

CHAPTER – I INTRODUCTION

1.1 Background

Tourism is a multidimensional concept or activities which has been defined in different ways by various authors and concerned organizations and yet there is no universally accepted definition of tourism. The origin of tourism can be traced to the earliest period of human habitation on the globe. Tourism word derived from Latin word ‘Tornos’ means turners wheel or moving around and which is related to travelling in difference places. The concept of “round trip” or “package tour” is developed from the word Tornos or Tourism. It was generally started to use in 13th century but innovatively it was used after the 19th century in a wide-range. There are four different perspectives to comprehend tourism in detail.

The Tourist: The tourist seeks various psychic and physical experiences and satisfactions. The nature of these will largely the destinations chosen and the activities enjoyed.

Service provider Business people: Business people see tourism as an opportunity to make a profit by supplying the goods and services that the tourist market demands.

The government of the host community or Area: Politicians view tourism as a wealth factor in the economy for their jurisdictions. Their perspective is related to the incomes their citizen can earn from their business. Politicians also consider the foreign exchange receipts from international tourism as well as the tax receipts collected from tourist expenditures, either directly or indirectly. The

government can play an important role in tourism policy, development, promotion and implementation.

The Host community: Local people usually see tourism as a cultural and employment factor of importance to the group, for example is the effect of the interaction between a large number of international visitors and residents. This effect may be beneficial or harmful or both.

Another definition of tourism given by the Swiss Professor Walter Henniker and Kurt Krapf, in 1942 is more technical. As per them "Tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers; provided the stay does not imply the establishment of permanent residence and is not connected with a remunerated activity." The tourism society in Britain had also attempted to clarify the concept and in 1976 defined tourism as: "Tourism is the temporary short term movement of people to destinations outside the places where they normally live and work and their activities during the stay at these destinations it includes movement for all purposes as well as day visits or excursions" (Bhatia, 1994-34). The most widely used and popular definition of tourism is one prepared by the United Nations Conference on International Travel and Tourism held in Rome in 1963. This definition was recommended by the International Union and Official Travel Organization (IUOTO) in 1908.

In fact, tourism is said to be highly intensive and three categories of employment are generated by tourism: direct, indirect and investment related employment. Many countries that have seen their natural resources depleted and their cities polluted with heavy industry see tourism as a clean way to economic prosperity.

Nepal is made up of rural settlements and our great culture and natural beauty all rest in these rural areas. The community based village tourism and ecotourism can give Nepal a strategic advantage against its competitors. Diversification of our tourism products and activities must take a paradigm shift from its conventional destination to the new and changing definitions of tourism. The prospects of rich biodiversity in Nepal need more promotion for special interest tourists who have selected to call themselves “responsible tourists” and “eco-tourist”.

The focus on tourism in significantly contributed not only to support the livelihood of the rural settlement of Nepal but also is playing a vital role in generating awareness amongst the people of these regions in sustainable use of the natural and cultural resources. The awareness towards the importance of conservation and preservation of natural, cultural, historical and other importance heritage is more amongst the people. Where there is presence of tourism. The growing value of tourism has started to contribute positively in many socio-economic issues of Nepal. Tourism has been providing employment opportunities in the local areas and contributing greater market accessibility to the local products. It has also increased the market for agricultural products livestock and milk products, which has helped directly to the poor of Nepal.

1.1.1 Concept of Tourism

In the decade 1950s, Nepal adopted democratic rule for the tourist. So, Tenzing Norgé Sherpa and Sir Edmund Hillary climbed the highest mountain (Mt Everest). In this decade, Nepal developed the tourism promotion campaign through various activities. There are seven different cultural sites from Nepal, which are included in the world heritage list of UNESCO 1979. There are

Bhaktapur Durbar Square, Patan Durbar square, Hanuman Dhoka Durbar square, swaymbunath, Baudhanath, Pashupantinath and Chagunarayan. Recently Lumbini has been included in the world heritage list. More than 1250 heritage sites have been identified and documented from 72 districts outside Kathmandu valley. Most of these heritage sites are located in the rural areas which can be the core attraction for the tourists visiting those areas. Similarly, the different protected areas are also gradually listed and going to be included in the list of world heritage sites. Pilgrimages are also famous in Nepal where different shrines, temples, and monuments are concentrated like Gosaikunda, Tatopani, Muktinath etc. Nepal is attracting and keeps interest to adventure mountain place to see outstanding scenery, altitude, topography, climate, vegetation and life zones of the Himalayan region.

Based on natural and cultural heritage, Nepal has a high potentiality of tourism. Which are mountain climbing, Trekking, Mountain flight, Rafting, Bungee jumping, Mountain biking, Ultra-light aircraft, Jungle safari etc. It is also highlighted on increasing public awareness on the tourism, environmental sustainability and development. Similarly, it emphasizes on the native style accommodation services to the tourists and new sites were opened for tourism, these are Kathmandu, Bhaktapur, Patan, Pokhara, Lumbini, Chitwan, Dhulikhel, Muktinath and Jomsom, Gorkha. Some of the tourist attractions of the rural tourism are Dolpa, Kachanjungha, Solukhumbu etc. Also, there are hills of Dhankuta and Srinagar of Palpa as tourism sites. Tikapur, Chisapani of Kailali, Shreeantudada of Ilam, Dhorpatan hunting reservation of Baglung, and Kulekhani of Makawanpur etc. then many tourists knew about Nepal as natural beautiful.

1.2 Statement of the Problem

Nepal has the tremendous prospects and potentials of tourism development as it is blessed with several distinctive attractions of nature. Nepal has incredible opportunities for tourism as it has diversities in every social, cultural, ecological and geographic sector.

Rara area is a tourist paradise with infinite variety of interesting to see and do. Rara Mugu is located in Karnali Zone of Mid-Western Development Region of Nepal. Its headquarter is located at Gamgadhi. There are many types of flora and fauna, many types of trees. It is famous for Chhayanath and Rinimokshya as well as other many natural and socio-cultural attractions. Therefore, Rara area deserves high potentiality for the development tourism Mid-Western Development Region of Nepal.

In this context, the research can be drawn as follows;

- There is no study regarding potentialities of Rural tourism in Rara.
- Are local people of Rara are aware of tourism?
- Do local people know about the benefits of tourism?
- Negative and positive impacts of tourism in Rara.
- What are the suitable Routes for Rara visit?

1.3 Objectives of the Study

The scope of study is to explain and explore the problems, prospects and its implication of rural tourism in Rara. The specific objectives of the study are as follows:

- To identify the present status of tourism in Rara.
- To explore the possibility and challenges of tourism in study area.

- To suggest corrective measures to promote tourism in Rara.
- To assess the congenial routes to Rara for rural tourism

1.4 Importance of the Study

Nepal bears a lot of potentialities in the tourism even though it is small land locked country situated between two large country China and India having the area of 1,47,181 Km². But we can say that it is rich in nature beauty like Himalayan range, Pasture, different kind of flower, tropical forest, Hills and Terai. Among such natural beauty Rara is one of them. Even though Rara National park is small in its area having 106 Km² but able to attract tourist.

This study is expected to be an important attempt to identify, discuss and to suggest corrective measures for promotion of tourism in Rara area with its multifaceted aspects. The study is an academic research that deals clearly and possible strictly on the issues of protected areas and people residing around. The specific importance of the study is as follow:

- a. The people of Rara expect the sustainable development. Thus, the tourism based on ecology and local people culture can ensure their long-term propose.
- b. The Rara can offer the tremendous opportunities for tourists along with local people. Beside cultural tourism and eco-tourism can also enjoy trekking and rural tourism such as agro tourism.
- c. Development of tourism in and around the lake and park will enhance employment, infrastructure and income of local people and thus promotes their socio-economic status.
- d. It will be promoting the rural tourism; particularly to support the conservation efforts of the local people as well as their sustainable development. Tourism

benefits the local initiation and local enterprises for uplift the local economic status.

1.5 Limitations of the Study

This study is concentrated on the topic – "Rural Tourism of Rara Mugu". The study undertakes and vigorous and analytical observation on the related aspects of lake, people and tourism products. While analyzing the topics in detail the paper may have certain limitations;

- The study will primarily focus on the Rural tourism in protected areas.
- The survey may not be supported by targeted sampling due to less flow tourists to whom the questionnaire is targeted.
- Due to short time and efforts invested for the accomplishment of the project, the study may not accumulate each aspect of the concerned sectors completely.
- Due to limited timeframe the study may not include the overall factors of analysis and the technical investigation.
- This is an academic research and uses academic design as well.

1.6 Organization of the Study

This research organized into 6 Chapters. The introductory Chapter describes the tourism in general and in particular of Nepal. It also illustrates the objectives, rationale of the study, theoretical framework. The Second Chapter reviews previous literature relating to the tourism. The Third Chapter explains about the methodologies used in this research. Similarly, fourth Chapter describes about the profile of study area, fifth chapter analyzes and interprets and presents brief overview of the overall tourism situation of Rara and the surrounding and socio-economic characteristics of the Rara. This Chapter also discusses about the prospects and problems of the Rara

and suggest some curable solution to be taken under consideration. In the six chapter. Researcher points out major findings and mentions some academic recommendations for further researchers. There are three annexes for an interview with Local people, with Tourists and with Hotel owners to support the research. At the end, references that have been used in this research mentions in alphabetical order.

CHAPTER – II REVIEW OF LITERATURE

Rural Tourism is a fastest growing industry. In the modern world, rural tourism industries have been growing at an outstanding rate and it has applied at the world's largest and great export industry. Following the advance development of science information and technology, the world from now has been global village. The basic information of the places through internet and electric media such as television, radio, and the easy access with the spending transportation, the human desire of travelling across has been increased more than ever in this country. The temple interference is that the tourism has been the fastest growing industry of the world.

Diverse people inside and outside the country have conductive main study in this field. More and more study of about the tourism is coming into focus. Therefore, rural tourism is not a new concept. These studies are made on different way faces of tourism in Nepal and furnish important information for the study to make the study more reliable, some of the important studies are reviewed. In addition to that the various tourism related magazines, booklet, newspaper, published and unpublished report and publications also are reviewed.

2.1 History of Tourism in Nepal

Rural tourism as we know is a sample phenomenon of the modern times. From the simple traveler of yesterday, this phenomenon has become a very complex activity encompassing a wide range of relationships. Simple defined, rural tourism can be a movement of people away from their rural place of residence.

Rural tourism has become the largest and fastest growing industry in the world today Billions of dollars are spent to travel the places of interested every year. It is considered as an important source foreign exchange earnings. The rural tourism

phenomenon has attracted almost the entire world. The government of Nepal has given top priority to the tourism sector and has prepared long time plan to develop tourist infrastructure in the country.

Rural Tourism is both need based and right based concept. More particularly it is need based approach because rural area needs to have more jobs created and revenue to be generated. However, most of the author has concluded that rural tourism is need based. Rural tourism is a complex multifaceted activity. It is not just farm-based tourism. It includes farms based holidays, eco-tourism, walking, climbing and tiding, adventure, sports, health tourism, hunting, fishing, educational travel, art and heritage tourism and ethnic tourism.

2.2 Tourism in Nepal

Nepal is a model of diverse culture and nature. Tourism industry flourishes in its surrounding. Published and unpublished works have been done by numerous scholars concerned organization about tourism. Talking about the tourism destination in the world Nepal has been selected as one the rural tourism destination in the world.

M. B. Shrestha has covered some important aspect of Nepalese aviation and tourism in his book "Nepalese aviation and tourism" and tried to explain the aviation history and rule of aviation in tourism. He further discussed the economic significant and the benefit of tourism in the economy of host country which is measured mainly in terms of foreign exchange receipt from tourism and its multiplier effects and different activities, contributing to national income and employment generation in rural areas thus contributing to regional balance. Tourism development will also induce new business opportunities by opening market for social products, promotes new skill and encourage positive change in land use and production system

2.3 Probability of Tourism in Nepal

Nepal has huge possibilities in the rural tourism sector. The Himalaya nation is famous for its natural beauty: the world's highest peaks, national parks rich in flora and fauna, snow-fed rivers, exceptional trekking routes, wonderful lakes and welcoming people. Nepal is rich in its cultural and religious diversity as well. Possessing eight of the 10 highest mountains in the world, Nepal is a tremendously attractive location for mountaineers, rock climbers and adventure seekers. Apart from being an attractive destination for adventure, Nepal's pleasant climate and ever welcoming nature of Nepalese show there is a tremendous prospect of tourism ahead in Nepal.

2.3.1 Pilgrimage/Spiritual Tourism

Another lucrative area of promoting Nepalese tourism lies in exploring pilgrimage destinations scattered throughout the nation. Nepal has numerous ancient pilgrimage sites. The Kathmandu Valley alone houses the famous Pashupatinath Temple, Swayambhunath Stupa and several other pilgrimage sites. Hundreds of famous temples are located in other parts of the country as well. Some well-known pilgrimage sites are: BarahChhetra, Janakpur, Tengboche, Manakamana, Lumbini, Muktinath and Gosainkunda in Nepal. Moreover, there is high potentiality of developing spirituality tourism as the Himalayas have always been considered the seat of spirituality since ancient times.

2.3.2 Village Tourism

Village Tourism is such a concept that provides the best way to explore the villages of Nepal. Nepal is a country of villages. Traveling in the villages of Nepal, a traveler can see the way of life which has not changed even at the advent of modern science and technology. Promoting the concept like Home stay in Nepal can transform the

economic prosperity of the country. It is in the sense that visitors within this concept spend a few days living with the local people where they will be treated as honored family guests. Having said so, the travelers spend a considerable amount of money in the local area. Besides this, travelers are pretty much interested to look the simplicity, to taste the local food, and to witness local cultural practices. Hence, as a country of numerous villages, there lies the huge potentiality of tourism if village tourism is emphasized properly in Nepal.

2.3.3 City Tourism

Despite Nepal is recognized as a country of villages, there are a couple of cities that cannot go unnoticed in the eyes of travelers to Nepal. Cities like Kathmandu, Pokhara, Chitwan and Lumbini have already gained huge popularity in the field of city tours. Kathmandu valley alone houses seven UNESCO World Cultural Heritage Sites and offers the best possible chances of witnessing the rich heritage of Nepal. Likewise, going for Pokhara city tour brings awesome experiences. Lumbini is world famous in being birth place of Buddha. Furthermore, Chitwan is a huge refuge for a considerable number of wild lives in Nepal. Thus, promoting these cities of Nepal itself carries huge prospects of Tourism in Nepal.

2.3.4 Agricultural Tourism

Nepal is known as an agricultural country where more than eighty percent of its people survive from farming. The traditional agriculture system of Nepal too carries the heavy prospect of creating a new dimension in the field of tourism in Nepal. Agro-tourism brings international visitors to the countryside and as a result, they meet lovely and hardworking people of the rural area, share a meal with them, stay in their houses as family guests, and taste their local dishes. Apart from this, they can enjoy

the taste of local products as well. Hence, if Agro tourism is emphasized in this country, it will bring a huge change in the field of tourism in Nepal.

2.3.5 Adventure Tourism

Adventure travel is one of the fastest growing but least understood forms of international tourism. Its role in the economic development of remote world places and its impact on local society, economy, and the environment are not fully comprehended, even though adventure tourism has been adopted enthusiastically by many Third World nations. It analyzes adventure travel in Nepal and places it within the theoretical frameworks of tourism models and sustainable development. Building on core-periphery tourism theory, an adventure travel spatial-linkage model is proposed that connects Nepal's remote frontiers with the global tourism economy. Within this model, adventure tourists move through a hierarchy of travel gateways before reaching adventure destinations located among isolated, subsistence populations. This movement produces a unique structure of tourism space that in turn contributes to the formation in Nepal of regional developments such as hill town gateways, hinterland tourism destinations, and multi-use park lands. An adventure tourism impact model relates tourism problems associated with exceeding social and environmental carrying capacities. It also includes more positive impacts linked to converging the interests of Nepal's national economy, indigenous populations, tourists, and conservation development. With its steady growth, adventure tourism in Nepal will play an increasingly important role for national and local development in the frontier areas.

2.4 Rural Tourism in Nepal

Nepal is best known for its nature based or adventure tourism which include rafting, cycling, trekking, mountaineering, cultural tourism, sightseeing and bird watching.

Most of all the tourism activities take place in the rural areas or villages. The major issues re-mains 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, Langtang, Annapurna, Kathmandu, Pokhara and Chitwan region. This has led to tourism entrepreneurs and development workers to seek alternative ways to diversify the tourism benefits to other parts of the country as well in par with environment conservation. Nepal's rural settings also provide a strong foundation to promote rural tourism because of its unique lifestyle, unspoiled culture and tradition. If marketed in an innovative way, it can bring out tourism benefits in the villages that are off the main trekking trails and help create off-farm employment.

Nepal has 125 caste and ethnic groups and 123 spoken languages and a rich variety of cultures, lifestyles, values and traditions. And if people of Nepal, especially in the rural areas use these aspects, then rural tourism will be more successful than any other form of tourism. Although the law and the interim constitution provided equal rights to all ethnic groups and religious groups, Nepal is characterized by a highly stratified social system, resulting in the presence of many castes. In all the villages there are higher caste groups and lower caste groups. The lower caste groups are often denoted as 'occupational castes'. While higher castes host the guests, lower castes are not included in any tourism activity. Usually the main difference between the higher castes and lower castes is the socio-economic status. Bitter but true, that is due to the lack of alternative options, the youth and the productive forces of the rural areas are compelled to emigrate either to big cities or abroad. More than 80 percent of people live in the rural areas where the main occupation is farming and non-farming occupation is rare, which make the emigration from these areas to big cities and foreign countries inevitable.

CHAPTER – III RESEARCH METHODOLOGY

3.1 Background

Methodology is the backbone of the study and it needs to be well defined to conduct the study. Therefore, in this section the researcher has introduced methodologies those will be used in doing the present research. This chapter will mainly focus on the process research design, sampling process, data collection tools and techniques and the analysis and presentation of the data.

3.2 Research Design

Research Design is the basic framework of the research study. In other words, it is the procedural design of the research activities to determine the methods, tools and techniques, systems and procedure of the study. A research design is the arrangement of the conditions for collection and analysis of data in such a manner that ends to combine relevancies to the research purpose with economy in procedure. It is the way of clearly determining the way to perform the research activities.

This study follows descriptive and explorative research design and the overall activities are followed accordingly. With the descriptive research design, the researcher has described the present condition of the tourism activity in Rara such as natural beauty, flora and fauna. This information is essential to understand about the prospects and problems of tourism at Rara, with this information initiation towards the tourism enhance activities can be done by respective sectors. The explorative research design has explored some hidden facts regarding developing Rara as a famous tourism destination of Mid-Western region. This design has explored the problems that have to be eradicated or minimized for the development of Rara a

tourist destination. The exploration has presented in fourth section in detail. The study has systematically discussed the issues related to the objectives of the study, through analysis interpretation of available data and information.

3.4 Rationale of the selection of study area

Tourism is rapidly growing in Nepal and high potentiality for economic growth and sustainable development as well. Therefore, reason to select this area is to assess the prospectus of rural tourism destination and to promote domestic and international tourism, it is also very important for religious tourism, eco-tourism, biodiversity. Government has not made any survey or study in this area to promote rural tourism.

3.5 Universe and Sampling

This study is related on problems and prospects of tourism in Rara Mugu. Thus, this sample represents the 12 Hoteliers, 13 Tourists and 20 local people. it is selected systematically, scientifically and methodologically. In the present research, purposive sampling method is used to select hoteliers and local people and accidental sampling method is used for selecting tourists at the time of field visit. With this process the researcher has selected hotels, tourists for the qualitative information collection some local people will also select purposively

3.6 Data Collection Techniques and Tools

The primary data for this study have been generated by the questionnaire schedule with the local people engaging in various professions, key informant interview, focus group discussion, and performing sample studies. The secondary data have been obtained from relevant organizations and institutions including research reports, books, journals, booklets, data sheets, blogs and website. Basically, researcher used secondary data derived from Government line agencies and other academic institutions. The dissertations research reports, research articles, seminar papers and

magazine newspaper and journal articles, brochures (Jstor, Project Muse, Global ETD, Nepjol, Asijol).

3.6.1 Questionnaire Survey

Three different sets of interview schedule had been prepared and administered to the local people, tourists and the hoteliers. The interview questions contained about the prospects and the problems of tourism in the area. This information was essential to identify the perception of people's tourists and the hoteliers about the tourism of the area. At the same time authorities of Rara National Park has also been consulted. The records about the arrival of tourists has collected and analyzed. The findings have been presented in the fourth chapter.

3.6.2 Key informant interview

A Key informant interview is semi structured conversations with the people who have specialized knowledge about the topic. To dig out its major prospectus and problems of Rara, key informant interview has been conducted within the study area. The key informant interviewees were Teachers, local political leaders and Rara National park staff.

3.6.3 Focus Group discussion

Focus group discussion has been carried out with people of the study area. The participants of the focus group discussion were targeted to Boat operator staff, local people, NGO/INGO activist. The topics to discuss in FGD was inflow of tourists, prospects of tourism, impact of tourism, problems of tourism, services available to attract tourists and further plans to be performed to make the Rara a tourist destination. These findings were essential to make analysis about the prospects and problems of tourism in Rara Mugu.

3.7 Methods of Data Analysis

Data and information have been gathered and adopted from both sources (primary and secondary) and it has tabulated and interpreted accordingly. Both the manual and the computerized tools has applied. The available data/information has collected and analyzed together for the conveniences of the study.

CHAPTER – IV PROFILE OF STUDY AREA

4.1 Background

Mugu District is located in Karnali Zone of the Mid-Western Development Region of Nepal. It borders with Dolpa district of Karnali to the East, Bajura district of Seti Zone to the West, Humla of Karnali Zone and Tibet of People Republic of China to the North and Kalikot and Jumla of Karnali Zone to the South. The district has 24 VDCs, 9 Ilakas and 1 constituency area. Moreover, the district is also divided into 4 broad geographical areas; Khatyad area, Soru area, Gam area and Karan area. The district, with Gamgadhi as its district headquarters, covers an area of 3,535 km² and has a population of 55286 as per census 2011. The district lies in the High-Hills. The lowest elevation point is 1,201 meter and the highest elevation point is 6,717 meter from mean sea level. Mugu Karnali, HumlaKarnali and Khatyad are the major rivers in the district. The biggest lake of Nepal called Rara Lake (Length 5km, wide 3 km, Deep 187m and elevation 2900m) is located in this district, as a result of the elevation differences, the district has four different types of climate. The annual rainfall is about 706 mm and temperatures vary from 0 °C to 30 °C. Only 5 % of total areas are cultivable in Mugu district. Due to low level of agricultural production, most the households face acute food shortages for a large part of the year.

According to the National Census 2011, the total population of the district is 55,286 comprising 27,261 female (49%) and 28,025 Male (51%) residing in 9,619 households. Mugu district has an average population density of around 18 people per square km. The average family size is 6.1. The average literacy rate is about 49% (38% female and 60%

male are literate). Mugu district has a multi ethnic composition with Chhetri, Thakuri, Brahman, Tamang Sherpa Bhote Lama, Damai, Kami, Newar, Kumal, Sunar, Bitalu and Yogi. The common language is Nepali (89%) followed by Bhote (10%)

4.2 Climate

The climate of Rara is influenced by the physiographic region. The climate is similar to the southhimalays, dry winter, and wet summer is pleasant' however, winter is quite cold. From December to March, the temperature drops to below freezing, and heavy snowfalls accumulates up to one meter, closing his passes. The cloudy days and gusty winds make every one shiver due to cold near the Rara Lake. April to June warmer but the season gives way to monsoon through June to August.

Climate is one of the basic elements for the development of tourism in any tourist destination. Rara has very pleasant and healthy climate throughout the year which is ideal for holiday. There are four well defined seasons.

1. Spring March to May
2. Summer June to August
3. Autumn September to November
4. Winter December to February

It is stated that Rara is blended with one of the favorable climate compared with the other tourist receiving center. Most of the months in a year have bright sunshine and cloudless sky which attract tourists. Tourists want fine weather and warm sunshine. A good weather is important because it plays an important role in making holiday pleasant.

4.3 Socio-cultural Situation

The surrounding area of Rara is culturally dividing into various castes/ethnic groups, each having specific characteristics in terms of traditions, ceremonies, beliefs. Higher castes such as Brahmins, Thakuris and some KhasChhetries still have over dominating role in the area. Although legally ended, untouchability of lower caste is still leading in this area.

Special festivals and dances like Dauda (Dance with song with more than 2 men), Dhal Tarbar Dance (war Dance), Champha dance, Hudke dance, Dhami dance, Bhoteselo (Shyapro and Chelu) and unique cultural practices of this region.

However, the scope for development in the long run is vast. Because of illiteracy and fatalistic attitude and limited exposure to modern science and technology and there is no fit in planning. Almost there is no entrepreneurship or management, capability to run a modern trekking agency or resort hotel.

4.4 Scenic Attraction

Rara is an outstanding scenic beauty and grateful charm. This place is remarkable for enduring loveliness and blend of scenery. The plants and colorful wild flowers, wild life and uses a strong fascination for the tourists. Himalayan peak of like Api and Saipal presents very close scene from Rara.

The natural scenic beauty of Rara varies from time to time and areas to areas. In the early morning time the scene of sunrise from the eastern Mountains are the main attraction, at this moment the sun spreads orange color over the Rara lake. Even in the winter morning, most part of Rara lake remains fogless while Tarai belt is covered by dense fog.

These are some inspiring and beautiful scenes for making an attractive view. Rara Lake popularly known as the biggest lake of Nepal is a

beautiful lake in Nepal for different reasons, occurring located in Mugu district. For Visitors, Rara is one of the most important tourist destination of the Nepal. It is one of the best trekking destination in Nepal. Thousands of visitor go there having beautiful views of Rara Tal. With RaraLake, There are some beautiful scenes in Mugu which are Thaku Nath Mandir, Murma Top, MahendraSilaLekh, ChhapruMahadev Mandir, RaraMahadev Mandir, Tatopani, MastaMadir, Siva Parvati Cave (Una Odhar), Chhayanath, Rinimokshya

Table 4.3

List of scenic areas in Rara Mugu

1	Rara Lake	12	Khesmamalika
2	Thaku Nath Mandir	13	Mount. Chankheli
3	Murma Top	14	Mugu Village
4	MahendraSilaLekh	15	
5	ChhapruMahadev Mandir	16	
6	RaraMahadev Mandir	17	
7	Tatopani	18	
8	MastaMadir	19	
9	Siva Parvati Cave (Una Odhar)	20	
10	Chhayanath	21	
11	Rinimokshya	22	

Source: Field visit 2017 and Report of RNP Warden.

4.5 Hotel Industries around Rara Area

Details of Hotel (MajhGhatta)

SN	Name of Hotel	Name of Hotel Owner	Stablish Date	Education of Hotel Owner
1	Murma Top Hotel	Dabal Bahadur Rokaya	2064	intermediate
2	Trilok guest house	Chhatra Sing Rawal	2066	Bachelor
3	Sakuntala Hotel	Devi Chandra Rokaya	2063	Literate
4	SundarRara G.H.	Nanda Sing Rokay	2068	Bachelor
5	Bishal Hotel	Hari Chandra Rokaya	2065	Literate

Source: Field survey 2017

Details of Hotel (Gamgadhi)

SN	Name of Hotel	Name of Hotel Owner	Stablish Date	Education of Hotel Owner
1	Grand Hotel	TejBdrShahi	2071	SLC
2	Hotel Chandranath	Saure Rawat	2062	Literate
3	Rokaya Inn	Rana Rokaya	2058	Literate
4	Visit Rara	BishnuMalla	2073	Bachelor
5	Hotel Shani	Tilak Bdr Budha	2053	Literate
6	Hotel Karnali	Dhanmal Kari	2055	Literate
7	Hotel Samjhana	Binu Mall	2051	Literate
8	Hotel Kabita	Lanka Karki	2054	Intermediate

Source: Field Survey 2017

Details of Hotel (Rara)

SN	Name of Hotel	Name of Hotel Owner	Stablish Date	Education of Hotel Owner
1	Danfe Guest House	Gopal Bam	2063	Intermediate
2	Village Heritage Resort	Raju Karki	2073	Intermediate

Source: Field survey 2017

Details of Hotel Talcha

SN	Name of Hotel	Name of Hotel Owner	Stablish Date	Education of Hotel Owner
1	Siva Himali Guest House	Tilak Mall	2066	Literate
2	Bibek Guest House	KesharRokaya	2063	SLC
3	HimaliRara Hotel and Lodge	AsalRawal	2067	Literate
4	Shiva Guest House	Hajar Mati Rawal	2072	Literate
5	Basanta Hotel	PreamRawal	2063	Literate

Source: Field survey 2017

Hotel industries are one of the most important components of tourism in every country. In order to improve tourism industries, hotel facilities are crucial. Some of the tourists come to spend luxurious way of life in the destination places. Such types of tourists want to spend more money in hotel services. However, in the Rara area, there are not luxurious hotels available.

4.6 Ownership of Hotels

Table 4.6

Ownership of Hotel by Local and Outsider

Location	Local Owner	Total	Percentage
Rara	2	2	10
Talcha airport	5	5	25
Majhghatta	5	5	25
Gamgadhi	8	8	40
	Total	20	100

Source: Field Survey 2017

The analysis of the ownership of hotels by local and the outsiders, the data shows that all of the hotel owners are local people of the same district. This is the indication of poor tourist activities in the Rara area. If the tourist activities grow outsiders also intend to open hotels and other recreational activities.

CHAPTER – V PRESENTATION AND ANALYSIS OF DATA

The most important section of this research analyzes the data regarding overall tourism of Rara such as services available in Rara area; the flow of tourists, hotel establishment and services they are providing, distribution of tourists from different continents etc. This chapter has figured out data and interpretation to explain the findings.

5.1 Demographics of the Population under Study area

The population is the major components of any research. It helps to develop our report in a reality. The sample population composition of this study has been presented under the table.

Table no. 5.1 sample population of the study

SN	Streams	Number of respondents	Percentage (%)
1	Local community	20	33
2	Internal Tourist	11	18
3	External tourist	2	3
4	Hoteliers	12	20
5	Key informant interview (KII)	6	10
6	Focus Group Discussion (FGD)	8	13
	Total	59	100

Field survey, 2017

The Table 5.1 shows the sampled population of the study. It indicates that 34 percent are local people, 22 percent are internal tourist, 20 Percent are local hotel owners, 10

percent are Key informant interviewees and 14 percent are boat operators who involved in FGD.

5.1.1 Sex Composition of Local respondents

Different age and sex group of respondents were found in Rara area so the different sex composition of the study has been given below on the table as;

Table 5.1.1 Sex Composition of the local respondents

SN	Sex	Number of respondents	Percentage (%)
1	Male	31	67
2	Female	15	33
	Total	46	100

Field survey, 2017

The above Table 5.1.1 shows that 67 percent are male respondents whereas 33 percent respondents are female. Therefore, it indicates that female are still backward in terms of awareness and development in the study area.

5.1.2 Educational status of Local Respondents

The education status of this district is very low 49 percent, most of poor and marginalized people do not attend to school. The data of Male literacy rate is 60.1 percent and Female literacy rate is 37.9 percent. The education status of local respondents has been listed on following table.

Table 5.1.2 Educational Status of Local Respondents

SN	Level	Number of respondents	Percentage (%)
1	Literate	27	59
2	Secondary	8	17
3	Intermediate	7	15
4	Bachelor	3	7
5	Master	1	2
	Total	46	100

Field Survey, 2017

The above Table represents that education status of the study area. Out of all local respondents 59 percent are literate, 17 percent are secondary level education, 15 percent are intermediate level, 7 percent are Bachelor level and 2 percent are Master level. Therefore, most of the people are literate or they can read and write normally in the study area whereas higher educated people are very less.

5.1.3 Occupational structure of Local Respondents

Occupation is the major part of every person's life for survival. Human being adopted with different sort of occupation such as agriculture, trade, service, social work etc. in the study respondents' occupational status has been mentioned on the table.

Table 5.1.3 Occupational structure of Local Respondents

SN	Occupation	Number of respondents	Percentage (%)
1	Agriculture	20	43
2	Hoteliers	12	26
3	Teacher	2	4

4	NGOs Workers	10	22
5	Business	2	4
	Total	46	100

Field Survey, 2017

The above table show that 43 percent of the local respondents are taken agriculture as a major occupation for their livelihood. It is followed by hoteliers which occupies 26 percent, NGO workers 10 percent, Teachers 10 percent and Business 10 percent. It indicates that main occupation of study area is agriculture, hotel business and NGO service. Although this study area is famous for tourism place but the lack infrastructure development, adequate policy and planning and awareness of local people, the tourism beinvg under the shadow. Therefore, local people could not grab the tourism related occupation opportunity.

5.2 Comparison of Tourist Arrivals in Nepal and Rara

Although Rara is a famous place for tourism in the central part and most beautiful place in Mid-Western Region of Nepal, it has not been able to attract tourists as compared to total tourist arrival in Nepal. It is slowly gaining a spot as a tourist destination. Since the establishment of Rara National Park in 1976, This section examinee the number of tourists visiting Rara. The tourist arrivals in Nepal and Rara and the comparative analysis have been presented in table

Table No. 5.2 Arrival of Tourists in Nepal and Comparative Analysis of Tourist arrivals in Rara from 2006- 2016

Table 5.2

SN	Year	Total Number of Tourists arrival in Nepal	Total Number of Tourists arrival in Rara	Growth rate of Tourist Arrival in Rara	% of Tourist visiting in Rara out of Total Tourist arriving in Nepal
1	2006	383,926	28		0.007
2	2007	526,705	4	-96	0.001
3	2008	500,277	141	41	0.028
4	2009	509,956	105	5	0.021
5	2010	602,867	135	35	0.022
6	2011	736,215	174	74	0.024
7	2012	803,092	49	-51	0.006
8	2013	797,616	164	64	0.021
9	2014	790118	181	81	0.023
10	2015	538970	143	43	0.027
11	2016	383,926	184	84	0.048
TOTAL		6,573,668	1308		0.227

Source: Rara Office of the Warden 2017: Nepal Tourism Board statistics 2015

From the table, we can take the following observations

- It is evident that tourist arrival in Rara has been slowly increasing. The ten-year period from 2006-2016 has increased from 28 to 184 which is 767% increase.

- But compared to the overall tourist arrival in Nepal, the tourist flow to Rara is less than 1% every year which indicate there is no enough Rara tourism promotion which needs to be worked at the very significantly.

5.3 Causes for the less Tourist Flow in Rara based on questionnaire

In this section, the data collected through the questionnaire are analyzed and interpreted. To collect the required information, the three types of questionnaire were distributed among locals, hoteliers and the tourists available during the period of survey. The questionnaire is attached in the Annex i, ii, iii. Out of the 45-questionnaire distributed, 13 questionnaires were responded by tourists, 12 by hoteliers, 20 by the local community people.

5.3.1 Reasons for inadequate Development of Tourism in Rara

Table: 5.3.1 Problems for Inadequate Development of Tourism in Rara

Problems/Reasons for the underdevelopment of Tourism in Rara	Number of Respondents	Percentage (%)
Difficult Travel Route	20	44
Inadequate Promotion and Advertising	13	29
Political Instability	7	16
Lack of basic infrastructure	5	11
Total	45	100

Field Survey, 2017

The major problems have been shown in the table. Although Rara is one of the most beautiful travel destination it has not been exploited to its full potential.

- Out of 45 respondents 44% of the total respondents opined that the travel route was very difficult or expensive as the only easy means is via Air Travel. The trekking route are also not developed; it is found under study that they key areas do not have sign posts and the roadways are under very bad state.
- 29% of the respondents cited the inadequate promotion and advertising and information as the reason the problems in development of Rara as Tourist destination. Also, due to lack of basic infrastructure such as electricity and internet, enough information is not passed as cited by 11%
- 16% of the total respondents referred to political instability as one of the reasons for the under growth of Rara as tourist's destination which can be agreed as well as we can see lot of development projects suffer due to lack of Government monitoring and investment.

5.3.2 Prospects of Rara as major Tourism Site

View of the respondents (questionnaire, Focal Group Discussion and Key Informant Interview) on the key factors for developing tourism in Rara is mentioned on the table as per their answer.

Table: 5.2.2 Factors to be considered for developing Tourism in Rara.

Factors	Number of Respondents	Percentage (%)
Develop and improve transportation	22	37
Promotion and Advertising	18	31
Improve hotel services	7	12
Promotion of Culture	5	8
Develop Trekking Route	7	12
Total	59	100

Field Survey, 2017

There are many factors to be considered to develop Rara as a major Tourism site which would increase the revenue of Nepal Government as well as would provide employment to large number of Nepalese people.

The table shows that the 37% of the respondents opined that improvement of transportation could bring in more local tourists as well as international tourists.

While 31% said that a progressive and aggressive promotion and advertising could promote Rara as most desirable sites to visit. The 12% of the respondents said developing trekking route and improving the hotel service could improve the status

and the reputation of Rara. The least 5% of the respondents opined that promotion of culture could enhance the beauty of Rara and set it apart as cultural and scenic site of beauty and travel.

5.4 Prospects of Tourism in Rara Mugu

There are many touristic sites around Rara area. This sub chapter discussed about those areas in detail. These are the main tourist attraction scenes having natural beauty, and habitat of animals and insects.

The greater availability of information and the confidence that come with it and technology advances in mountaineering areas are leading to increases in arrivals in the Himalayas, but the pace could be quickened with better public relation and marketing. By declaring the Rara as the National park by the government, it has revealed the unknown areas for the people from around the world. The area represents one of the richest pocket of biological diversity and some of the most magnificent snow and ice scenery in the world. Rara helps to increase the national economic growth by luring tourist to show its unique eco-system, trekking, mountaineering and culture. There are many prospects associate with tourism development in Rara. The major prospects are given below.

5.4.1 Murma Top

It is located at the attitude ranging about 3630m above the mean sea level, it takes two hours walk from the Rara lake. It reflects the transparency of Himalayans (Appi, saipal, Kanjirowa), dense of blue forest. It can also be seen borders of 7 districts (karnali zone and Achham and Bajura) a beautiful green hills and most notable the Patans with natural curious of green flowering grass. This scenic beauty is capable of grousing ones innermost boundless feeling of joys and emotions.

5.4.2 MahendraSilalekh (Milichaur)

It is situated in the south east of Rara at the Milichaur, in 2020 late king Mahendra had visited to Rara lake and wrote a poem on the stone being fascinated with natural beauty of Rara. *“SudaratakobhandarRarakekhanayayasaiRarakiApsara”* The meeting of district panchayat declared Mahendra lake instead Rara lake in 2020/12/10/3 but it was not followed by local people.

5.4.3 Rara Lake

Rara lake is the largest lake of Nepal, situated in the Mugu district of karanali zone in the Mid-western region of Nepal, the surface of Rara lake is around 8 square kilometers. The length of the lake is 5 kilometers and it is 3 kilometers wide, an altitude is 2990 meters and the depth is 167 meters.

Rara is a unique spot in Nepal. The lake is in the Rara national park and Rara national park. It was established in 1976 AD and has a total area of 106 sq. km. This National Park has 51 species of mammals, 272 species of birds, two species of reptiles and amphibians, and three species of fishes.

5.4.4 Siva Parbati Cave (Una Odhar)

Recently identified a cave called Siva parbati cave (Una Odhar) situated nearby Murma village, it is big and has a capacity of 2000 sheep stay in. on top of cave there is a statue of a couple vulture and water follows from middle of the cliff. With the beauty of cave, it is an inhabitant of vulture, sallow, Maluwa and other birds

5.4.5 Khemamalika

It is situated in the north of Sukadhik and Gamtha VDCs of Mugu with an altitude of 4000 meters. It is religiously famous place and people from Bajura, Kalikot and Jumla come to worship god and goddesses in Saun Purnima. It has a temple of Mai, pond, patan and dharmashala. It is second biggest tourism area after the Chhayanath, it takes

a day walk from Rara lake. Due to lack of publicity rare people visit to this place for religious activities from the out of Karnali zone.

5.4.6 Chhayanath

A famous festival at famous Hindu shrine Chhayanath is in the Dolphu VDC of Mugu district. It concludes after being observed for 15 days. The festival that come to an end on the day Janai Purnima is celebrated every year. Devotees from within and outside the district massively participated in the festival and worship god Chhayanath Thakur. The holy place Chhayanath is also counted as one among word's to four holy shrines (Badrinath, Kedarnath, Pashupatinath and Chhayanath). It is located at an altitude of 5000 meters from the sea level, and can be reached within in 3 days' trek from the Gamgadhi.

5.4.7 RiniMokshya

On the basis of religious and natural beauty Rinimokshay is well known place, it is located in the Rowa VDC and devotees come from Jajarkot, Dailek in Saun Purnima, this is an important place for religious tourism. There is a RinimokshyaDaha (pond) people bath for the sanctification. It takes a day walk from Rara lake and Rinimokshyasudharsamaj (RSSK) is working for the improvement and development in this area.

5.4.8 Mt. Chankheli

Changkheli is a famous mountain in Mugu, it is located inRuga VDC with an elevation of 4,180 meters, it can be seen Humla boarder and beautiful sceneries of Mugu. it takes 7 hours walk from Rara lake via Gamgadhi headquarters. The Mt. Changkheli was placed in the old Nepalese one rupee's currency during the reign of Late king Mahendra, though nowadays can't see this rupee in the marketplace.

5.4.9 Tatopani (Hot water)

Although it is very little known, there is a natural hot water spring (Tato Pani) in Jima VDC of Mugu. The hot water springs are locally known as tatopani simply meaning 'hot water'.

One of the most popular natural hot water spring in Mugu. There is a cave where 500 people can reside in. People from Humla, Bajura, Mugu come to take bath in this tataopani specially during Mansir Purnima and Magh Purnima, it is popular among the people of Mugu who seek relief from pain and go for a refreshing bath in the boiling waters said to have medicinal and healing powers.

5.4.10 Mugu Village

The Mugu village is one of the best destinations for tourist in order to know about the lifestyle of Mugu people and to know the cultural values and traditions of the region. it takes three days walk from Gamgadhi headquarter. They follow Buddhism and their main festival is "Losar" (Sonam and Gyalpo) which falls in the month of January and February. They sing songs Shyapro (fast) and Chelu (slow), where young and old people dance together making a circle, they share their emotions and happiness. It is the festival of equality and happiness because people of all ages and financial status come to attend the festival. Kekap, Chhuba and Bhura among others are their main dress. These dresses have been worn for ages in the region. These dresses are made from wool of sheep.

5.5 Problems of Tourism in Rara

In spite of the unique ecosystem and rich in nature, Rara has many problems associated with tourism. The modern tourism facilities are not available developed in this area. Tourists stay over there for the short time. The major problems associated with tourism in Rara are as follows:

5.5.1 Electricity and infrastructure Facility

The hotels are facing the electricity problems. Some of them use solar for the light and hot shower. They use fire wood for cooking food and heating water. Sometime they use candle and lamp for the light. Infrastructure activities such as road, electricity, airport, communication, internet services are essential for tourism development. Rara is not connected with roads. So it is quite difficult to reach during the monsoon season.

5.5.2 Sanitation and drinking water

There is sufficient source of water but it is not purified. The water from the river is used for drinking without any purification. Normally visitors do not prefer to use water from open sources. Therefore, it is essential to install water purification system especially at the time of summer. Rara has not escaped from the sanitary problem as are the most parts of the nation. No proper sanitation provision in hotels and staff around the Rara area. No proper provision is for the disposal of waste emission from the hotels. So the bad deposition of wastes around the village and around Rara area has an adverse impact to the environment. It has bad message for the tourists.

5.5.3 Trained Human Resource

The tourist become fully satisfied if they are taking to the places of unique attraction and provided with the proper explanation about the culture, geography, animal, region, flora and fauna etc. Due to the lack of trained human resource, most of the tourist could not enjoy their journey. There must be multi-lingual trained human resource to serve the tourists in various ways.

5.5.4 Medical Facilities

Due to the lack of sufficient health care centers around the tourist sites in Rara, tourists afraid of living for a longer time. There is not a first aid facilities in Rara. It is

essential to have good hospitals having all health services so that tourists could get proper checkup and medicine if they encountered any misfortunes.

5.5.5 Recreational Facilities

Recreation activities are necessary to develop the tourism development. In the study area, there is inadequate recreational facility. There is no any traditional museum. In fact, recreational activities are necessary to increase quantity of tourist arrival and their length of stay in every tourist area.

5.5.6 Information Centre and Publicity

Most of the tourists visiting Nepal do not know about Rara. So the Rara should open a tourist information Centre in main tourist arrival Centre such as Kathmandu, Nepalganj and Pokhara so that tourist can get needed information and could consult their queries about the Rara, seasons, socio-cultural factors, social norms and values, environment etc. The information Centre should be well-equipped and rich with information technology, information service and documentation facilities. It should publish pamphlets, brochures and other print information booklets.

The study shows that there is a gap of cultural communication between the hosts and guest except the demonstration effect. The tourists just look at the local people, smile and think about them and return. The local people do not show any positive response to the observation of the tourists. It is because both of them have a language problem besides this, the tourists of Rara seem quite busy in completing the itineraries given by the hotel owners. Another reason for this gap is the lack of tourist guides because to guides are unable to brief the tourist about the society, culture, people and the physical and environmental setting of the Rara area.

5.6 Routes to Rara via Different Districts

There are many trails to arrive to Rara. Some of the best route and means of transportation as suggested by the hoteliers are the route as suggested by the hoteliers of four district i.e. Jumla, Bajura, Dolpa and Nepalgunj is out lined below.

Nepalgunj to Rara via Jumla

Kathmandu to Nepalgunj	(By air) 55 min
Kathmandu to Nepalgunj	(By Bus) a day or night
Nepalgunj to Jumla	(By air) 35 min
Jumla Airport to Rara	(On foot) 2 days
JumlaNagma to Rara	(By Bus) one day
JumlaSeja to Rara	(On foot) 1½ days

Source: Field survey 2017

Nepalgunj to Rara via Bajura

Kathmandu to Nepalgunj	(By air) 55 Min
Kathmandu to Nepalgunj	(By Bus) a day or night
Nepalgunj to Bajrua	(By air) 30 min.
Bajura to Rara	(On foot) 2 days

Source: Field survey 2017

Nepalgunj to Rara via Humla

Kathmandu to Nepalgunj	(By air) 55 Min
Kathmandu to Nepalgunj	(By Bus) a day or night

Nepalgunj to HumalaSimikot	(By air) 60 min.
Humla to Rara	(On foot) 4 days

Source: Field survey 2017

Nepalgunj to Rara via Dolpa

Kathmandu to Nepalgunj	(By air) 55 Min
Kathmandu to Nepalgunj	(By Bus) a day or night
Nepalgunj to Dolpa	(By air) 60 min.
Dolpa to TiharGumbaKimri to Rara	(On foot) 5 days
Dolpa to Rara via Jumla	(On foot) 4 days

Source: Field survey 2017

CHAPTER – VISUMMARY FINDINGS AND RECOMMENDATION

6.1 Summary

The development of tourism industry has important role in the economic development of Nepal. Tourism has contributed in foreign currency earning, employment generation, and regional development and in building linkages with foreign institutions and agencies. Nepal has opened the country for foreigners in the decade of 1950s. The country has given emphasis on the development of tourism industry to increase the number of tourists every year. However, the figures associated with Nepal tourism industry are still dismal and negligible when compared to those of our neighbors, India and China. Tourism is the principal sector, which contributes in the country's foreign currency earnings. Therefore, it can be considered that the future of this industry is very bright. Tourism is also an important industry of the world. To promote the industry different countries has given emphasis on the rapid expansion of transportation, communication and other facilities. There is extreme competition among the countries to attract the tourists. Therefore, different countries have done their best to develop required infrastructures and preserve their typical cultures and cultural heritages to attract more tourists in their countries.

Both primary and secondary data are used to conduct the study. The secondary data were mainly collected from different publications of the Department of Tourism, Nepal. Likewise, administering the survey of tourists, local hotels and lodges in Rara, Talcha and Majghatta collected the primary data. Also, the primary information was supplemented by direct personal interview with local people, hotel and lodge owners and tourists.

6.2 Conclusion

Tourism is one of the most significant 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 at the eastern and central part of the country. Mount Everest, Kathmandu, Pokhara, Anna Purna and Chitwan National Park area are the main tourist receiving area of the country. Centralized and highly seasonal nature of tourism has caused serious environmental damage in some of the valuable and sensitive touristic and the cultural and natural diversity of these areas are at risk and their carrying capacity are threatened.

In this perspective tourism, specifically various forms of small scale and indigenous nature can play a key role in maintaining the carrying capacity, reducing the income leakage and increasing the linkages. Environmentally feasible and socially responsible tourism can't be fostered without research based appraisal of tourist resources along with the dialogue constructed and controlled in view of indigenous need, indigenous terms and community based participation.

Midwestern and Far-Western part of Nepal have immense potentiality to mitigate these issues and develop tourism in a sustainable way. Rara which is in beginning of tourism development. Therefore, concerned authorities of both park administration and tourism needs immediately focus their attention to explore immense tourist resources of this area and decentralizing tourism development of the country.

6.3 Recommendation

The number of tourists visiting Rara is increasing every year. The growing inflow of tourist's arrivals in Rara cannot be underestimated. Tourism in Rara plays a vital role in the socio-economic development and the permanent sources of foreign currency earnings for the country as well as for the people residing in Rara area. The following recommendations can be given in order to promote further tourism development in Rara Mugu.

In order to increase the inflow of tourists in Rara, related information should be disseminated through different media both by the tourism ministry and by the hotels and other organizations engaged in tourism.

- The facilities available in hotels like accommodation capacity; restaurant facilities and bar should be addressed.
- The guide service in every hotel should be improved by hiring trained people or experts in the field of tourism. The employer should be provided on the job training that covers history, culture, and economic situation of local and national level.
- The encouraging tourist package should be developed and trekking service from Rara to Dolpa or Humla area should be improved.
- Various things like natural beauty, sightseeing places, historical monuments, ancient temple, etc. attracts tourists in Nepal. So, the government should preserve and keep such attractions. Programmes should be made to connect all interesting places by the roadways and airways.
- There are few hotels, due to this reason, tourists do not like to stay in the Hotel.

- Should be used forest and jungle areas for recreation and organize tours in such places in a gentle and ecological way. Eco-tourism is also becoming popular in Nepal. So, there is a need to establish a Wildlife Information Centre which could give detail information about animals, trees, bushes, flowers, building materials, traditional plants, herbal medicine and much more.
- Well managed planning of infrastructural (hotel and road) development and promotion policy is urgently needed if tourism is to be developed in Rara area in sustainable way.
- Fire wood is only source of heating of the local people and the park authority. During the winter season the rate of fuel wood consumption highly increases in Rara area. In the long run, it may appear as a serious problem is alternate power use system is not introduced in the area.
- As per respondents' internal tourists are increasing every year but no any records so it must be maintained.

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ANNEX – (I) Questionnaire for Local People

Name:

Occupation:

Education:

Religion:

Caste:

1. How do you think about the inflow of tourists before five years and now?
 - a) More than before ()
 - b) Less than before ()
 - c) As it is ()
 - c) No idea ()
2. What are the positive things caused by tourism industry in society?
 - a) Sanitation ()
 - b) Self-confidence ()
 - c) Education ()
 - d) Life style ()
3. What are the negative things caused by tourism industry in society?
 - a) Cultural shock ()
 - b) Fashion ()
 - c) Smuggling ()
 - d) Poor life style ()
4. How do you think that the tourism industry is responsible to change the economic condition of local resident in Rara Mugu?
 - a) Somehow better ()
 - b) Employment ()
 - c) Purchasing Power ()
 - d) Living standard ()
5. Do you think that the tourism industry caused the cultural invasions in Rara Mugu? If yes, what are they?
 - a) Change in ritual process ()
 - b) Negative fashion ()
 - c) Sexual activity ()
 - d) Change in spending behavior ()
6. How long have you been here?
 - a) Since 20 years ()
 - b) Since 10 years ()

c) Since 5 years () d) Recently ()

7. What do you think about tourism?

a) Necessary () b) Not necessary ()

c) No idea () d) Medium of foreign currency earning ()

8. Do you think that tourism brings change in socio-cultural life in Rara Mugu?

a) Yes () b) No ()

9. If yes, how it is changing?

a) Slightly changing () b) Drastic Changing ()

10. Do you think that the tourism activity has changed the dressing pattern in recent years?

a) Drastic Changed () b) Moderate Changed ()

c) Slightly Changed () d) Unchanged ()

11. In your opinion, what are the responsible factors for the development of tourism industry?

a) Construction of luxurious hotels () b) Trekking Route ()

c) Access of transportation facilities to other places () d) Others ()

12. Do you think that Tourism Industry could improve the economic condition of the people in Rara Mugu?

a) Yes () b) No () c) No Idea ()

13. What is your attitude towards the Tourism?
 a) Very Positive () b) Positive () c) Negative ()
14. Do you think that inflow of tourists have been increasing in the past years?
 a) Yes () b) No () c) No Idea ()
15. What kinds of changes do you noticed with the increase in number of tourists visiting this place?
 a). Dirtier () b). Become Independent ()
 c). Creation of job opportunities () d.) Enlargement of market ()
16. What is the type of your house?
 a) Old () b) Moderate c) Modern ()
17. What is the family pattern in your family?
 a) Nuclear b) Joint
18. Are people of this area changing feeding patterns in recent years?
 a) Drastic Changed () b) Moderate Changed ()
 c) Slightly Changed () d) Unchanged
19. Is there any change in traditional Rites and Rituals?
 a) Unchanged b) Slightly Changed c) Totally Changed
20. What do you think are the reasons for problems of Tourism in Rara
 a) Difficult Travel Route b) In adequate promotion and Advertisement
 c) PolitcalInsabiltiy (d) Lack of Basic infrastructure such as electricity and internet

21. What can be done to develop the Tourism in Rara Mugu?

- a) Promotion and Advertising b) Develop Trekking Route c)

Improve Hotels and Facilities.

ANNEX – (II) Questionnaire for Tourists

Name:

Nationality: Male/ Female:

Age: Occupation:

1. Where are you from?

.....

2. You come by which means of transportation to Rara Mugu?

Local bus [] Travel coach []

Motor cycle/ bicycle [] Car/Own vehicles []

3. What is your purpose of visit?

Peaceful environment [] Sight - seeing []

Recreation [] Study and Research []

4. Is it your first visit?

Yes [] No []

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

.....

6. How much money do you think to spend here?

.....

7. How much money do you think to spend for one-night lodging?

.....

8. What kind of food did you like in Rara Mugu?

Nepalese [] Your own [] Others []

9. What is your opinion of lodging and food in Rara Mugu?

Expensive [] Moderate [] Cheap []

10. Are you satisfied with the services available in Rara Mugu?

Yes [] No [] So []

11. Are you in a group or alone?

Alone [] Group []

12. Do you think to come back again?

Yes [] No []

13. Which of the following makes you more satisfied during the visit?

Sight - seeing [] Village and villagers []

Peaceful Environment [] Available Services []

14. What is your view about the future of Rara Mugu?

Highly Sound [] Moderately Sound [] Not so good []

15. What do you think are the reasons for problems of Tourism in Rara

a) Difficult Travel Route b) In adequate promotion and Advertisement

c) Political Instability (d) Lack of Basic infrastructure such as electricity and internet

16. What can be done to develop the Tourism in Rara Mugu?

a) Promotion and Advertising b) Develop Trekking Route c) Improve

Hotels and Facilities.

17. Do you have any suggestion for the promotion of tourism in Rara Mugu?

.....

ANNEX – (III) Questionnaire for Lodge/Hotel owners

Name of Hotel/Lodge:3

Established year:

1. What is your permanent address?

.....

2. What is your caste?

.....

3. Is the present hotel/lodge is in your own house or rented?

.....

4. How many employees are there in your hotel/lodge?

.....

5. How much do you pay them?

.....

6. How much tax do you have to pay annually?

.....

7. How many foreigners come to your hotel/lodge annually?

.....

8. What are the peak seasons of tourists' visits?

.....

9. What is the off-season for tourists' visits?

.....

10. How many rooms and beds are available in your hotel/ lodge?

.....Rooms Beds

11. For how long do the tourists stay in your hotel/lodge?

One day [] Two day []

Three day [] Four day []

Five day [] Six day []

12. Mostly how much money does a tourist spend a day?

.....

13. What is your Investment Pattern of Hotel/Lodge?

a) Below 5 Lakhs b) 5 to 10 Lakhs c) Above 10 Lakhs

If possible, exact figure.....

14. What is your Annual Income Pattern?

a) Below 2 lakhs b) 2 to 5 lakhs c) Above 5 lakhs

If possible, exact figure.....

15. What do you think are the reasons for problems of Tourism in Rara

a) Difficult Travel Route b) In adequate promotion and Advertisement
c) PoliticalInstability (d) Lack of Basic infrastructure such as electricity and internet

16. What can be done to develop the Tourism in Rara Mugu?

a) Promotion and Advertising b) Develop Trekking Route c)
Improve Hotels and Facilities.