development of the means of transport and communication has made the whole world practically one neighbourhood and made travel possible for millions of people who less than a century ago, would have considered a few hundred miles a very long journey” (Shrestha, 1999: 2).

Tourist as people who "travel to and stay in places outside their used environment for more than twenty four hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (UNWTO, 2010).

New international dictionary defines ‘tourism’ as such “travelling is recreation” and means other things comprise activities of the human’s beings. So tourist is one who

makes a 'tour' or a sight-seeing traveller. Here 'tour' signifies a round or a prolonged journey from place to place for recreation or pleasure (Satyal, 2000).

Tourism is the temporary movement of people to destinations outside their normal place of work and residence, the activities under taken during their stay in those destinations and the facilities created to cater to their needs (Kunwar, 2006).

All the above definitions and discussions bring out the two main aspects the first is the purpose of travel and their second is the time limit. In this sense, we can say in the conclusion:

-) Tourism arises from a movement of people to various destinations.
-) The journey to the destination and activities at the destinations.
-) Tourism is an economic activity.
-) Tourism is the creation of leisure for the purpose of pleasure.

The urge to explore new and seek a change of and experiences is not new rapid development in the means of transportation and communication has made the whole world practically one neighbourhood and has made an easy affair property, leisure, coupled with the quest for pleasure and recreation are the principle motivating factors which sustain the development before industrial revolution (1760-1840) travel was mainly a matter of seeking knowledge, engaging in trade and commerce and undertaking pilgrimage. The industrial revolution caused technological changes, which influence in the social, political, economical and cultural life of human being. The industrial revolution has brought the change in the sector of tourism with the power driven machine. The consumption of such power driven machine attracts tourists from one place to another to full their expectation and desire of entertainment (Upadhyay, 2008.)

In fact, the rapid growth of tourism industry started in the world after Second World War In recent years; tourism is regarded as the world's biggest and fastest growing industry in all over the world. The invention of modern means of transport, liberal policy of the government feelings and need of economic development through new and alternative sources of foreign exchange, the rapid growth of population, the increasing interest and desire of the people to know the different culture, tradition, life

of the people and different places of the world etc; are the major factors to promote tourism. Increasing accommodation facilities and discovery of jet travel may be the secondary factors to promote it. The scientific and technical advancement along with material prosperity accompanying high standard of living, higher level of education and effective media made travel attractive for the people of the world.

Tourism is one of the major sectors of Nepalese economy. It also plays vital role in the process regional development of an economically backward region. Nepal is poor economically but it is rich in its natural beauty, cultural heritages and historical monuments, which are the great attraction for the visitors from all over the world. We proudly say Mount Everest, the highest peak of the world and the Lumbini, the birthplace of Lord Buddha is more significant and unique fascination of tourism in Nepal. However, very little scientific approach has been adopted to develop tourism industry, which could contribute manifold ways to enrich Nepalese economy. In this regard, we have been unable to develop sufficient required infrastructure in the country till now but only a little efforts have been made in this sector (Dhital, 2009.)

Nepal is one of the richest countries in the world in term of natural and cultural diversity. The mountainous north has eight of the world's ten tallest mountains including the highest point on earth; Mount Everest called Sagarmatha in Nepal. It contains more than 240 peaks over 20,000 feet (6,096m) above sea level the fertile and humid south is heavily urbanized, by some measures. Hinduism is practiced by a minority faith in the country is linked historically with Nepal as the birthplace of the Buddha. Many Nepali do not distinguish between Hinduism Buddhism and follow both religious traditions (Pant, 2011).

Review of Past Studies

Pradhananga (1993) in his PhD dissertation on the topic has identified that Nepal has not been able to manage the market on a sound and professional basis. The study also highlighted the growing environmental problems especially in Kathmandu, Pokhara and Khumbu region. Preservation and development of tourist resources are major problems in this sector. The study recommends that unless Nepal address these issues, sustained development of tourism will not be possible. The whole industry needs to develop on a professional basis since in is industry one has to complete an

international level. The study has shown the paucity marketing efforts of Nepal. In this respect, Nepal must break the shackles of complacency of an appropriate and sound manner as per the needs and potentials markets. Finally, the study concludes that the requisite attention to develop and sustain the industry must be provided immediately.

Upadhyay (2008) has described rural tourism, its problem and prospects in detail. The book has been prepared with the contribution of well known and experiences of scholars and entrepreneurs. This book is very useful all national as well as international researchers, policy makers and every person who wants to study about rural tourism.

Upadhyay (2008) has explained about history pilgrimage. He also highlights that it was pilgrimage quest and led Nepal to be an important destination for travellers. The Indian emperor Ashoka visited Lumbini, the birthplace of Gutam Buddha in 249 B.C. It was followed by fa-hien in 430 A.D and hiuentsiang in 636 A.D. similarly the Japanese, Buddhist scholar ekikawaguchi visited Nepal during late 9th century (1899 A.D.)

Bhusal (2010) has identified the problems and prospects of tourism destination in Parbat district. Her study also shows that 65% of sampled population is not interested in tourism industry .in short, it can be concluded that there are number of problems, challenges and constraints in front of village tourism development in Parbat district. It gives the useful guidance for problems and prospects of tourism in Darchula district. She recommended if tourism destination of Parbat district are linked with famous tourism destination “Pokhara” development of tourism success. Also give some guidelines to plan makers of tourism and additional researcher to development of tourism in Parbat district.

Upadhyay (2011) showed the objectives and strategies of Nepal tourism 2011, were well structured and define. However, the campaign faced some challenges in the implementation process. A major challenge was the frequent change of ministers, secretaries and CEO of Nepal tourism board (NTB) government of Nepal.

Kurmi (2012) has identified the problems and prospects of tourism in Kapilvastu district. During the field survey, the researcher has selected 29 tourists for the

interviews. In Lumbini district different groups of people live. There are many opportunity to develop the tourism sector in Lumbini district. Where demand of tourist were not fulfil, Lack of government police, many types of pilgrims was hidden. His thesis make support the tourism destination and culture should be develop and conserve, it is main backbone of economic development.

2.2 Major Tourist Activities

Rural Tourism

Nepal where major chunk of area is occupied by villages has tremendous potential in rural tourism. Its main aim is to link Village Development and Sustainable Tourism through the generation of income, employment and local markets for agricultural products and handicrafts. Other objectives include the provision of incentives for forestation and nature conservation and the creation of a global family through the encounter between rural Nepalese people and foreign tourists during village home stays, resulting in mutual understanding and learning (NTB, 2008).

Mountain Climbing

With eight of the highest peaks in the world, Nepal has been the focus of some of the most outstanding achievements in the world of mountaineering. For many decades, the dauntless icy peaks have posed as challenge to those who dare. There are some 326 peaks in Nepal open for mountaineering today (NTB, 2008).

Trekking

Nepal offers excellent trekking options to visitors from the easy walking excursions to the strenuous climb of the snowy peaks. The most rewarding way to experience Nepal's natural embellishment and cultural assortment is to walk through the length, breadth and the altitudes of the country. Trekking in Nepal is a big part of the ultimate Himalayan adventure and a majority of tourists have trekking as a part of their itinerary (NTB, 2008).

Mountain Flight

Only awe-stricken silence can come close to matching the experience of going on a mountain flight to encounter the tallest mountains on earth. Mountain flights offer the closest possible aerial views of Mt. Everest, Kanchenjunga and the Tibetan Plateau.

Mountain flights appeal to all category of travellers and have become a popular tourist attraction of Nepal (NTB, 2008).

Rock Climbing

For all those cliff hangers out there, Kathmandu offers a roster of stone-walls that make for an experience of a lifetime. Now of late, Rock climbing has become a popular sport in Kathmandu, which offers some terrific places for rock climbing. Nagarjun, Balaju, Shivapuri and Budhanil Kantha are some of the places where you can try this sport (NTB, 2008).

Rafting

Rafting is one of the best ways to explore the typical cross section of natural as well as ethno-cultural heritage of the country. There are numerous rivers in Nepal, which offer excellent rafting or canoeing experience. The best time for rafting is from October through mid-December and March through early May. In winter, hypothermia may be hindrance to some (NTB, 2008).

Hot Air Ballooning

Hot air ballooning is very popular with tourists for it affords the most spectacular bird's-eye view of the Kathmandu valley and the Himalayan ranges towering in the background. On a clear day it is a superb way to view the Himalayan (from over 6000m up), and the view of the valley is equally breathtaking (NTB, 2008).

Bungee Jumping

The ultimate thrill of a bungee jump can now be experienced in Nepal at one of the best sites that this sport can boast of anywhere in the world. Nepal's first bungee jumping site is situated 160m. Over the Mahakali River and Chulani River, inviting tourists to experience the ultimate adrenaline rush in the surroundings of this amazing place. The jump, at 160m., is staffed and operated by some of the most experienced jumpmasters in the business (NTB, 2008).

Paragliding

Paragliding is a relatively new adventure sport in Nepal. Gliding is a weather dependent sport and the flying season in Nepal commences from November through February, the best months being November and December. By virtue of its latitude

and monsoonal climate, the tree line in Nepal is at an incredible 3,900 m above sea level (NTB, 2008).

Ultra light Aircraft

Ultra light aircraft take off from Pokhara and offer spectacular views of the lakes, mountains and villages. This is an ideal way to see life from a new perspective. The choice of Pokhara Valley for ultra-light aircraft is appropriate chiefly because of the proximity of the mountains, and the scenic lakes. Flights are from the Pokhara airport beginning September through June. The flights take place from sunrise to 11 a.m. and from 3 p.m. to sunset every day during these months (NTB, 2008).

Mountain Biking

Nepal offers a challenging and pleasant scenic ride from the tropical plains of Terai, mid-hills, mountainous terrain and its lush valleys to the arctic climate of the high alpine region. The only way to discover these hidden treasures and its warm ever-smiling people is on mountain bikes. Mountain bikes are available for rent by the day or longer in many of the bicycle rental outlets in Nepal and around the city (NTB, 2008).

Jungle Safari

National Parks located specially in the Terai region in Nepal attract visitors from all over the world. A visit to these parks involves game- stalking by a variety of means- foot, dugout canoe, jeep, and elephant back. One is bound to sight a one – horned rhino or two at every elephant safari. Besides the rhinos, wild boars, samburs, spotted deer, sloth bear, four-horned antelope are also usually seen (NTB, 2008).

Bird Watching

Nepal is a paradise for bird lovers with over 646 species (almost 8% of the world total) of birds, and among them almost 360 hundred species are found in Kathmandu Valley alone. The most popular bird watching spots in Kathmandu are Phulchoki, Godavari, Nagarjun, BagmatiRiver, Taudaha and so on (NTB, 2008).

2.3 Current Status of Tourism in Nepal

Tourism is making an effective contribution to the development of nations, by realizing the fact, His Majesty's Government (now switched to federal democratic

republic) had declared the year 1998 as Visit Nepal 98 aiming to receive 0.5 million visitors but today, the country is celebrating another Visit Nepal year 2011 aiming to receive 1 million (double than 98) in order to further enhance the image of Nepal as a special destination for the visitors. To accomplish the program objectives, the various organizations and agencies both within and outside the tourism industry, has come together hand in hand to formulate a strategy to make Visit Nepal year succeed. Many infrastructures are being constructed to make the year successful (MOCTCA, 2011).

TABLE 4.3.1

Arrival of tourists in the last two years (adapted from NTB, 2011)

Indicators	2009	2010	Difference (%)
Air	379,322	448,800	18.3
Land	130,634	154,067	17.9
Total	369,956	602,867	18.2

The above-mentioned table 1 shows the arrival of tourists in the last two years, and the difference between them. The table depicts that the number of visitors is increasing and the Government of Nepal has an ambition to receive 1,000,000 tourists in 2011 as it is being celebrated as a visit Nepal year 2011. The first month of the year shows the great hope for the tourism enterprises. The country welcomed 32,914 tourists in January 2011 with the gain of 26.2 percent compared to the same month last year. The Government of Nepal has targeted two neighbour countries as major visitors during the year. Despite the poor performances of Nepal Airlines (National Flag Carrier), many other airlines have upgraded their flights and increased the frequencies along with China Eastern and China Western. During the first month of the year, Nepal receives 35.5 percent and 79.6 percent more than last year from India and China respectively (NTB, 2011).

2.3.1 Program Implementation Mechanism

The Nepal Tourism Board will in coordination with social organizations and educational institutions conduct programs on local levels to enhance the local awareness towards tourism. Local bodies' involvement will be emphasized in

developing new tourism spots. Below are some implementation mechanisms, which will be conducted.

With the initiatives of the Nepal Tourism Board and involvement of non-governmental bodies' publicity and promotion, works will be finding and carried out.

To offer the health care and communication service while travelling in a rural area a mechanism will be set up for registration at several points, which allows the travellers to get in contact with other parties or local authorities.

To rise up the collective voice and the monitoring of an umbrella organization in cooperation with local agencies will be made.

Satellite based navigation system for aviation safety will be graduated in all airports through civil aviation authority of Nepal. For the conservation of physical infrastructure and heritage sites participation of local women and backward community will be focused (Bhattarai, 2006: 137).

In 2001, the Government of Nepal-Ministry of Culture, Tourism and Civil Aviation has launched a program called Tourism for Rural Poverty Alleviation Program (TRPAP), with the technical and financial support of the United Nations Development Program (UNDP). This program is operating in forty-eight village development committees within three districts. The main goal of this program is to help women and backward communities in the rural villages. Rural Nepalese women are still considered only as homemakers; they just take care of their children and look after their house. So this program has been offering training to those women and backward community in various fields, for instance, trekking guiding, food and beverage service, cooking and baking and other English language courses. Today this program has made many achievements. The local people are self-supporting and women are not considered only as homemakers.

2.3.2 Tourism Policy

The development and extension of rural tourism not only creates employment but also helps in creating a steady regional balance. The Government of Nepal has a policy-making authority and enforces the policy into practice. By realizing the fact that the government can benefit from foreign exchange earnings, the tourism policy has been made. The tourism policy is directed towards the sustainable development and promotion in the proper market segment (Bhattarai, 2006; 138).

Tourism policy (2009) has mentioned that Nepal as an attractive beautiful and safe destination in the international tourism map. The policy aims at increasing employment opportunity for livelihood, increasing economic growth along with contribution to tourism activities and enterprises of tourism sector such as airlines, hotels, travels and tours, the policy emphasizes on domestic villages sport education agro and health tourism.

Of the total number of tourists visiting Nepal between the periods of January 2012 and January 2013, 43.30% of them came for tours and travels, 13.59% for trekking and mountaineering, 12.76% for religious trip, 4.09% for recreation, 3.15% for trade, 3.85% for official visits, 1.71% for meeting and seminars, 0.22% for rafting while 14.99% came with other purposes.

During this period, among the five countries with largest number of tourists' arrivals, 20.60% were from India, 8.90% from china, 7.80% from SriLanka, 6.0% from USA, and 5.0% from UK. For the same period in the previous fiscal year, 20.0% tourists came from India, 8.40% from china, 8.10% from SriLanka, 5.70% from USA, 5.0% from UK.

A total of 1,700 skilled manpower were produced including 228 through academic courses, and 1,472 through training programs in the tourism sector in FY 2011/2012, while 201 skilled human resources was generated from academic courses and 1,124 from training programs totalling 1,325 more skilled human resource by mid-march, 2013. The total number of human resource produced so far by the Academy stands at 33,535.

Foreign exchange earnings during FY 2011/2012 grew by Rs. 5.39 billion reaching Rs.30.70 billion as compared to its previous fiscal year. In the first eight months of the current FY 2012/13, foreign exchange amounting Rs.21.35 billion was earned. This amount is 38.2% of foreign exchange earned from the total commodity exports, 18.4% of foreign exchange earned from the total exports, of goods and services and 4.8% of the total foreign exchange earned during the period.

(MOCTCA, 2010) expanded and extended the tourism activities across the nation. The government of Nepal has declared year 2011 as "Nepal tourism year-2011." The

main goal of the campaign is to achieve one million tourists annually. Since the campaign focuses on overall tourism, development it aims to see at least 40 percent of the arrivals beyond the present tourism sites. The other objectives of the campaign are to improve and extend tourism related infrastructure in existing and new tourism sites, enhance the capacity of service providers, build community capacity in the new areas to cater to the need of tourists. The campaign equally gives emphasis on promotion of domestic tourism for sustainability to tourism industry, co-ordination for infrastructure enhancement and development, product improvement and expansion, national and international publicity, enhancement of community capability, up gradation of service quality etc.

Three Years Interim Plan (2010-2013), has high priority to tourism development so as make this sector a building block of the economy. It has emphasized on tourism diversification that would contribute for balance regional development in the country. The plan has focused on rural tourism in order to raise the standard of living of rural people. It has introduced the concept of integrated tourism infrastructure development which is carried by the respective sectorial ministries. The plan has a policy to encourage the youth and the people from backward communities, women and the rural poor to participate in tourism related awareness and employment oriented trainings and skill development and capacity development programs. It has been a challenge is to enhance contribution to tourism sector in natural economy by promoting international and domestic tourism through development of internal and national air services and urban and rural tourism destinations.

The NTY 2011 also puts emphasis in exploring new tourism potential market segment, promoting tourism brand “Naturally Nepal on is not enough” connecting Nepal by air with both regional and emerging markets, lobbying sufficient resources to improve/expand tourism activities attracting and encouraging investment in tourism facility, developing human resource for capacity building, lobbying with the government for effective policy intervention promoting domestic tourism by endorsing level travel concession to the government employees, and organizing major sports with tourism association and stakeholders. The government is placing high priority to tourism sector in its economic development policies. In this regards, the government of Nepal launch a national tourism campaign “Nepal Tourism Year

2011” with a set target of capacity building for one million international tourist by the year 2011 with the badge of adventure destination glittering and the adage “Atithi Devo Bhava” reflecting “Pahunakoswagatsatkar, Nepalikosanskar.”

Tourism has been playing a vital role for the nation’s development, so it is necessary to link tourism with other sectors, for instance, the participation of the local community, other private sectors and some educational institutions. Tourism creates employment opportunities by the utilization of local skills and knowledge and consumption of locally produced goods and services. By realizing, the fact that tourism has been one of the major sources of revenue generation there is a need to expand the tourism industry within the nation or internally by improving the natural, social and human environment. The opening of hotels, motels and restaurants are the easiest way to have an own business in Nepal. Due to the lack of supervision, these highway hotels and motels are offering cheap quality and the hospitality has not been so good, that is why there is a need to improve the hospitality offered. Once, the Customer is disappointed he/she will not come back again. Basically, a policy is a course of action or, in other words, it refers to a guiding principle. A clear policy helps to achieve targeted goals as it offers the certain time, rules, and regulations. The government of Nepal in cooperation with the Nepalese Chamber of Commerce has set some policies for the tourism development. According to the Nepalese Chamber of Commerce, the private sector participation is required for the development and diversification of the goods and services, whereas the government will direct the development of infrastructures. Both of them agreed to make strong and dependable tourism arrangements to ensure the safety for domestic as well as international tourists. During the peak season from the beginning of October to the end of December, the airplanes are totally booked in advance so there is a need to aid some flights. Here are some further policies made by the government of Nepal and the Nepalese Chamber of Commerce.

-) Priorities will be given for the development of infrastructures such as roads, hospital, and communication with the coordination of related authorities.
-) Existing tourism organization and infrastructures will be upgraded and establishment of new goods and services will be focused.
-) To facilitate the cultural tourism, historical pilgrimage trails will be renovated.

-) The effective marketing policy and competitive promotion will be launched.
-) Implementing the program such as environmental protection, waste management and alternative energy with the local bodies.
-) The survey, research and protection of archaeological sites of national important will be carried out.
-) Legal protection will be guaranteed for the creations of creators and focus will direct towards the new talents.
-) Improvising of the satellite-based communication and flight aided system to make air transport risk free.

2.4 Impacts of Tourism

Tourism reaches into the varied aspects of Nepalese life and it generates employment opportunities and helps in the promotion and conservation of art and culture. The tourism industry is a major source of earning foreign currency and generating revenue. Tourism has both negative as well as positive impacts on the local environment and host community. It can be further divided into three components: economic, social and environmental. The impacts of tourism and they are commonly linked with each other. When tourists visit some places obviously, they spend some money and hence there is a need for local goods and services, which offers the employment for local people and can generate the income. Similarly, during recent days many vast infrastructures and theme parks are being constructed, which may create environmental problems. In the developing countries in South Asia, the visitors could enjoy the nightlife in dance restaurants, discos, and bars but at the same time, these are creating child prostitution in those countries and have been major problem for years. Tourism also promotes the gambling in the forms of casinos, which also develops bad habits among the youth (Bista, 2009: 26).

2.5 Problems of Tourism Development

Despite of the vast development of the tourism industry there are always various obstacles and constraints. This is not only visible in tourism industry, behind every

story of success there are always hidden problems and constraints. Below are some outlined problems and constraints faced by the tourism development in Nepal.

Lack of coordinated tourism planning: The tourism master plan in Nepal has been made in 1972 some 40 years back; nevertheless the government of Nepal has celebrated a campaign called visit Nepal year 1998 and again in 2011 but still coordination between tourism organizations is missing (Dangi, 2006).

Failure to diversify tourism products: The country has the potential in tourism industry but the diversification of destinations and products are yet not completed. The tourism destinations are located in the city area, however, the concept of home stay and rural tourism is now developed but not sufficient for parallel tourism developments (Dangi, 2006).

Lack of local awareness: Two visit Nepal years have gained the attention of Nepalese people but has not been the same always. To develop the nation as one of the most visited tourist destinations, awareness programs and trainings have to be offered to the local people in the host community (Dangi, 2006).

Lack of professionalism: Tourism in Nepal has not yet been treated as a profession although there are several universities offering the degree program in tourism. Due to the lack of skilled work force, the tourism business is done based upon their experience (Dangi, 2006).

Lack of market research: The research has to be done frequently to know the current market situation of tourism but due to lack of a monitoring body, the research is not done frequently. To make the future policy it is necessary to know the previous market situation (Dangi, 2006).

Lack of overseas information centres: On the major markets, there have to be some information centres but the government of Nepal does not have even a single information centre abroad. The Embassies and consulates are working as an information centre abroad (Dangi, 2006).

Lack of competitive budget for international promotion: This has been a major problem for tourism marketing. The government of Nepal does not allocate the national

budget for the development of tourism, which pushes the nation back and means that it cannot compete the neighbouring countries (Dangi, 2006).

Lack of accessibility: Nepal is a land-locked country so there is no connection of water transportation. The country receives 90 percent of its total visitors by air, and 10 percent by land through the Indian and Chinese boarder in the north. The country does not have even a single direct flight outside Asia. Due to the limitation of air seats, some of the visitors have to merge their destination somewhere else (Dangi, 2006).

Problems of tourism in Nepal can point out as mentioned below:

-) Essential services for foreign tourists should be made available on time; however, in the absence of adequate information and failure to establish a network amongst hotel, travel and tour operators within the country, tourists have to bear additional hassles. Furthermore, there is an inability to develop a network of reliable air services that enables tourists of various countries intending to come to Nepal to be able to come to Nepal directly.
-) There is an inability to identify tourist destinations, and utilize, as an opportunity, the possibility of integrated and coordinated development of infrastructure in the identified regions; moreover, judicious sharing of benefits has also been found to be challenging.
-) In the absence of availability of local products, benefits obtainable from the consumption of services and goods by tourists have not been achieved to the anticipated extent; in addition, operation of tourism activities in an eco-friendly manner has also become a challenge.
-) In the absence of proper trainings to the human resources involved in tourism sector, quality services and maximum benefits there from as well as the expansion of services and facilities have not been achieved.
-) Though there are ample possibilities and opportunities of tourism promotion, it has become a challenge to transform these into means of income by developing them up to the appropriate level. There has been a failure to initiate sustainable development programmes, by assessing the achievement of tourism programmes for rural poverty alleviation.
-) Heritage preservation could not be made effective due to lack of sufficient resources, statistics and information's.

-) Since partners of tourism sector, such as governmental, non-governmental and private investors, are involved more in promotional activities rather than in infrastructure development, this sector has not been able to received priority for investment.
-) It has become a challenge to operate the reconstruction and expansion of the infrastructures (airports) damaged during conflict, owing to lack of resources.
-) Although it is clear that the development of tourism sector cannot be sustainable in the absence of involvement and active participation of local bodies, effectiveness in responsibility, ownership and coordination has not been materialized, due to the failure to provide for managerial, policy and legal provision in this regard.
-) There is a lack of coordinated activities between the agencies directly involved in infrastructural development, such as road, drinking water, electricity and communication.

2.6 Prospects of Tourism Development

The history of tourism in Nepal can be traced back to the legendary period when the Kathmandu Valley was believed to have been a huge lake. The legend goes that Manjushree, a Chinese guru, visited the valley and let out its water to make the valley inhabitable. For centuries, Nepal had been on a trade route between India and China, making it a hot spot for businesspersons of the two neighbouring countries. Nepal was almost closed to the western world prior to 1936, except for limited arrivals of diplomats and religious envoys.

After the dawn of democracy in 1936, Nepal started to develop different aspects of its social, economic and political life. The decade of 1936 was instrumental in opening up the country to foreigners, thus laying the foundation of tourism in the country. Tenzing Norgay Sherpa of Nepal and Sir Edmund Hillary of New Zealand successfully ascended the world's highest peak Mount Everest on May 29, 1953. The event helped promote Nepal as a mountain tourism destination in the world.

The first official record of tourist arrivals in Nepal dates from 1965 with 6,179 arrivals. This number has crossed 800,000 in 2012. Possessing eight of the 10 highest

mountains in the world, Nepal is a hotspot for mountaineers, rock climbers and people seeking adventures. Nepal is still popular as an adventure destination as 35 per cent of the tourists in 2012 visited Nepal for trekking and mountaineering.

Tourism is the largest industry in Nepal and the largest source of foreign exchange and revenue. Foreign exchange earnings from the travel trade jumped 29.5 per cent in the first six months of the fiscal year 2011-12. According to Nepal Rastra Bank (NRB), income from the travel trade sector rose to Rs. 17.49 billion during the period against Rs.13.51 billion previously.

Nepal has huge possibilities in tourism. Nepal is famous for its natural beauty: the world's highest peaks, national parks rich in flora and fauna, snow-fed rapid rivers, unique trekking routes, magnificent lakes and friendly people. Nepal is also rich in its cultural and religious diversity. Having seven UNESCO World Cultural Heritage Sites in a distance of 22 km in the Kathmandu Valley itself proves the rich heritage of Nepal. The ethnic and culture diversity of Nepal is unmatched for its size in the world map. 125 caste/ethnic groups speak 123 different languages and follow 10 different religions in Nepal. The climate of Nepal is generally pleasant for tourists from all over. Above all, the warm hospitality and friendly nature of the Nepali people beckon tourists to visit Nepal repeatedly. The record of 170,325 tourists who have visited Nepal more than once in 2012 supports this.

On the other hand, we need to be careful of some obstacles in rapid tourism development. Improved land and air transportation helps us to cater to busy tourists in many fascinating but remote destinations. Nepal needs to develop its basic infrastructure like transportation and accommodation to serve more tourists every year. Having only one international airport in the country limits our air connectivity with the world. Unpredictable political strikes and closures jeopardise the tight schedule of tourists, causing tour cancellations and changes in the length of their stay in the country. Similarly, ineffective marketing of our tourist destinations and poor customer service have their own negative impacts in tourism development.

Tourism is a very sensitive service sector, and many factors easily affect it. Long hours of power cuts in the country have a negative impact to tourism as in other

sectors. There are also concerns of safety and hygiene in the tourism sector. Improved customer care practices can win the hearts of tourists for better business in future. Disturbing airline safety records and some tourist unfriendly policies need to be taken care of to see tourism grow in Nepal. Not to forget is the negative effects of unionization in the tourism industry. Some renowned and old hotels have closed down recently due to unmanaged issues with the workers' unions.

Despite these hardships, the tourism industry has several opportunities in Nepal. The geographic location itself is a huge plus point for Nepal. Tourists visiting India and China can be easily attracted to Nepal provided there is effective marketing. New adventure sports can be developed in Nepal in addition to the present services of trekking, mountaineering, rafting, canoeing and jungle safari. Many unexplored regions of Nepal are yet to be identified and developed for tourists.

The unique centuries-old amalgamation of the world's two ancient religions - Hinduism and Buddhism - puts Nepal as the centre of spirituality. The Himalayas have always been considered the seat of spirituality since ancient times. Nepal can certainly benefit from the tourism sector when the World Tourism Organization (UNWTO) forecasts that international tourism will grow at an average annual rate of 4%. Tourism spreads its benefits to diverse sectors of Nepalese life directly and indirectly. It creates jobs for people from the central to the grass-roots level. Tourism also helps to promote and conserve the art and culture. Tourism growth increases economic activities, and economic growth in turn facilitates in the expansion of tourism activities in the country. Thus, a policy should be focused on developing the tourism sector in order to achieve high economic growth.

2.7 Conclusion

SWOT stands for strengths, weaknesses, opportunities and threats and is the way or technique to understand the situation of business venture, tourism organizations and tourism development within a nation. Nepal, a growing destination in the world has a future potentiality in the tourism industry as nation that possesses the eight highest peaks out of ten in the world. The unique cultures, magnificent views, paradise for beautiful scenes attract the visitor to visit the nation that is why the government of

Nepal should point out its strengths, weaknesses, opportunities and threats and market in the international arena.

Strengths

After the end of Nepal's people's war in 2006 against the 236-year-long constitutional monarchy, the nation became the Federal Democratic Republic of Nepal. The peace process has been an encouraging factor for the tourism development as the nation gets international attention.

Possessing eight of the ten world's highest peaks in the world has been the first choice destination for adventure seekers.

-) Fast flowing rivers, Himalayan glaciers, multi-cultural, multi-linguistic and unique architectures attract the visitors.
-) Having four world heritage sites, religious sites and national parks, Nepal is known for its own unique hospitality.
-) The participation of the government encourages the people to market tourism.
-) Rich in natural resources, bio diversity and presence of several floral herbs attract the eco-travellers to visit (Chitrakar, 2009: 26).

Weaknesses

-) Despite the huge interest in tourism, the two neighbouring countries have been a major competitor with vast development and excellent infrastructure.
-) Nepal is known as a "low-cost destination" with the development of infrastructures, and organized tourist offers the nation can benefit from foreign exchange earnings.
-) Limited investment in tourism, traditional infrastructures, limited air connectivity and poor coordination have been major problems.
-) Poor hospitality offered by small hotels and motels and no direct connectivity from Europe and America have been weaknesses for Nepal's tourism.
-) Limited participation of private sector and lack of knowledge.
-) Inadequate safety regulation and traffic congestion (Chitrakar, 2009: 26).

Opportunities

-) Growing demand for adventure travel
-) Government emphasis on tourism development

-) Developed community-based tourism
-) Restored political stability after the peace agreement between the major political parties
-) Development of new tourism themes, such as, health care tourism, educational tourism and business tourism.
-) Being a member of WTO helps the nation to reach the global economy.
-) Employment opportunities for local people and the visitation of area may benefit the earning of foreign exchange, and make a great contribution to the nation's economy (Chitrakar, 2009: 27).

Threats

-) Climate change and downfall into global economy.
-) Despite of improved political stability the country is still suffering from its past image.
-) Over-visitation of the same place may damage the image of the host nation
-) Incidents such as theft and violence are not totally controlled yet.
-) Regular strikes in major cities and landslides have also been threats for Nepalese tourism (Chitrakar, 2009: 28).

CHAPTER-III

RESEARCH METHODOLOGY

To accomplish the stated objectives of the study, the following methodology has been used.

3.1 Research Design

This study has applied explanatory and descriptive research design. The study was based on filed work where secondary sources of information are used from the relevant literatures, previous studies and the different archival sources.

3.2 Nature and Sources of Data

This study is based on both qualitative and quantitative in nature. It is based on both primary and secondary data collected from various related sources of tourism.

3.2.1 Sources of Primary Data

Primary data are collected using structured and unstructured questionnaire to explore the field information on different types of tourism in Darchula district. Three sets of questionnaires are developed one each for the three sets of population tourists, tourism organizations and local people. The researcher has collected primary data conducting field survey. Especially, purposive or judgmental sample method has been conducted to select tourists, private and public organizations of tourism sector as the respondents. Therefore, the respondents are defined as under,

Tourists- tourists, who visited Darchula in 2017, were the first type of respondents for the study.

Employers – The personnel who are directly concerned with tourism sectors, such as star hotels and non-star hotels restaurants, travel and trade, trekking, rafting, shopping, massage centres, handcraft industries etc, are also second types of respondents. The local people-who lives in Darchula, especially around the tourist destinations.

3.2.2 Sources of Secondary Data

Secondary data and information were collected from the various sources as mentioned below Annual statistical Reports, Development of Tourism, Population census, 2011, (National Report) CBS, Various issues of Economic Survey, published by Ministry of Finance, The Year Book of Tourism Statistics 2012/13 published by Ministry of Culture, Tourism and Civil Aviation, Various Tourism publication of Nepal Tourism Board, National and Local newspapers, Various Seminar Reports, Research Studies and unpublished official records about Darchula tourism, Published/Unpublished articles and literature on tourism, DDC profiles of Darchula district and a number of Master Level and PhD thesis.

3.3 Techniques and Tools of Data Collection

Observation

Research involved in the observation to record the different information related to problems and prospects of tourism in Darchula district. To accomplish this task, both participant and quasi-participant observation were used. In the observation period, the study was based on the observation of tourist places, local people, customs, feasts, festivals, accommodations facilities and other sacred sites. Due to lack of budget and time, some few sites were served. The observed sites were Malikarjun Temple Area, Latinath Temple area, Api mountain area, Api Nampa Conservation Area, Gokuleswor Bazar, Darchula Bazar, Byasi Culture, Sitala lake, Mahakali River, Chameliya River, and Byas cave area only.

Questionnaire Survey

The study had undertaken the structured, semi-structured questionnaire to explore the information on problems and prospects of tourism and trends of tourists in Darchula site. For these, the study was based on questionnaire from local people, employers, and tourists. Also provides the information about business, educational status, expenditure pattern of the tourist and demographic data of the local informants, which was collected from tourist, local and employers.

Tools of Data Collection: Researcher used different types of tools questionnaire, observation in order to collect primary information from the field. Both structured and unstructured questionnaires were used to collect quantitative information in the Darchula district. Both primary as well as secondary data have been collected for the study. The sources of secondary data are various types of publications of various organizations.

The researcher has collected primary data using three sets of questionnaires, one was for tourists, the second and the third were for employers and local people respectively. The questionnaires either are closed or open ended or scaled. All the questions are pre- tested and revised before collecting data. Questioning, Observations and secondary data have been used for the study. All types of respondents were asked focusing on the problems and prospects of tourism in Darchula.

Existing rules, regulations, policies and achievement were checked and evaluated based on tourist arrivals, foreign exchange earnings and the responses of employers, local people and tourists.

3.4 Universe and Sampling

Out of 36 VDCs and 1 Municipality in Darchula District ward no.4 of Malikarjun VDC was taken for the purpose of this study by using purposive sampling. Out of 65 respondents including national and international tourists from different countries are taken 19 respondents and a list of hotel entrepreneurs are taken 11 respondents and a list of local people from one ward no. 6 is taken 35 respondents by using random sampling.

3.5 Method of Data Analysis

The data obtained from the field survey were coded, decoded, and categorized according to requirement. Then the coded data were converted into tables with numbers, average, and percentages. Different statistical means

Like bar diagrams, pie charts, tables were used in presenting the data. To fulfil objectives of the study, data were analysed descriptively.

CHAPTER-IV

DATA ANALYSIS AND INTERPRETATION

4.1 Profile of Study Area

The area of the Darchula district in the Mahakali zone in the Far-Western Development Region is 2351 square kilometres absolute location of Darchula district is 28[20' to 28[58' latitude north and 80[59' to 82[20' longitude east. The district comprised of 36 Village Development Committees, 1 Municipality, 11 Regions and 3 Constituencies is endowed with various casts and cultures. With the religious, historical and archaeological point of view, there are many places of pilgrimage. It is full of natural beauty. Darchula is a small city in the western part of Nepal. The city is the economic epicentre of Darchula district. Darchula is 400 kilometres distant from the Nepal capital city of Kathmandu.

Darchula in Nepal is not part of the popular tourist trail in the Himalayan country. The urban settlement is the nodal point of a few adventure and historical destinations situated in the region. The notable attractions in Darchula of Nepal are places like Sitala Lake, Shikhar DhamandMalikarjun Temple. History buffs may enjoy a trip toMalikarjun Temple. The place contains the remnants of an ancient Buddhist palace. The Mahakali River is a major attraction for persons following an active lifestyle. The adventure sport of river Rafting is pursued on the Mahakali in Nepal. Tourists may also make a beeline for the planned model.

Darchula at Nepal is well connected to other parts of the landlocked Himalayan country. The modern metalledRatna Highway connects the western city to other locations and regions in Nepal. There is an air service between Darchula and Kathmandu. Darchula is also connected by air to Kanchanpur

. Scheduled airline flights are also present between Darchula and Dhangadhi. The principal economic activity of the region is agriculture.

Darchula lies in the head quarter of mid-western development region, and largest area among the region. Bhagawatichawar is ancient name of Darchula. It's area 2,322 square kilometres. Historically, Malikarjun and the surrounding area of Darchula were

the lands of the Raute, Byasi (Sauka) and Local Dhimi; however, the region has seen increased migration from the surrounding mountain regions as well as other parts of the country, although unstable political conditions have affected Malikarjun. The population of the city is approximately 55,000. Villagers from smaller surrounding communities migrate there in search of increased security and opportunity.

Malikarjun is the main food supplier of the rural Chameliya Zone, which is just linked by Chameliya highway. In addition, it is the main shopping destination of the Baitadi, Bajhang, Doti and Achham nearby hilly district. In addition, there is a domestic airport (with the code SKH) east of the city. One can fly from Kathmandu to Malikarjun and from Malikarjun to Baitadi, Bajhang, and other Hill district from there. The main road connecting the rest of the country is Rant Highway can have bus service to Kathmandu, Pokhara, Bharatpur, Dharan and other major destinations from here also service to Dhangadhi for crossing border of India is 115 km from Malikarjun and regular bus and private car and taxis are running between Malikarjun and Atariya-Dhangadhi. Newly made Chameliya Highway start to connect Malikarjun Baitadi and Bajhang in the north and a major road connect Malikarjun to Api Municipality and Saipal Mountain of Bajhang District. In addition, there is road to Baitadi from here.

Malikarjun has a very beautiful Api mountain, which was made with help from Japan. Bulbul Tal, a park with a small lake and springs, is another major attraction. One can also go rafting in Mahakali, Chameliya River. Other major towns and villages near Malikarjun are Khalanga and Gokuleswor.

TDF (Darchula 2013), Tourism Development Forum Darchula is recent developed institution in tourism sector. The 'Nepal Trade Cum Tourism Fair-2013 Mid-Western Region' is going to be organized in Darchula under the slogan 'New vision in overall development, prosperous Mid-west our desire. The Federation of Nepalese Chamber of Commerce and Industry (FNCCI) with the support of the government is going to organize the fair in Darchula from December 13-22 under the regional industrial trade fair to be organized in four development regions of the country. At a news conference organized in capital today, senior Vice-President of FNCCI, Bhaskarraaj Rajkarnikar, said that the FNCCI organizes such fairs in 36 places of the country annually and added that regional fair is going to be organized by upgrading fairs organized in some

places. One international fair is organized in the Capital. International and regional fairs organized in Nepal would help for the marketing of local products.

The fair is going to be organized jointly by the Darchula Chamber of Commerce and Industry, FNCCI and Ministry of Industry, Commerce and Supplies, whereas the District Development Committee, Darchula, Malikarjun and all the chambers of commerce in mid-western region would be the co-sponsors. The organizers expect that around 700,000 people would visit the fair and there would be transactions of about Rs. 100 million. President of Darchula Chamber of Commerce and Industry, Shankar Singh Dhami, said that there would be 300 stalls of national and foreign products including handicrafts, agricultural items, cultural costumes, food items and information technology in the fair. Different types of dances including Byasi, Lohar, Dhami and Braman, would be presented in the fair as well as arrangement of helicopter has been made for sightseeing of tourism sites of Darchula and Baitadi districts as well as Sitala lake of Darchula, said Shankar.

The fair is going to be organized with an objective of attracting foreign and domestic tourists by publicizing about tourism sites of the far-western region, increasing business awareness, preserving folk culture, among others. Paragliding is a very new adventurous sport in the district though some tourists already enjoyed rafting in Mahakali River. The Darchula Chambers of Commerce and Industry (SCCI) have taken initiative to bring both services in a commercial manner. Tinkarbhanjyang at Tibbat Areas section of the Mahakali River in the district is considered good for rafting and foreigners though fewer in number arrive here for the sport. The SCCI is hopeful of bringing more tourists when other necessary services are arranged to give satisfactory lodging and food services. It could be a contributing factor for local tourism industry.

As per the new campaign to promote tourism industry in the district, the SCCI has planned to bring a new action plan with new vision within the end of this year. Similarly, paragliding services will be operated in Darchula valley starting from Maliakrjun, the old district headquarters, within the end of this year. The entrepreneurs held discussions for sharing experiences with the entrepreneurs from Chitwan and Pokhara in the first round. The SCCI would make deals with the Ministry of Culture, Tourism and Civil Aviation, District Development NTB (2003)

has introduced in detail of Nepal culture, Geographical structures important historical and religious places like Mt .Everest, Lumbini, Pasupatinath, Swambhunath, Ramjanakimandir, Patandurbar square with the help of photograph. This book has also described Nepal is the holy land of Lord Buddhist here live together in harmony for centuries. This book is very useful for giving information about tourism attraction places and religious. It is also helpful for making tourism policies, designer, student and tourists Committee and other stakeholders for starting the service.

4.1.1 Existing Situation of Tourism in Study Area

4.1.2 Demographic Situation of Darchula District

Table 4.1
Population Distribution

Population	Number	Percentage
Male	63605	47.73
Female	69669	52.28
Total population	133274	100
Total households	24618	
Population growth rate		0.88
Population density(per sq.km)	57	

Source: District Profile, 2017

Table 5.1 shows the demographic structure of Darchula district. According to table, total population of Darchula is 133274. The female population of the total population exceeds the number of male population. Average growth rate of the population is 2.35 percent. Density of population of Darchula is 57 sq.km. The table shows that the total households 24618 and average family population is 5.34 percent.

Urban, Rural and Absent Population

Table 5.2 shows that maximum people lived in rural of Darchula. Data shows that urban population only 14.9 percent and rural population 85.1 percent. Absent population, data shows that 20173 male population absent and 3024 female absent in

population. We can say that maximum male population are going to earn foreign country than female.

Table 4.2

Urban, Rural and Absent Population

Urban Population	20797 (15.6 %)
Rural Population	112470 (84.8 %)
Male Absent Population	5955
Female Absent Population	908
Total Absent Population	6864

Source: District Profile, 2017

Population distribution by Religion

Table 5.3 shows that there is Hindu and Buddha religious dominant society in term of religious. In Hindu 92.0 percent male and 91.7 percent female. Similarly Buddhism 4.1 percent male and 4.1 percent female, Islam 0.6 percent male and 0.5 percent female, Kirat only 9 people, Christian, 3.3 percent male and 3.6 percent female, Prakriti only 27 population, Bon only 1, Bahai only 1 and undefined total 183 population. We can say Darchula district is Hindu Religious district.

Table 4.3

Population Distribution by Religion

	Hindu	Buddha	Islam	Kirat	Christian	Prakriti	Bon	Bahai	undefined
Male	155829 (92.0μ)	6888 (4.1μ)	965 (0.6μ)	9 (0.0μ)	5368 (3.3μ)	27 (0.0μ)	1 (0.0μ)	1 (0.0μ)	183 (0.1μ)
Female	166415 (91.7μ)	6514 (4.1μ)	836 (0.5μ)	5 (0.0μ)	6514 (3.6μ)	22 (0.0μ)	0 (0.0μ)	0 (0.0μ)	63 (0.0μ)

Source: Nepal Population and Housing Census, 2011

4.1.3 Condition of Government Health Services

Darchula district is far-Western region; here is 2 government hospitals. Here is 19-health post, and 22-sub health post. However, more many private clinics are available.

Table 4.4
Number of Government Health Services

Regional hospital	HP	SHP
2	19	22

Source: Annual Report 2015/2017(In Progress)

4.1.4 Water and Sanitation

Table 5.4 shows that supply of water in Darchula district. 60.9 percent household uses drinking water from tap/piped, 1.8 household uses the tube, 3.5 percent household uses the well/kuwa, 1.9 percent household uses uncovered Kuwa, 18.4 percent household uses spout water, 4.5 percent household uses river water and 1.1 percent household uses other sources. We can say that in Darchula district not sufficient drinking water from the tap/piped.

Table 4.5
Drinking Water Sanitation

Source of drinking water	No. of Households	Percentage
Tap/Piped	44376	60.9
Tube well/Hand pump	1315	1.8
Covered Well/Kuwa	2555	3.5
Uncovered Well/Kuwa	6639	9.1
Spout Water	13384	18.4
River/Stream	3302	4.5
Others	804	1.1

Source: Nepal Population and Housing Census, 2011

4.1.5 Condition of Basic Infrastructure

Darchula is accessible by air service and roads from various parts of the country. Dasarthchand highway links it to the rest of Nepal. Chameliya Highway, recently constructed and being black topped, will link Darchula to the remote Western region Chameliya. An air service connects Darchula to Kathmandu, Dhangadhi, Kanchanpur and several other districts.

There are three colleges, which provide education up to Master's level. There are many higher secondary schools, which teach science, management, humanities rural development and education. There are various institutions, which provide technical education such as basic and intermediate veterinary science, Engineering, computer science, health science etc.

A university is proposed to be constructed in Darchula valley, which will provide cheap and quality education to the people in this region. It has a regional hospital, which provides medical services to the local people. There are many NGOs and INGOs working in this area for development. The INF Darchula Programme is one of the oldest organizations working in the health and development sector. There are other INGOs like GTZ, DFID, DANIDA, US Aid, and Oxfam.

Table 4.6
Transportation in Darchula

S.N	Description of Road	Length (km)
1	Black Topped	95
2	Gravelled	130
3	Earthen Road	353
4	Airport	(Only one)

Source: District Profile, 2017

Table 5.6 shows the transportation of Darchula is in term of earthen (raw) road. However, gradually increasing length of road.

Table 4.7

4.1.6 Approximate Distance from Malikarjun to Tourism Sites

S.N	Place	Distance in km/Direction
1	Malikarjun temple	2 km South East
2	Sitala Lake	1 km South East
3	Shikar Dham	3 km North
4	Api mountain	200 meters North East
5	River Mahakali	12 km South East
6	Chameliya River	14 km North
7	Latinatha temple	13 km West
8	Bhagawati temple	2 km West
9	Byas cave	15 km West
10	Marmatalau temple	26 km West
11	Shiva Dham	1.5 km South

Source: District Profile 2017

Table 5.7 shows the tourist spots of Darchula form the MalikarjunDarchula. Here are famous tourist's spots to visit internal and external tourist. Darchula is away from Indian boarder about 112 km. more of tourists are coming from bus, car, and mini bus and by plane. In Darchula, direct air service to Kathmandu. Moreover, internal condition of transportation not sufficient. However, reserve and taxi, car, bus available. Condition of road is very poor. It is only temporary side road of far from the Malikarjun. All spots are touching the road. And we can go there.

4.2 Survey Result Analysis

This section is based on overall analysis of the field that the researcher had acquired through the field study. In the process of the analysis, researcher highlights the overall view of tourist, hotel, businessman and local people on the tourism development. To justify the statements the researcher had used both qualitative and quantitative methods. Both primary and secondary data are presented in bar diagram, pie-chart and simple table and analyzed descriptively.

4.3 Analysis of trend of tourist arrival and status of local people

4.3.1 Survey of Tourists

This part includes with the results of the survey of tourists and available tourist data from related centers. The products are based on questionnaire collected from 19 tourists who visited Darchula. In Darchula tourists are not formally recorded in information centre of Darchula. Here is no available of tourist information centre. Only some data are collected by the district administration and Darchula Chamber of Commerce. But these data are not sufficient. In Darchula vast mass of tourists coming day by day. Darchula valley is suitable for living and staying, because of suitable monsoon.

In Darchula, fair tourism 2017 organized in December (13-22). There were about 70000 foreign and domestic tourists observed the fair. Business organizer earned and transaction about 10 million. Among the seven lakha tourists more than 3 thousand was foreign and rest of domestic tourists. Among the foreign tourists Indian tourists are high numbers and other countries are little number available.

4.3.2 Distribution of Tourists by Nationality

Darchula district is most important place for the religious, historical and archaeological point of views. During the field survey, researcher concerned with different hotels, offices, tour and travels centres as well as tourist sports. The records have shown that there are 19 tourists' arrivals in Darchula from different countries, which had shown in table (5.8)

Table 4.8

Distribution of tourist by Nationality

S.N	Countries name	No. of Tourists	Percentage
1	Bangladesh	3	15.79
2	China	2	10.53
3	India	4	21.05
4	Nepal	6	31.57
5	USA	2	10.53
6	Srilanka	2	10.53
Total		19	100

Source: Field Survey, 2017

Table 5.8 shows that Darchula attracts from different countries. The available data shows that the highest numbers of tourists come from India which is 21.05 percent and lowest 10.53 percent come from china, USA and Srilanka are equal.

In conclusion we can say that maximum Indian tourists come to visit Darchula for their traditional believes, near boarder link about Buddha as Hindu God. Malikarjun Temple and other temples as pilgrimage by the Indian tourist make a lot of chances to develop tourism industry in the study area.

4.3.3 Status of Tourist by Religion

Table 5.12 shows religions of tourist visiting Darchula. This questionnaire was filled by the visitors to identify the religion of visitors. It also shows that out of 19 tourists, 47.36 percent tourists celebrate Hindu religion, 36.85 percent tourist celebrates

Buddha religion and 15.79 percent tourist celebrates Christian religion. In conclusion we found that Darchula is the most important common place all Nepal where maximum visitors celebrate Hindu and Buddha religion and also come Christian religion.

Table 4.9

Status of Tourist by Religion

S.N	Name of Religion	No. of Respondents	Percentage
1	Buddha	7	36.85
2	Christian	3	15.79
3	Hindu	9	47.36
Total		19	100

Source: Field Survey, 2017

4.3.4 Tourist Arrival by Age Group and Sex Composition

Different ages of tourists are visiting in Darchula district. Among them some tourists are young whereas some of them are old. In this section the tourists are classified in three age groups. There are below 20 years, 20-40 years and above 40 years. 19 respondents were interviewed in this study where were 12 male and 7 female. Age and sex composition of tourist also shown in bar-diagram below.

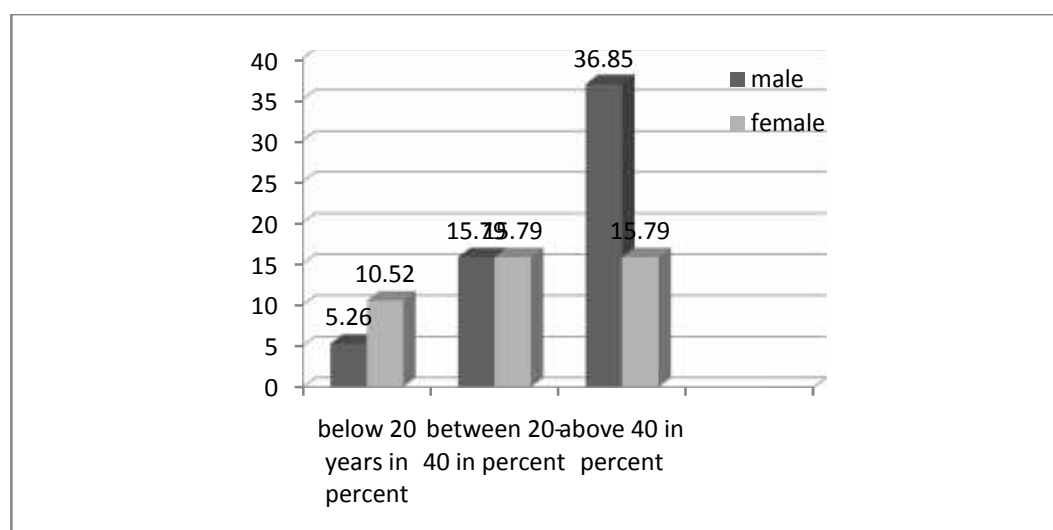


Figure 4.1: Age and Sex Composition of Tourist

Source: Field Survey, 2017

Figure 5.2 shows that the age and sex composition of tourist. Male tourists are of different ages, 5.26 percent were below of 20 years of age whereas equal 15.79 percent lies in 20 to 40 years, while 36.85 percent tourists were above 40 years. Similarly in female, 10.52 percent lies in below 20 years and 15.79 percent lies in above 40 years.

In the comparison between male and female tourists by age group and sex group. In figure (5.2), the female tourists are more than 5.26 percentages by the male tourists in age group of below 20 years. But in age group of 20 to 40 years, there is equal percentage and above 40 years the male tourists are more than 21.06 percentages by female tourists. Finally we find out there is maximum above 40 years tourists come to visit Darchula.

4.3.5 Length of Stay of Tourist in Darchula

Table 5.10 shows that the length of stay of tourist in Darchula. Out of 19 tourists 63.16 percent tourists are stay only one night. Similarly 10.53 percent tourists stay only 12 hours, 10.53 percent tourists stay two nights and 15.78 percent tourists stay above two nights.

The length of stay is a crucial factor in tourism development. In order to develop tourism industry, it is necessary only to increase the number of tourists. We have to also needed to increase their length of stay. The length of stay varies from tourists to tourists. It depends upon time, money, purpose, desire and accommodation facilities.

Table 4.10

The Length of Stay of Tourist

S.N	Length of Stay	No. of Respondents	Percentage
1	12 hours	2	10.53
2	One night	12	63.16
3	Two night	2	10.53
4	Above two night	3	15.78
Total		19	100

Source: Field Survey, 2017

4.3.6 Expenditure Pattern of Tourist in Darchula

Table 5.10 shows the expenditure pattern of tourist in Darchula on lodging/fooding for one night. The majority of tourist expenditure above 31 US dollar for one night. Similarly 10.53 percent tourist's expenditure pattern is below 10 US dollar, 21.05 percent tourist expenditure pattern is between 11-20 dollar and 31.58 percent tourist's expenditure pattern is between 21-30 dollar. From above data we can think tourists' expenditure pattern is very low because there are not tourist interested accommodation facilities available so we have to increase accommodation facilities, peace and security, domestic and homemade thing and good environment.

Table 4.11

Expenditure Pattern of Tourist for One Night

S.N	Amount US(\$)	Tourist Respondents	percentage
1	Below 10 dollar	2	10.53
2	11-20 dollar	4	21.05
3	21-30 dollar	6	31.58
4	Above 31 dollar	7	36.84
Total		19	100

Source: Field Survey, 2017

4.3.7 Distribution of Tourist by Occupation

From this analysis we have to know about what types of tourist come to visit Darchula. It implies that future management of tourism in this study area.

Table 4.12

Status of Tourists by Occupation

S.N	Occupation	No. of Respondents	Percentage
1	Business	5	26.32
2	Service	4	21.05
3	Student	3	15.79
4	Other	7	36.84
Total		19	100

Source: Field Survey, 2017

Table 5.12 shows that 26.32 percent of tourists are businessman, similarly 21.05 percent of tourists are serviceman, 15.79 percent of tourists are student and 36.84 percent of tourists are other occupations. Occupation status of the tourists gives some idea about occupation wise needed accommodation facilities. It helps to think ideas to manage and develop tourism which increase the length of stay, expenditure and attraction of the tourist.

4.3.8 Opinion of Tourist on Prospect of Tourism in Darchula

Table 5.17 shows that the prospect of tourism in study area. Survey of 19 tourists, 47.37 percent tourist reported that the prospect of tourism in Darchula area is excellent; similarly 42.10 percent tourist reported good and 10.53 percent tourist reported not so good prospect of tourism in Darchula. It refers that most of the tourist expressed having excellent prospect for the tourism development in this area.

Table 4.13

Prospect of Tourism in Darchula

S.N	Views	Respondents	Percentage
1	Excellent	9	47.37
2	Good	8	42.10
3	Not so good	2	10.53
Total		19	100

Source: Field Survey, 2017

4.3.9 Problems of Tourism Development in Darchula

Table 5.14 shows that all of 19 tourists, 10.52 percent tourist said that there is language problem, 36.86 percent reported transportation problem, 26.32 percent said guide problem, 15.78 percent showed accommodation problem and 10.52 percent reported other problems. From the analysis of data the majority of the tourism problems are local guide and transportation. Which is maximum hindered to the tourism development in the study area.

Table 4.14**Problems of Tourism Development in Darchula**

S.N	Views of Tourist	Respondents	Percentage
1	Language	2	10.52
2	Transportation	7	36.86
3	Guide	5	26.32
4	Accommodation	3	15.78
5	Other	2	10.52
Total		19	100

Source: Field Survey, 2017

4.3.10 Opinion of Tourist on Their Favourite Foods

Table 5.15 shows that the various types of foods but among them only few foods like visitors. The researcher interviewed 19 tourists in order to his research work. 31.58 percent tourist like Nepalese foods, 26.32 percent tourist like Indian foods, 15.78 percent tourist like Chinese foods and 26.32 percent tourists like Byasi (Sauka) foods. The data analyses show that maximum tourists like Nepalese, Indian and Byasi (Sauka) foods. It provides a lot of chances for tourism entrepreneurs to earn money with rising employment in study area.

Table 4.15**Opinion of Tourist on Their Favourite Foods**

S.N	Types of food	Respondents	Percentage
1	Nepalese	6	31.58
2	Indian	5	26.32
3	Chinese	3	15.78
4	Byasi (Sauka)	5	26.32
Total		19	100

Source: Field Survey, 2017

4.3.11 Opinion of Tourist about Neatness and Management of the Darchula

Table 5.16 shows that the management and neat of the place. Out of 19, 10.52 percent tourist respondents reported that neatness and management of Darchula is Excellent,

47.37 percent respondents mentioned that there is good management and 42.11 percent tourist said that not so good management of the place. From the analysis of data said that opinion of tourist management and neatness of study area very low level.

Table 4.16

Opinion of Tourist about Management and Neatness

S.N	Tourist views	Respondents	Percentage
1	Excellent	2	10.52
2	Good	9	47.37
3	Not so good	8	42.11
Total		19	100

Source: Field Survey, 2017

4.3.12 Opinion of Tourist on the Behaviour of Locals

Table 5.17 shows that behaviour of local people to a tourist in study area. Out of 19 tourists 26.32 percent respondents reported that the behaviour of local people are well, 52.64 percent tourists answered satisfactory and 21.04 percent said behave of local are not so good. Result of 52.64 percent satisfactory will make extra attraction to the tourist.

Table 4.17

Behaviours of Local to a Tourist

S.N	Tourist view	Respondents	Percentage
1	Well	5	26.32
2	Satisfactory	10	52.64
3	Not so good	4	21.04
Total		19	100

Source: Field Survey, 2017

4.4 Survey of Hotel/Restaurant Respondents

This section include with the survey of 11 hotelier entrepreneurs. The information's of these respondents are based on questionnaire.

4.4.1 Identity of Hotel/Restaurant Proprietors

Researcher had taken 11 in formants during the field survey. Due to the lack of time, limited sources and manpower's the researcher couldn't take more than 11 informants. The figure (5.3) shows that identity of the hotel entrepreneurs of the study area. Out of 11 respondents 63.64 percent hoteliers are local and 36.36 percent are outsiders. From the figure we have believed that the outsider people also get to chance for generate employment in study area.

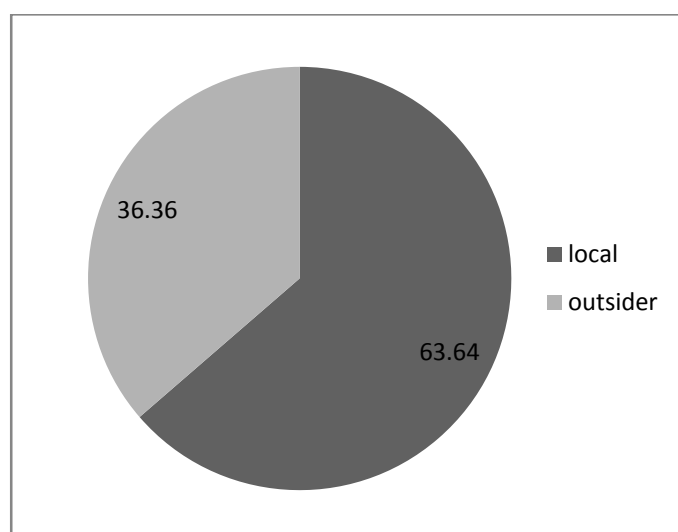


Figure 4.2: Identity of Hotelier Proprietors

Source: Field Survey, 2017

4.4.2 Income Variation of Hoteliers in Study Area

Table 5.18 shows that income variation of hotels in study area is medium. The income variation of hotels has been grouped in three categories; below Rs.5 lakh, between 5-10 lakh and above 10 lakh per annual. Out of 11, 36.37 percent hoteliers have earned less than 5 lakh and between Rs. (5-10) lakh yearly. And 27.26 percent hotelier earned above Rs.10 lakh yearly. In the study area income level of hotels/restaurant is not much more satisfy. We can improve by local people, hotelier and government.

Table 4.18

Income Variation of Hotel/Restaurants

S.N	Annual Income Group	Respondents of Hotels	Percentage
1	Below Rs.360000	4	36.37
2	Between Rs.360000-Rs.1000000	4	36.37
3	Above Rs.1000000	3	27.26
Total		11	100

Source: Field Survey, 2017

4.4.3 Survey of Local People

This section include with the survey of 35 local respondents. The answers of them are based on questionnaire.

4.4.4 Educational Status of the Local Respondents

Figure 5.5 shows the educational level of local respondents. The response is shown in the figure below. The educational status of the local people is also shown in Pie-chart below.

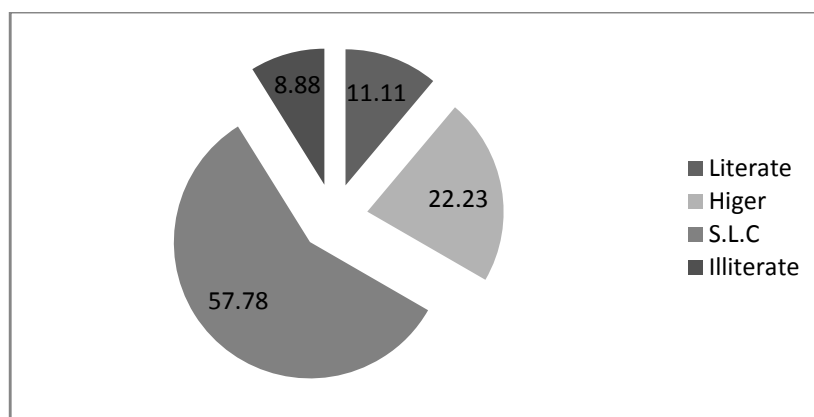


Figure 4.3: Educational level of Sample Population

Source: Field Survey, 2017

Figure 5.5 shows that majority of the populations (57.78 percent) had passed SLC, 22.23 percent of the population had higher education, 11.11 percent of the population are literate and 8.88 percent of the population are illiterate. Education and tourism industry are inter connected components because education is itself means of

communication and basic components required for tourism development. Therefore the local people should be totally educated to improve the tourism industry in the national context.

4.4.5 Occupational Status of the Local Respondents

Table 5.19 shows that majority of the people (31.12 percent) of the study area are engaged in agriculture, 11.12 percent of the people are engaged in combine agriculture and business, 26.66 percent of the people are engaged in business, 22.22 percent of the populations are engaged in job and 8.88 percent of the populations are student. The researcher found none of the people directly involved in the tourism business. However, few of the people run the small scale teashop and worship goods shop to the tourist and local also.

Table 4.19

Occupational Status of the Respondents

S.N	Occupational	Local Respondents	Percentage
1	Agriculture	14	31.12
2	Agriculture and other occupation	5	11.12
3	Business	12	26.66
4	Job	10	22.22
5	Student	4	8.88
Total		35	100

Source: Field Survey, 2017

5.4.6 Annual Income Level of the Local Respondents

Table 5.19 shows that the majority of the people have been earning above Rs.200000 which occupy the 31.11 percent out of 35 household. Below Rs.36000 which occupy the 15.56 percent out of 35 household similarly, Rs.36000-Rs.100000, Rs.100000-Rs.136000 and Rs.136000-200000 which occupy the 15.56 percent, 17.77 percent, 22.23 percent and 13.33 percent income respectively.

Table 4.20**Average yearly Income of the Respondents**

S.N	Income Level(Rs)	Respondents	Percentage
1	Below Rs.36000	7	15.56
2	Rs.36000-Rs.100000	8	17.77
3	Rs.100000-Rs.136000	10	22.23
4	Rs.136000-Rs.200000	6	13.33
5	Above Rs.200000	14	31.11
Total		35	100

Source: Filed Survey, 2017

4.4.7 Annual Expenditure of the Local Respondents

Table 5.19 shows that 35.56 percent expenditure of the people between Rs.100000-Rs.200000. and 26.67 percent, 22.22 percent, 8.88 percent and 6.67 percent expenditure of the people below Rs. 100000, between Rs.200000-Rs.300000, between Rs.300000-Rs.400000, and above 400000 respectively.

Table 4.21**Average Yearly Expenditure Level of the Local Respondents**

S.N	Expenditure Level (Rs)	Respondents	Percentage
1	Below Rs.100000	12	26.67
2	Rs.100000-Rs.200000	16	35.56
3	Rs.200000-Rs.300000	10	22.22
4	Rs.300000-Rs.400000	4	8.88
5	Above Rs.400000	3	6.67
Total		35	100

Source: Field Survey, 2017

4.4.8 Age Group Structure of Family Members of Respondents

Age group structure of family members of the respondents has needed to find out economically active or inactive percentage of study area. Researcher has taken only 35 household where is 292 family members have lived. And it divided into three

groups, below 15 years, 15-60 years and above 60 years which has shown in bar diagram below.

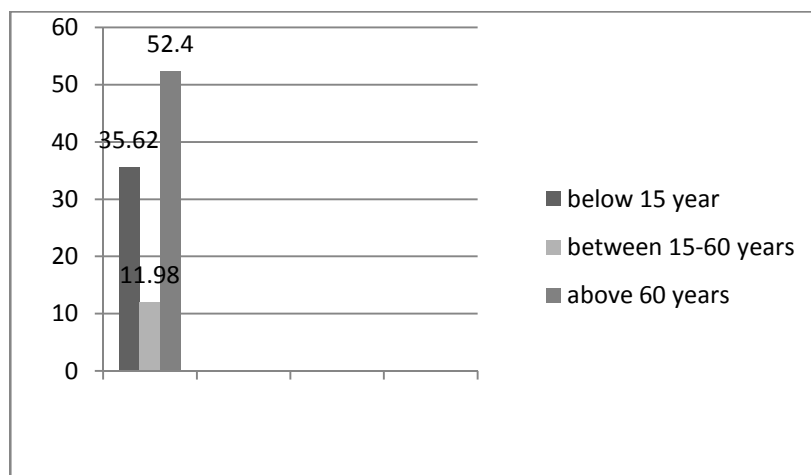


Figure 4.4: Age Group Structure of Family Members

Source: Field Survey, 2017

Figure 5.6 shows that majority of the population 35.62 percent family member are below 15 years among total of 292 members. Similarly 11.98 percent family members are above 60 years. Both groups of members are inactive in economically point of view. They depended on the group of between 15-60 years for fulfil their needs. However 52.40 percent members are active group. This group has needed to improve economic condition of local people.

4.4.9 Knowledge about Tourist and Tourism

Table 5.20 shows that out of 35, 62.23 percent local people know about tourism and tourist whereas rest of the 37.77 percent respondents don't have any idea about tourism and tourists. From the data we can said that local people have not sufficient knowledge about the tourist and tourism. We should give the knowledge about tourist for the local people in Darchula.

Table 4.22

Knowledge about Tourism and Tourists

S.N	Views	Respondents	percentage
1	Yes	28	62.23
2	No	17	37.77
Total		35	100

Source: Survey Field, 2017

4.4.10 Sources of Knowledge about Darchula

Table 5.20 shows that out of 35, 44.35 percent local people know traditional customs, 33.35 percent people know from advertisement, 11.11 percent local people know same to visit of tourists and itself. From the analysis of data there are maximum people known through traditional customs. There may be a lot of chance between Hindu and Buddha religion.

Table 4.23

Sources of Knowledge about Darchula

S.N	Medium of Knowledge	Local Respondents	Percentage
1	Traditional customs	20	44.35
2	Advertisement	15	33.33
3	Tourist	5	11.11
4	Itself	5	11.11
Total		35	100

Source: Field Survey, 2013

4.4.11 Role of Organization in the Development of Tourism

Table 5.21 shows the role of organization in order to promote the tourism in Darchula. 48.89 percent of people said that there should be effective role to be played by local and government. 15.56 percent respondents expressed on the local institutions and rest of the 35.55 percent informants focused on only government.

Table 4.24**Role of Organization**

S.N	Views	Local Respondents	Percentage
1	Local institution	7	15.56
2	Government	16	35.55
3	All of above	22	48.89
Total		35	100

Source: Field Survey, 2017

4.4.12 Behaviour of Tourist towards Local People

Table 5.22 shows the behaviour of tourist towards local people. Out of 35, 71.12 percent respondents reported that the behaviours of tourists are positive. Similarly only 2.22 percent people said negative. However, 26.66 percent people have no ideas about behaviour of tourist towards local people. From the analysis of data, we can say local people also satisfy from tourist. Therefore prospect of tourism development is maximum in study area.

Table 4.25**Behaviour of Tourist towards Local People**

S.N	Views	Respondents	Percentage
1	Positive	32	71.12
2	Negative	1	2.22
3	Don't know	12	26.66
Total		35	100

Source: Field Survey, 2017

Some tourists behaves are vulgar that indicates the negative impact to the local people. Many types of drugs, hashish and other type of out of culture activity should be forbid by the related sector. It supports the many types of smuggler and terrorism.

4.4.13 Knowledge to Local People on the Tourism Policy

Table 5.23 shows the knowledge to local people on the tourism policy. Out of 35 respondents, 84.44 percent local respondents do not satisfy from the recent tourism policy however only 15.56 percent people satisfy. It shows tourism policy also hindered development of tourism in Darchula district.

Table 4.26

Knowledge to Locals on Tourism Policy

S.N	Views of Local	Respondents	Percentage
1	Yes	7	15.56
2	No	38	84.44
Total		35	100

Source: Field Survey, 2017

4.5 Problems and Prospects of Tourism Development in Study Area

4.5.1 Problems of Tourism Development in Study Area

Darchula is a very natural beautiful, religious and historical tourism destination. However, there are many problems such as lack of tourist agency, lack of physical and institutional infrastructure, shortage of skilled technical and professional human resources. Despite great potentials and promising prospect in Darchula has been facing various problems associated with tourism sectors in this region are as follows.

Infrastructural Problem

Inadequate physical infrastructural hampers the growth of tourism. Without infrastructural facilities, development of tourism could not be expected. The main problems related to infrastructural facilities in the area: accommodation, accessibility, hospitality and amenities. The study shows that such facilities couldn't be developed in appropriate manner. Major infrastructural problems associated for the promotion of rural tourism in the district are given below.

Transportation Problem

Transportation is the backbone of the tourism industries. It is primary service needed for the tourists in order to reach their destination. Not only road transport but also air transport is limited in this region. A few kilometres of road are black topped and the rest are gravelled and earthen road. Maximum transports uses only reserve, not different only tourist.

Accommodation

Accommodation is another most effective factor in tourism industry. Accommodation facilities are insufficient and not available in all tourist destinations in Darchula district. Some available lodges and hotels are located only in Malikarjun. There is not any star hotel available in out of valley. Maximum hotelier's views findings there are very little tourist come to stay here and the expenditure pattern of tourists are very low.

Health Service Centre

Although in Malikarjun but in other VDCs, there are only primary health services. They are not well equipped in terms of emergency and even for the general health services. It is causing a great deal of inconveniences to the locals as well as tourist visiting the district. Therefore, in sufficient facilities of health services should be considered as a problem for the promotion of rural tourism.

Shortage of Skilled Human Resources

Trained guides are required to make the tourist interested to visit new explored tourism destination and historical cultural places with the co-operation of guide any tourists can study and know the correct image of Nepal as well as Darchula district. Another difficulty for guide is of language. Most of the hotel boys, proprietor and local bus conductors are untrained and uneducated as well. Because of their language difficult, communication between hotel boy and visitors become more difficult. According to field survey more than 40 percent, local people are uneducated in this area.

Lack of People Awareness

One of the major and dangerous problems of Nepalese tourism is the lack of people awareness. Mainly Darchula district as well as other related cities of mid-western region there is lack of awareness of tourists. There are vast uneducated people living in. majority of the people engaged only their own occupation with agriculture and young generation are planning in foreign employment, which are also limited to the satisfactory level.

Geographical Condition

Darchula is hilly region. Here are nearly linked mountain areas, surrounding by mountain. Malikarjun is valley area but out of Malikarjun like Latinatha temple, Sitala Lake, Chameliya River etc. are lies in mountain area. There are no sufficient tourist facilities like lodging/ fooding and other. There is no security for only as tourists.

Lack of Travel and Tours Agencies

Tourism industry can be developed through agencies if they performed their task smoothly. Travel agencies play significant role in generating tourism for tourist originating countries, making reservation for hotel accommodation, organizing travel and tour for a tourist etc. due to lack of well-organized travel against it could not provide substantial contribution in the development of tourism sector. In Darchula lack of travel agency, after tourism fair 2013, few number of travel agencies and all of them are located in the Malikarjun. Due to their remoteness in location, the tourists cannot have direct contract and they are scattered in such a way to get an agency, tourists have to incur extra time and money, which, for tourist, is a cumbers. Some job besides these problems one state travel agencies does not have their branches in foreign countries. This is also affecting development of tourism in our country.

4.5.2 Prospects of Tourism in Study Area

Darchula district is one of the famous historical ancient and religious places of Nepal. We can promote village tourism, religious tourism as well as community based tourism in this area. Malikarjun Temple is one of the most interesting and historian for Hindu and Buddha. Here are many types of gods like Shiva, Laxmi, Buddha and other

brave god. It may be big temple or Malikarjun temple constructed in 16 the century. Many people pray in here yearly, monthly. Sitala Lake is interesting lake where is bubbled water springs. There is beautiful garden. It is never stopped sources of water.

Another prospect of tourism have culture of Byasi (Sauka), Dalit, Braman, Dhami, and Rawat people can make more possibility for attraction of tourist and grow their length of stay. The tourism development program in Darchula should pay more attention to income generating activities, both short and long term. System and change attitudes to develop entrepreneurship and management skills. Some of the importance tourism prospects in Darchula are summarized below.

Natural Beauty

Natural beauty is one of the important aspects for the attraction of tourists in Darchula. Darchula itself is ornate by the natural resource therefore there is high possibility to be a potential destination for the tourist. For example, the beautiful Tinkarbhajyang, lake Sitala Lake, River Mahakali, Marmatalau temple, Markande Cave, Kayakora Mountain, Latinatha temple, Chameliya River, Bhagawati temple, himchuli mountain northern site of district and Bhartolakhola, Naugadkhola, and other river offers fully natural environment and human settlement for natural lover for eco trekking different types of lake river and wet land provide a big spectrum of recreation opportunities in the district.

Religious and Cultural Heritage

Culture is a great motivation factor of attraction to tourist. It is another major prospect of tourism of Darchula. There is large number of Hindu and Buddha. About 92 percent Hindu, 4.1 percent Buddha, and 3.3 percent christian. People adopted diverse tangible and intangible culture, which seems to be different in accordance caste and ethnicity. People of this religion followed different kinds of festivals that preserve their identity through the generation mainly the people of this region have been followed different festivals like maghi of Byasi (Sauka), holiparba, Guaraparba of Dalit and Non-Dalit, charismas day of christian and other related festivals.

The major musical instruments used in the district include Madal and Nagara (both the forms of Nepali drums), Sarangi, Khajadi, Jhuali, Kadtaal, Sehani and Bamboo flutes. In Darchula district more than 25 festival organized within year, like Subaghat festival, Malikarjun, Bhagawati-Pasti, Gokule, Khalanga, Tinkar etc.

This is a potential area for tourism because different temples devoted to Hindus god and goddess are located in this region, that attract both national and international tourists for pilgrimage as well as entertainment during festival and special occasion. Darchula district has vast diversity of people, rich culture and art as well as distinctive architecture render it ideal as the most amazing and interesting destination for sight-seeing. Byasi (Sauka) culture is another unique culture. Thus Darchula district is rich in terms of cultural setting that will support for cultural tour.

The Byasi (Sauka) have a rich culture followed by a number of customs and manners. The group of people would wear more than 30 types of different ornaments worn by a Byasi (Sauka) lady from head to leg shows the magnificent picturesque. The Byasi (Sauka) woman who stands on the traditional fashion will create the compassion and attraction. The Byasi (Sauka) male also wear an ornaments named tararain his ear. The indigenous groups of people have a rich culture. The Byasi (Sauka) have their own distinct culture with beautiful song and dance. The famous dances of the Byasi (Sauka) community can be identifies as:

Deuda

There are two forms of Deuda; one, the song to sing to pay homage to the almighty god and another, a duet performed with moving the footsteps in one and a half way. This is performed making a big circle when a leader singer instructs fellow singers/dances what to sing followed by all. Spontaneous in nature, the folk artiste. Mostly gather in any public fairs or rituals and attract all those who are gathered by singing with a number of rhythms and rhymes. This was originated from Khasan or the country of Khasa people, mainly from the ancient kingdom of Sinfa. With no boundaries for any caste and ethnicity, this is joined by all in a single circle that indicates the cultural unity and tolerance among different cultural groups of the region. Contemporary socio-political and economic events including some most

avoided contents are also covered in Deuda in an interesting way so that one can say it the only mean to having outlet for such ignored themes to make them public.

Paiseri

Paiseri is a group dance performed by highly skilled adult males, which is expressed through same rhythmic gestures that follow the frontline person (Aguwa or leader) who guides all for when and how to change the content. This is a kind of silent epic expressed only in gestures probably containing the stories of ancient wars, victory over the enemies and sufferings of the conquered one. Performers use a kind of musical instrument encircling their legs and perform in a circle until the story comes to a formal conclusion. Performers, traditionally, are offered with a variety of things including a goat, breads and fruits.

Saranki or Garra

A traditional form of group dance most popular in the eastern part of Darchula, Saranki is also called 'Garra'. This is also considered as a form of war tactics to defend attack. Performers with wooden sticks dance according to the sound of Madal (Nepali Drum) moving their sticks faster and faster which can prevent stones thrown towards them. They can move in such a way that enemies need to flee from the front. Mainly performed by adult men, women are also seen participating in performance these days. This wonderful dance is primarily performed in jaatras.

Hudke Dance

A most interesting form of folk culture of Darchula is Hudke, a group dance, performed by Hudke caste people, a deprived caste community of the religion. Hudke is primarily performed for reciting ancient, legendry or historical events in rhymes. The main hudke having capped with Pagadi or Pheta, has a small drum-like instrument beaten by moving the hands upside and dance accordingly.

4.6 Destinations and prospects of tourism in Darchula

Darchula is the most important historical religious and archaeological sites of Darchula district. There are many places of pilgrimage and study point of

views. Malikarjun Temple, Sitala Lake, Bhagawati Temple, Shiva Dham, Chameliya River, Latinatha temple, Marmatalau temple, Byas cave, Gupti Lake, Api mountain, Museum etc are very important for Hindu and Buddha religious and tourism point of view. Some major tourist sites are described as below.

Malikarjun temple

Malikarjun temple is a wonderful destination of the district, which is a small hill at the heart of Darchula valley. Located in Malikarjun VDC, there is a saal forest as a habitat of deer's and a number of bird species. There are some artefacts ruined at the hilltop, which demonstrate the religious harmony of the society. Buddha, Shiva, Laxmi and many other gods and goddesses have been beautifully carved in huge stone pillars that were found scattered. Once there was a big temple built in Shikhar architectural model. However, this is called Malikarjun temple constructed in 13th century.

Feared with the flourishing Buddhism, it is said that Shankaracharya himself had ordered to destroy the Temple and erected a Shiva Dham close to the ruins. Some people say that Dhami, the exiled princes of Uttarakhand state, constructed this temple and some claim that Buddhist monks were the architects of this temple. Others say that Kankuchchanda Buddha, which later on became Malikarjun Temple, made this. Almost all the people who come to Darchula and watch beautiful valley terrains from the hilltop visit it. This can be the most exciting place to visit if properly reconstructed.

Lake Sitala

Lake Sitala Lake is well known because of its bubbled water springs. This is a main source of water for irrigation, which is a largest source of water in the valley. This was developed as a garden since the beginning of annual royal camp. The master plan of Malikarjun imparts this area in the Town Development however; this is out of the municipal area.

The area occupies 22 bigah of land and the main attraction is bubbling waters. In order to develop the area, a pond is constructed with stone-carved water taps five for

the men and remaining five for women. There are colourful fishes in the lake. This is also a point from where Chameliya highway runs away. A Gayatri temple has also been constructed at the east face. Garden is in the west. The lake is also the source of drinking water for latikoili VDC. Here is potentiality of increasing the tourists. Where boating would be continuous. And other lodging and fooding should be comfortable.

Malikarjun Temple

The most popular temple area of the district, Malikarjun temple, is located at the heart of Darchula valley. The holy place is connected to the legend of Dhami. It is said that Dhmai tribal Kings ruled the valley during seventh century. Once, they were attacked by foreign invaders and fled to nearby forests to save their lives. They somehow managed to survive feeding with fruits and roots. Over the period, they started transporting people across the Mahakali River with wooden boats and fishing for earning their livelihood.

A popular legend about the origin of Goddess Malikarjun is that a young girl was caught into the fishing net of a Dhami man whom he brought with him to his house. She was grown in his family. As the missing daughter of a Brahmin, Dhami went mad after her and wanted to have marriage with but she committed to suicide as a denial for his wrong intention. After her death, she appeared the Raja's dream and claimed about her divine power. The guardian Dhami then established a temple in her name, which since then is familiar as Shikar Dham or Goddess Grandma.

Another story tells us that there lived three Raji brothers in the kinship of bhartolaghat. They had had no sons or daughters. One day the eldest one Hindu woman observes fasting on the Gadkhola for the longitivity of their husband, which is known as teej. They spend the whole day singing, dancing and merry making. They also worship Shiva Parbati. They take delicious cuisines one day ahead of the day of fasting. On fasting day, they sing Sangini and song of awareness.

Chameliya River

This is located on the hilltop of Mahabharata range just in the 16 kilometres north of Darchulavalley. This boards with Darchula and Bajhang Districts. Chameliya River (the footprints of a hermit or Queen Sita) once largely visited by the travellers from

Chameliya and Naugad. Two footprints are engraved on a large rock. There is also a saying that Lord Shiva, accompanied by his wife goddess Parvati, had travelled this place and had a brief stay on the rock and left his footprints engraved. Some people describe it as the footprint of a saint highly enlightened stepped his one leg in holy city of Kashi or Baranasi and another one on this hilltop. Some people say that this was the footprint of Hanuman, a monkey god and true disciple of Lord Rama, left his footprints on the rock when he was flying to Mount Dronachala to bring Mritasnjeevani herb to revive Laxman's life that was almost dead. It is noteworthy that Dronachala was the ancient name of Mallikarjunstate, which is located about 40 kilometres in the north of Chameliya River.

Once open, the rock is fenced these days and a temple has been constructed to keep it safer. The rock is worshipped on the first Tuesday of Jestha Nepali month. This is also believed that Lord Siddha helps the worshippers if there is no rain. People worship this because they believe that the lord saves them from droughts and famines. The panorama of Darchula valley to watch from this point is arresting. Paragliding tour started from the near of here. Technicians are said that it is the comfortable than Pokhara and Nagarkot. It has more much potentialities of developing the tourist spots.

ApiMountain

The ApiMountain can be viewed from many government and non-government office buildings including District Administration Office and District police Office. Friendly Government of China had funded the construction costing seven million Nepali rupees for which four clocks were purchased by solar energy; the ApiMountain is also an important place to see.

Latinatha temple

Latinatha temple means the cave where bats live. This cave is located in Malikarjun , GwaniVDC-8 estimated the cave as 25 feet high hole, and it was longer than at present it is observed. No one knows where it ends but one can go up to the 80 meters and believed that rest of the cave was silted up with debris during the worse land erosion of 2043 BS.

Dripping water from the wall and ceilings, the cave is made of limestone. Mr. Man Bahadur Salami, who is supposed to be the caretaker of this natural monument,

describes the cave having with two stone pillars at the right side and elephant tusks, portholes and doors at the left side. He believes that there is a Shiva Lingo inside the cave together with some beds. Some people consider the cave as a sacred place. Once a group of students from a local higher secondary school entered the cave, broken the natural structure and brought the relics with them that caused them sick for half a year. Later on, following the advice of witch healers, they offered the cave god with sacrificing animals and recovered their good health.

Marma Talau Temple

Sitala in Kshetri language means a mountain that looks like the hunch of oxen. There is a mountain naturally erected chasing sky and shapes like the oxen hunch behind this lake and thus the lake were named after the mountain. Monakais a pond or a small lake. Kshetri tribal people were probably the first inhabitants of this area who named many places in their own dialect. This lake can be approached by seven kilometres trek. However, the natural spring blocked by highlands forms this lake. Gopal Joshi says that the water is found hot while swimming. This means there is hot spring.

Lake Sitala, once 15 meters deep and occupying 25 ropanies and 3 Anna of the land, is narrowing down day by day due to the carelessness of the concerned state agencies. These days, it has been a pond of merely 7 meters depth. This is supposed to be on the highest place of the district one thousand meters above the sea level. This is silted by a seasonal stream named Khahare that falls to this lake from the east face. There are lime rocks west to the lake that form a drainage to this, which has been used for running a watermill. There are fish species too. As told by local veterans, Gopan Singh Dhami had brought out some fish species from Mahakali River and dropped into the lake that weigh upto 12 kilograms. To protect the lake, local people had some remarkable interventions including fencing around but wiped out during the Maoist insurgency. Due to lacking of cleaning, it has been covered with weeds and tree leaves. A temple of Lord Siddheswar has been constructed to transform the place into a shrine.

A lake called kamulidaha, formed with rainwater occupies approximately 25 Ropanies of land, is located beneath the Sitala Lake but gradually disappearing by human encroachment. A saying about this lake is that water buffaloes living in this

lake were appeared in KamuliDaha. That means there was a connection between these two lakes.

Bhagawati temple

Located in Bhagawati VDC-7 Sirad, Bhagawati temple was discovered two decades back in an area rarely approached by people. This is hidden in a bush. As described, Mr. Durga Singh Dhami, a local veteran, once followed a porcupine to catch but failed to control. However, he continued to follow until the poor animal was found disappeared. In his attempts, he had entered into the area where the lake was appeared. He dropped a stone to estimate the depth of the lake. As described, the hidden lake was 5 meters deep and eight meters width.

The lake can be seen after walking a 10 meters long zigzagged track from the main entrance. These days this place is considered as a sacred place used to take a holy bath on the first day of month Magh believing that people can have a chance to experience of the meeting with god. Human disposals are prohibited in and around the lake while people can enjoy watching multiple coloured fishes in clean water of the lake. Located at the north east corner of Sirad bazaar, this lake can be approached after a 4 km long climbing track but with the help of fire-torch.

Lake Sitala

Lake Sitala, the largest lake of the district, is located at the TarangaVDC-6, 30 km west of the district headquarters. The lake occupies 16 bigha of land estimated by a surveyor's team led by Mr. Mohan Dev Pant in 2054 BS. One can enjoy the beauty of the lake together with the River Mahakali watching from Shikhar hill.

Bird Watching and Fishing/ Bating in Darchula Lake

Sitala Lakeand other lake and rivers are considered as a most favourable for fishing an bird watching destination in this region. There are many kinds of birds are sitting and big fishes in the lake and rivers. There is big jungle aroundsDarchula valley and out of valley. So many types of wild animals lie there.

Village Tours

Village Tours allow visitors to experience a stay in a typical Nepal village. This give visitors and opportunities to observe the rich Nepalese culture tradition from the closest and inter mingle with the locals. Besides, any expenses made at that level directly contribute to the welfare of the local community, hence giving the visitors a sense of satisfaction. It is possible for village tour in Darchula district in different village such as Shikhar, Balshikhar, Api Mountain and other places. There are suitable places for tourists for camping.

River Mahakali

Mahakali River flows from the eastern part and makes a confluence with River Chameliya in the west, at Lipulek in ByasVDC. This flows from Mt. Api Mountain, India, Tibbat and China and divides Darchula in two parts: Northern and Southern. This is the second largest river of the district. This occupies 95 Kilometres of its runway in Darchula. The water is remaining unused but people use it for fishing, sand collection and making gold from the sand and often used its shores for cremation of dead bodies. This can also be developed for water transportation but nothing is done for this so far. In their tourists are enjoyed by the rafting and swimming. Some tourists are camping. Here is more potentiality of income generating by the tourists.

In summer season, many people come here swimming and celebrate picnic. In Riverside, a rounding the vast jungle where is many types of wild animals founds. Somewhere in Mahakali River dolphin was found and many types of fishes and crocodile. Such types of things would enjoy tourists:

CHAPTER-FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

Nepal is one of the enchanting tourist destinations in the world with its natural beauty and cultural, religious and archaeological heritages. The country is land-locked by china and India and has not been blessed with commercially viable mineral resources so far as, but comparative advantage seem to be in favour of tourism. Despite enormous potentialities for tourism, the country has however, not been able to reap adequate benefits from tourism sector because of limited air access, poor infrastructure and inadequate marketing strategy. Tourism is an activity generating a number of economic and social benefits, which not only augment foreign exchange opportunities but also direct, indirect and induced employment through backward and forward linkages with other sectors of economy.

Nepal as a whole can be a means for development in rural areas already rich in natural and cultural resources. It has comparative advantages than other industries such as, it has low opportunity cost, it takes low gestation period to give returns it can involve the lower strata of the people, of all ecological zone, involves women and ethnic groups and bears direct relation to all dimension of life like, culture, environment, nature, behaviour of people. Tourism also has a very significant contribution to GDP, foreign exchange earnings, government revenue, employment and its indirect and induced effect. In this basis tourism can be a leading sector and socio-economic force in the economy of Nepal.

This study identifies problems and prospects of tourism in study area. The religious, cultural, natural and historical areas of Darchula are important for entertainment, pilgrim, research work and so many activities. The data of research are based on both primary and secondary sources designs are applied. Similarly, questionnaire survey, field observations are the methodologies and simple random sampling is used in order to generally valid data and information. Malikarjun is the headquarter of Darchula. It is federal capital of Mahakali. Its area is 2322 sq.km. Darchula is a historical, natural, religious and archaeological destination of tourist sites. Tourists like the types of virtue. The ancient historical places, natural beauty, the ethnic simplicity are the

tourism industry of Darchula. In the Darchula many types of tourists sites lies in like,TinkarBhanjyang, Malikarjun Temple, Sitala Lake, Malikarjun Temple, Shiva Dham, Chameliya River, Latinatha temple, Laskutal,Marmatalau temple and Mahakali River are the important ancient destination among all tourist area of Darchula district.

Darchula district is culturally divided into various cast/ethnic groups, religion and languages each having specific characteristic in terms of traditional ceremonies and belief. Chhetri, Brahman and Sauka have dominance over the society. Rawat ethnic groups are living here. Maximum people celebrate Hindu religion and majority of Nepal language speaking here. Other groups like Byasi (Sauka), Dalit,Thakuri,Badi,and so many castes lived here.

During the field survey, the researcher had taken 19 tourists. Tourists visit Darchula for the entertainment, pilgrimage, Study and other purposes. Majority of tourists visited Darchula with purpose of pilgrimage (36.85) percent, Study (26.32) and others.

The people of different countries visit Darchula. The researcher found the highest number of tourist by Nepal and India. Similarly, according to religion the majority of tourists is Hindu and Buddha.

Length of stay is a crucial factor in tourism development. Majority of the length of stay of tourists in Darchula is 63.16 percent for one night. Majority of tourists spend above 31 dollar is 36.84 percent. The occupation status of tourists shows the majority of tourists 36.84 percent other occupation. 47.37 percent tourists said that Darchula tourism industry is excellent. Research indicates main problem of Darchula is Transportation. Maximum tourists like Nepalese food, Indian and Byasi (Sauka). Management and neatness of tourist spots are good. 52.64 percent tourists are satisfy by local people behave.

In Darchula, uncountable numbers of hotel and restaurants are here. Researcher takes the only 11 hotels and restaurant of Darchula. Because many tourists are lies there where non-stop taking bath, non-stop electricity, internet, delicious food and security. In 11 hotels and restaurant lie such types of characteristics. Hoteliers earned income

by annually are variation. Below Rs. 36000, 36.37 percent hotelier earned and expenditure is high 72.73 percent below Rs. 36000. We can say that hotelier save money and gradually extension of facility of hotels. Hoteliers said that main problems of Darchula tourism are lack of advertisement of tourist spots.

Researchers included the only 35 households. Agriculture is the main occupation of local respondents. Annual income of local respondents can say annually above Rs.200000, majority of people 31.11 percent. Expenditure pattern of local respondents can say that 35.56 percent local respondent's expenditure between Rs.100000-200000. age group structure of family member are, below 15 years 35.62 percent, 52.40 percent between 15-60 percent and 11.98 percent above 60 years. Among 35 local people, 60 percent local people have knowledge about tourist and tourism. In addition, 40 percent do not have knowledge about tourist and tourism. 44.35 percent people agree with the medium of knowledge about Darchula by traditional customs, 33.33 percent by advertisement for tourists, and 11.11 percent same for to visit of tourists and it. Local people 48.89 percent agree with role of local and government should be jointly for develop the Darchula tourism. 35.55 percent agree by government and 15.56 percent by local agency. 71.12 percent people agree behaviours of tourists are positive, 26.66 percent do not know and 2.22 percent people disagree with behaviour of tourists. 84.44 percent local people do not satisfy from the recent tourism policy and 15.56 percent local people satisfy. It shows tourism policy also hindered development of tourism in Darchula district.

5.2 Conclusion

Tourism is one of the most significance contributors of Nepalese economy. In spite of high potentiality of tourism development in all development regions and their ecological region, tourism in Nepal is centralized in the eastern and central part of the country. In Mount Everest Kathmandu, Pokhara, Annapurna, Lumbini and in other area of the country, centralized and highly seasonal nature of tourism serious environmental damage in some of the valuable and sensitive tourist resources and cultural natural and ancient landscapes of Nepal has been caused. Therefore, all diversity of these areas is risk and their potentialities are risk.

If all tourists' sites of Darchula district are developed, there will definitely be a huge inflow of domestic as well as foreign tourists. It would create demand for various local products for the consumption of tourist arriving in the district. This is expected to create various types of production opportunities for income and employment generation. The information of research is drawn from question survey, field observation and literature review to make it more reliable. In this area, people have some knowledge about tourist and tourism. However, higher education level peoples are very low in this area. Therefore, there need to be initiated educational based programmes by the government and non-government agencies. There is a high potentiality to run agro-based industries and culture agro-tourism. If the government draws their attention for the establishment such types of industries and tourism, hand in income level of people will be increase immediately.

The ancient historical places, natural beauty, the ethnic simplicity are the tourism industry of Darchula. In the Darchula many types of tourists sites lies in like, TnkarBhanjyang, Malikarjun Temple, Sitala Lakelake, Shiva Dham, Chameliya River, Latinatha temple, Laskutal, Misaratal, Marmatalau temple and Mahakali River are the important ancient destination among all tourist area of Darchula district.

Low level of infrastructure development, lack of participation, awareness, education, entrepreneurships and investment exist as challenges for tourism development in Darchula. In order to solve these problems and challenges can be overcome with concrete effort of public private partnership. Positive partnership between local bodies' institutions, government and other sector are ranging from upgrading or renovating access road and trails, creation tourism facilities, repairing religious sites, buildings public utilities, social infrastructure and environmental conservation facilities. In addition, the evidence seems to verify the notion that tourism growth granger causes. Economic growth and vice versa indicating a bi-directional causality between economic Growth and tourism growth. It is clear that tourism growth increases economic activities.

5.3 Recommendations

This study is concentrated on problems and prospects of tourism in Darchula district. However, relevant recommendations in related areas also made whose improvement

is inevitable to generate more employment opportunities and to develop tourism in the Darchula district. By analyzing data, this study recommends the following efforts should be carried out for the promotion of different types of tourism in this region.

-) The natural, historical, religious and archaeological places of Darchula, which are yet unexplored should be explored through adequate research. This will help to raise and promote tourist activities in this area. Government, DDC, private sector and Ministry of tourism have to pay attention in time.
-) For the development of tourism, advertisement and publicity is very necessary. Publicity of Darchula in the outside world with various culture, tradition, religion, heritage, photos of all tourists' sites and required facilities must be organized time to time in the different parts of the world.
-) For the development of tourism in Darchula district explore and recent excavate these historical places. In addition, joining with ring road.
-) Nepalese type accommodation facilities should be built in the area of tourism destinations.
-) To increase and establishment of travel agency.
-) The basic facilities of travel and tours agency are to create effective demand in the market and provide satisfactory services to the tourist.
-) To manage the accommodation, transportation, market, tourist guide, other necessary goods and services.
-) To manage the holly security for tourists.
-) Maximum people have not knowing tourist and tourism so government and local agency should give the priority at first to increase education in there about tourism and there condition.
-) Political disturbance is another problem of tourism so all politicians have to agree or announce peace area to the tourism for the development of tourism.
-) Peace and security should be non-stop and never road strike, Nepal 'Banda', Chakkajam and other types of strike.
-) In Darchula there is no sufficient information centre, so there should be established the information centre. It is recommended that tourist record keeping system should be initiated at the local level including all important tourist destination if Nepal.

To solve the problem of tourism in Darchula above suggestion are recommended. To fulfil these recommendations Darchula DDC, Darchula Chambers of Commerce and industry, Darchula Tourism Promotion Committee, NGOs, INGOs and private sector working in local area should pay attention in time.

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ANNEX - I

PROBLEMS AND PROSPECTS OF TOURISM IN DARCHULA DISTRICT

(A Case Study of Malikarjun VDC, Darchula, Nepal)

QUESTIONNAIRE FOR TOURISTS

1. Name: (if you please)-----
2. Nationality: ----- 3. Age (in years): -----
4. Sex: (A) male (B) female 5. Profession: -----
6. Academic Qualification: -----
7. Marital status (A) Married (B) Unmarried
8. Country of Residence: ----- 9. Religion: -----
10. What is your occupation?
A) Business B) Service C) Student D) Other
11. What is purpose to visit?
A) Pilgrim B) Entertainment C) Study D) Other
12. Is it your first visit?
A) Yes B) No
13. If no, how many times did you visit here?
A) Second B) Third C) Fourth D) above fourth
14. If yes, do you think to come back here again?
A) Yes B) No
15. Are you in group or alone?
A) Group B) Alone
16. How many days you have think to stay here?
Ans:-.....
17. How much money do you think to spend for one night lodging/fooding?
Ans:-.....
18. What kind of food do you like here?
A) Nepalese B) Indian C) Chinese D) Byasi (Sauka) E) Other

19. What do you think of the standard of lodging and fooding?
A) Standard B) Moderate C) Good D) Bad
20. What do you think about the future of Darchula as a tourist centre?
A) Excellent B) Good C) Not so good D) Bad
21. What types of problem did you face?
A) Language B) Transportation C) Guide D) Other
22. How did you find the neatness and management of the place?
A) Excellent B) Good C) Not so good
23. Which transportation did you use to come here from DarchulaMalikarjun?
A) Bicycle B) Taxi C) Bus D) other
24. How did you feel about behaved of local people to a tourist?
A) Well B) Satisfactory C) Not so good
25. What are your suggestions to develop Darchula as a tourist centre?

Ans:-.....

ANNEX - II

PROBLEMS AND PROSPECTS OF TOURISM IN DARCHULA DISTRICT: A Case Study of Malikarjun VDC, Darchula, Nepal

Questionnaire for the Hotel/Restaurant Owner.

1. Introduction:-

A) Name of Hotel/Restaurant... B) Name of proprietor

C) Age..... D) Male/Female.....

E) Local/Outsider..... F) Location District..... VDC..... Ward No.

2. What is your permanent address?

Ans:-.....

3. How many tourists come to stay per day in your hotel/restaurant (in an average)

A) Maximum B) Minimum

4. What do you think about capacity?

A) Sufficient B) Insufficient C) More than sufficient

5. What is your fixed capital investment in hotel/restaurant business?

Ans: -

6. How many rooms are there in your hotel/lodge?

Ans: -

7. What is the future plan of your hotel/restaurant?

A) Planning to increase the capacity B) Planning to increase the facility

C) Change the business condition D) Continue the same

8. What is your average expenditure from this business?

A) Monthly Rs... B) Yearly Rs...

9. What is your average income from the business?

A) Monthly Rs... B) Yearly Rs...

10. Please mention the number of employees and their gender?

A) Total number of employees.....

B) Male C) Female

11. In average how many night does tourist stay in your hotel?

A) 1-2 B) 3-4 C) 4-5 D) more than 6 days

12. What are the problem do you feel to make good tourism centre in Darchula district?

A) Local people should be inactive.

B) Lack of advertisement of tourist destination.

C) Lack of knowledge & able tourist guide

D) Uncomfortable road

E) Unsuitable policy of tourist industries

F) All of above

13. Would you please suggest measures to promote tourism in better tourism in better?

Way in Darchula district?

Ans: -.....

Thanks a lot for your co-operation

ANNEX - III

PROBLEMS AND PROSPECTS OF TOURISM IN DARCHULA DISTRICT:

A Case Study ofMalikarjun VDC,Darchula, Nepal

Questionnaire for Local Respondents

Individual Introduction

Name: Age: Sex:

Occupation: Education: Place:

1) How many your average annual income and sources?

A) Total Income B) Type of Income Sources

2) How many your annual average Expenditure?

Total Expenditure Rs...

3) How many family members in your family?

A) Total Number B) Female C) Male

D) Below 15 year E) Between 15-60 yearsF) Above 60 year

4) Do you know about Tourism and Tourists?

A) Yes B) No

5) Do you know about Darchula?

A) Yes B) No

6) What is medium about knowing Darchula?

A) Traditional Custom B) Tourism Information

C) Coming Foreign Tourists D) Yourself

7) What are prospects of in development of Darchula tourism, in your views?

A) Excellent B) Good C) Not so good D) Don't know

8) Whose role should be active in Darchula tourism development, in your views?

A) Local Agency B) Government C) All Above

9) What is advantage and disadvantage in development of tourism and tourists?

A) Advantage B) Disadvantage C) Don't know

10) If advantage, what are advantage?

A) To Conserve the Tourists Spot B) Increase the Employment

C) Poverty Alleviation D) Others

11) If disadvantage, what are disadvantage?

A) Environment Pollution B) Dissocial C) Intervention D) Others

12) How did you feel about behaved of tourists to local people?

A) Good B) Bad C) Don't know

13) How is effect of tourist's culture and value to you?

- A) Positive B) Negative

14) What is a problem in development of Darchula tourism, in your views?

- A) Language B) Food and Accommodation C) Transportation

D) Information

E) All Above

15) Are you satisfy government tourism policy in your development of Darchula tourism?

- A) Yes B) No

16) What are your suggestions to develop Darchula as a tourist centre?

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ANNEX-IV

PROBLEMS AND PROSPECTS OF TOURISM IN DARCHULA DISTRICT : A Case Study of Malikaarjun VDC, Darchula, Nepal

Check List for Observation

Name of Observed Sites: Malikaarjun Temple, Sitala Lake, Latinatha temple, Shiva Dham, Marmatalau temple, River Mahakali, River Chaulani, and Bhagawati temple.

1. Attraction

Natural.....
Culture and heritage.....
Entertainment.....
Other.....

2. Accessibility

Road network.....
Means of transportation.....
Distance from district headquarter:.....
Distance from the highway, Km..... Hour..... Cost.....

3. Accommodation

A) Hotel and restaurant distance:.....
B) Home stay.....

4. Tourism elements

Weather.....
Scenic attraction.....
Amenities.....

5. Hospitality.....

THANK YOU

THE END