

**TOURISM POTENTIALITY IN DADELDHURA DISTRICT  
OF NEPAL**

**SPECIALLY REFERENCE WITH AJAYMERUKOT**

A Thesis Submitted to:

**The Central Department of Rural Development,**

**Tribhuvan University,**

**In partial Fulfillment of the requirements for the**

**Degree of the Master of Arts (MA)**

**In**

**Rural Development**

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## Recommendation Letter

The thesis entitled **Tourism Potentiality in Dadeldhura District of Nepal Specially Reference with Ajaymerukot** has been prepared by **Chandra Prakash Paneru** under my guidance and supervision. I hereby forward this thesis to the evaluation committee for final evaluation and approval.

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Prof. Dr. Prem Raj Sharma

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Date: 2073/2/30

12 June 2016



## Approval Letter

The thesis entitled **Tourism Potentiality in Dadeldhara District of Nepal Specially Reference with Ajaymerukot** submitted by **Chandra Prakash Paneru** in partial fulfillment of the requirements for Degree of Master of Arts (MA) in Rural Development has been approved by the evaluation committee.

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## Declaration

I hereby declare that the thesis entitled **Tourism Potentiality in Dadeldhura District of Nepal Specially Reference with Ajaymerukot** submitted to the Central Department of Rural Development, Tribhuwan University, is entirely my original work prepared under the guidance and supervision of my supervisor. I have made due acknowledgement to all ideas and information borrowed from different sources in the course of writing this thesis. The result of this thesis have not been presented or submitted anywhere else for the award of any degree or for any other purposes. I assure that no part of the content of this thesis has been published in any form before.

Chandra Prakash Paneru

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Date: 2073/02/32

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Date .....

Chandra Prakash Paneru

## **Abstract**

Nepal is recognized as one of the important tourist destinations of the whole world. This is one of the largest and fastest growing industries in Nepal. Travel and tourism is a truly global economic activity. Tourism is an important sector to generate revenue in one hand and employment in the other for the sustainable development in our national economy. Tourism is emerging as the most viable industry of Nepal which has been providing direct and indirect jobs to many unemployed people and helps to reduce poverty of the nation.

The present study was conducted in Dadeldhura district with specially focus to Ajaymerukot tourism area. The main objective of the study was to access the present situation of tourism in Dadeldhura district, to analyze the potentiality of tourism in Dadeldhura district and find out problems and challenges of tourism in Ajaymerukot. For this study descriptive research design have been adopted for the interpretatory.

Nepal, being one of the poorest countries of the world, is facing various problems such as rapidly rising population, fewer possibilities for developing industries, limited scope for increasing agricultural production, growing unemployment, social discrimination, poverty and so on. In this context, tourism has been regarded as a means of achieving social, economic development of the country. It is accounted that the three big industries of the world are oil, automobiles and tourism. In Nepal, the first two are not presently feasible due to the geography and lack of technical knowledge that is why the third big industry i.e. tourism is very noticeable. It is not the best because of that only but of the world crowded countries are side of us. So, for the sustainable national development, tourism is regarded as an efficient and trustful approach.

For conducting the study data was obtained from the field using household survey, interview with tourist and hotel owners through questionnaire. 53 respondents have been selected as random sampling method. Out of them 30 were the local people, 20 were tourist and 3 were hotel owners from the study area. Primary information has been collected during the field survey, household survey, besides key information interview and observation as well as secondary data has been used. Other datas were also collected from different sources such as, published and unpublished books, journal, articles and library.

From the surveyed households was found that the majority of the people are from the Chhetri communities and they are mostly engaged in traditional agriculture. They have their own

traditional and culture. The local people are unaware about the tourism activities. There is less efforts in promotion of tourism activities in this area. Awareness pograms should be lunched in local communities and deferent facilities should be established for the satisfaction of the tourism to promote tourism in the selected area.

For its betterment some suggestions are put forward like, the tourism programme should be lunched in the study area, for the employments generate. There should be monitoring and evaluation mechanism for the resources used in particular purposive as well as getting benefit from it. People who are in miserable conduction should be provided with various income generation activities and support with awareness program.

The potentiality of tourist arrival in the study area is favorable in all season. During the study time some problems were also found in the study area. Tourism centre is also not established for the tourists. Some other problems were also seen like absence of toilets, drinking water and well infrastructures are lacking in some extent. Being lack of these things also tourists can be seen in this area. The nation has also announced the study area as the tourism area, for the promotion of the tourism activities local NGO's DDC and some other organization are also working but the effort is not so enough. So, I think that my thesis work will also support to some extent for the tourism development. A set of recommendations, conclusion and suggestion have been made at the end of study.



## **List of Abbreviations/Acronyms**

CBS	:	Central Bureau Statistics
DDC	:	District Development Committee
GON	:	Government of Nepal
INGO	:	International Non-Government Organization
Km	:	Kilometer
MA	:	Master of Arts
NGO	:	Non-Government Organization
No.	:	Number
NPC	:	National Planning Commission
NTB	:	Nepal Tourism Board
TU	:	Tribhuvan University
VDC	:	Village Development Committee
WTO	:	World Tourism Organization
ILO	:	International Labors Organization
GOV	:	Government
UN	:	United Nations

MOT : Ministry of Tourism

ASRTD : Annual Statistical Report of Tourism Department

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# CHAPTER-ONE

## INTRODUCTION

### 1.1 Background of the Study

The word Tourism is derived from Latin word 'tornare' and the Greek word 'tornos', meaning 'a lathe or circle; the movement around a central point or axis', this meaning changed in modern, English to represent 'one's turn', when the word tour and the suffix 'ism' are combined they suggest the action of movement around the circle. The act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist (Kunwar, 2010)

Tourism industry is the only industry, that can uplift economically developing countries like ours, having lots of natural and cultural heritages that can perform as major attractions for international as well as internal tourist. As for the development of other material manufacturing industries it needs huge investments which can be a real tough job, but tourism industry can be functioned with small amount of investment and resulting big return. Countries like South Korea, China, South Africa, and Indonesia performed best in 2012 ([www.wttc.org](http://www.wttc.org)). Nepal having lots of things to offer for any kind of tourist in any season have huge potentiality of tourism industry.

Tourism is not a new phenomenon for the Hindus. In Sanskrit literature there is found different terms for tourism derived from the root *atan*, which means leaving home for some time to other places. They had different types of tourism known as:

*Paryatan*: going out for pleasure and a knowledge

*Deshantan*: going out to other countries primarily for economic gain

*Tirthatan*: going to the places of religious importance

We get even references of *akhet* (hunting) and *vihara* (excursions) (Kunwar, 2010).

According to Ryan (1995:5), tourism is "a study of the demand for, and supply of, accommodation and supportive services for those staying away from home, and the resultant patterns of expenditure, income creation and employment" (Kunwar, 2010). In the world, 'Travel' is as old as mankind and by natural human beings is fond of traveling. Human travel has started since nomadic times when they traveled and migrated for food and shelter due to natural compulsions (Tewari, 1994:1).

Prior to the advent of the industrial revolution, travel was primarily related to the trade, the desire for military conquest or the performance of group rites. It was principally the traders, in the early historical period, which blazed the trail by establishing national trade routes and communications, which later extended throughout the region and finally to other continents. Thus, it was trade that first motivated travel in the real sense (Tewari, 1994:1). Later, the advent of modern means of transport and communication has uplifted tourism by facilitating and encouraging traveling. This developed form of traveling in modern terminology is known as 'tourism' today. National committee on Tourism, India defined it as, "The new phenomenon of traveling in per suit of leisure, culture and the quest for knowledge about alien lands connotes the concept of tourism. The growth of tourism is closely related to the ease and speed of travel, economic growth and political development".

Tourism is the largest industry in the world; the largest source of foreign exchange and revenue. Possessing 8 of the 10 highest mountains in the mountaineer's white water surfer's rock climber's and people seeking adventures. The Hindu and Buddhist heritage of Nepal and its weather are strong attraction. (NTB, 2011)

Tourism is an age old phenomenon. At present tourism is recognized as one of the chief industries in the world. Every country tries to get benefit from the tourism besides this tourism has encouraged the growth of an international social and cultural attributes to much extent. Modern transportation and communication system have narrowed down the world. The curiosity about distant land and culture enjoying leisure & Luxury in different places, exploring and enjoying the natural beauty, pilgrimage, education, business trips, excursion and seminars are the motives behind travelling from one country to another. A modern man can lead a modest living but he cannot for sake his interest of knowing something new. (Source, WTO)

The word tourism was derived from the French word "Tourism" which was originated in the 19<sup>th</sup> century and popularized in 1930. (World Book Encyclopedia, Vol-19, 1997, P.311) Wenster's new International dictionary defines the word tourism as "Travelling for recreation".

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 also brings 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.

In the beginning it was the railways, which opened up the continents. Then came streams trips, followed by the introduction of motorcar, which started, to decentralize nations. Finally we have jet aero plane and magnetic train have led to a new concept – mass tourism. Advent of the Jet travel in 1958 was most dramatic event. Air travel from 1960 was tremendously because of introduction Jet similarly advent of high speed of trains, were first introduced in Europe helped to boost up travel. Some experts even talk of potential speed of 500 km per hour on rails, high speed magnetic trains are not only fast but also seek looking, noiseless, low on pollution and above all cause no wear and tear on track because they never touch it. In Japan and France such trains are running successfully. Thus, the travel of train increases in wealth of industrial society, communication and administrative mechanism of the organizations.

In 1992 tourism has become the largest industry that have been enjoying large number of the people throughout the world. Tourism industry seems well developed since 1936 to 1993. Since the development of tourism it became the part of study in social science mainly in Economics, Geography, Management, Sociology, Anthropology and Psychology. These disciplines have contributed a great deal in the sector of tourism. Many scholars have enriched it with literature for the development of tourism as discipline making contribution to theoretical concepts, empirical investigations and various aspects of tourism". (Upadhyay; 2008)

One of the most beautiful country in the world is Nepal. It is a south Asian country which is roughly rectangular in shape and has a total are of 1,47,181 square kilometers. It is located between 80 4' to 88 12' east longitude and 26 22' to 30 27' north latitude with

an altitudinal range from 60m. in the south to 8,848m in the north. The average north south-width is varies from 145-241km and east-west length averages to 885 km. the country is landlocked and bordered by India east. West and south and Tibetan autonomous region of the peoples republic of China in north. ([www.welcomenepal.com](http://www.welcomenepal.com))

The country is broadly divided into three ecological regions:

The Himalayan region accounts about 35% total land area of the country. The altitude of this region ranges between 4877m-8848m includes eight of the 14 highest summits in the world which exceed an altitude of 8000m including. Annapurna, Dhaulagiri and others.

The mountains region accounts about 42%. It is form by the Mahabharata a that range that source up to 4,877m and lower chure range.

The Tarai region lowland occupies about 23% and the of the total land area of the country up to 60m from sea level (CBS 2002)

Ajaymerukot is one of the historicial place of Dadeldhura. It has carried significance history of doteli state. This state was constructed by Nagi Malla in 12<sup>th</sup> century. Nagi Malla and Nirpal Malla were the powerful king of this state at that time. Nagi Malla sifted his palace from Doti to Ajaymerukot. It is said that Nagi Malla look after all his western territory from this palace. After sifting the kingdom Nagi Malla conquered many small states and never defeated so it is said that the king was 'Ajay' which means victory and by this the palace is known as 'Ajaymerukot'

The location of Ajaymerukot is very safe and suitable for reign the state. The kingdom is surrounded by river from three sides and at the top of the hill there was a palace. There many ancient fane (*dewal*), wells and many more archeological things. All dewal, wells and siting room were decorated with fascinating artist. Due to lack of preservation this historical heritage is diminishing day by day.

Tourism is going to be major foundation of Nepalese economy. This phase is critical point mean by facing the period of conflict that transitional phases need more investment on construction and re-establishment of destroyed. But tourism doesn't demand huge investment in superstructure. Thus tourism industry is the leading sector of Nepalese economy but it is suffered from many kinds of problem and challenges. As lack of proper implementation of right policy to tourism, political instability, peoples war and absence of economic understanding in comparison to other country. Over viewing to other countries as India, China and Sri-lank. Nepal is very far from its full capacity. China receives more than 120 million international tourist a year and India receives more than 20 million a year but Nepal which have top attractive spot for tourism. Though it is only getting about 8 lakhs international tourist a year. It has 50 years of history of tourism but the contribution of tourism is very low.

Table:1 Tourist Arrival by Month (1991-2012)

Year	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec	Total
1991	17,917	19,382	25,323	23,721	21,952	19,808	19,362	24,429	23,224	39,339	32,507	26,031	292,995
1992	17,451	27,489	31,505	30,682	20,892	22,469	20,941	27,338	24,839	42,647	32,341	27,561	334,353
1993	19,238	23,931	30,818	20,121	20,585	19,602	13,588	21,583	23,939	42,242	30,378	27,542	293,567
1994	21,735	24,872	31,586	27,292	26,232	22,907	19,739	27,610	27,959	39,393	28,008	29,198	326,531
1995	22,207	28,240	34,219	33,994	27,843	25,650	23,980	27,686	30,569	46,845	35,782	26,380	363,395
1996	25,585	29,676	39,336	36,331	29,728	26,749	22,684	29,080	32,181	47,314	37,650	34,998	393,613
1997	28,822	32,861	43,177	35,229	33,456	26,367	26,091	35,549	31,981	56,272	40,173	35,166	421,857
1998	29,792	37,956	41,338	41,087	35,814	29,181	27,895	36,174	39,664	62,487	47,403	35,863	463,684
1999	25,307	38,134	46,218	40,774	42,712	31,049	27,193	38,449	44,117	66,543	48,865	37,698	491,504
2000	30,454	38,959	44,944	43,635	28,363	26,933	24,480	34,670	43,523	59,195	52,993	40,644	463,646
2001	17176	38,680	46,709	39,083	28,345	13,030	18,329	25,322	31,170	41,245	30,282	18,588	361,237
2002	17176	20,668	28,815	21,253	19,887	17,218	16,621	21,093	23,752	35,272	28,723	24,990	275,468
2003	21,215	24,349	27,737	25,851	22,704	20,351	22,661	27,568	28,724	45,459	38,398	33,115	338,132
2004	30,988	35,631	44,290	33,514	26,802	19,793	24,860	33,162	25,496	43,373	36,381	31,007	385,297
2005	25,477	20,338	29,875	23,414	25,541	22,608	23,996	36,910	36,066	51,498	41,505	38,170	375,398
2006	28,769	25,728	36,873	21,983	22,870	26,210	25,183	33,150	33,362	49,670	44,119	36,009	383,926
2007	33,192	39,934	54,722	40,942	35,854	31,316	35,437	44,683	45,552	70,644	52,273	42,156	526,705
2008	36,913	46,675	58,735	38,475	30,140	24,349	25,427	40,011	41,622	66,421	52,399	38,840	500,277
2009	29,278	40,617	49,567	43,337	30,037	31,749	30,432	44,174	42,771	72,522	54,423	41,049	509,956
2010	33,645	49,264	63,058	45,509	32,542	33,263	38,991	54,672	54,848	79,130	67,537	50,408	602,857
2011	42,622	56,339	67,565	59,751	46,202	46,115	42,661	71,398	63,033	96,996	83,460	60,073	736,215
2012	52,501	66,459	89,151	69,796	50,317	53,630	49,995	71,964	66,383	86,379	83,173	63,344	803,092

Source: Nepal Tourism Board (1991-2012), Kathmandu

Table:1- Shows the international tourist arrived in Nepal from 1991 to 2012. This table shows the comparison among 1991 to 2012. In the year 1991 the total tourist arrived in Nepal were 292995. The above table shows that there is the increase in the tourist from 1991 to 2000. It was because of good publicity and stable political situation. The tourist increased because there was peace in the country. But in the year 2001 there is decrease in the tourist arrival. The tourist decreased in a huge number. The number of tourist which was 463646 in the year 2000 decreased and in 2001 it was only 361237. Further in the year 2002 again the number of tourists decreased from 361237 to 275468. There was rapid decrease in the international tourists arrival because there was not stable political situation. Other factor behind the decrease of tourist are lack of transportation and communication facilities, security condition was too weak, lack of recreational facilities, lack of tourist centers etc. but from 2003 different plans and policies were made to attract tourists and it was successful too. Among them MOCTA (ministry of culture tourism and civil aviation). NTB (Nepal tourism board) etc are launching their program and promoting the tourism industry such as “visit Nepal 1998” , “destination Nepal camping (2002-2003)” , regional festival and “visit pokhara 2007” yet by taking the slogan “Pahuna ko Satkaar Nepali ko Sanskaar” .“Visit Nepal 2011” was also celebrated with multifaceted dimension objective:

1. Fetching more number of tourist (mooted 1 million).
2. Shifting from limited media to mass media.
3. Synergizing divers efforts of stake holders (private and public).

Table:2-Visitors Arrival by Nationality (By Air Only)

Country of Destination: NEPAL

Country of Nationality	Aug		% Change	Total (Jan-Aug)		% Change	% Share '13 Jan-Aug
	2012	2013		2012	2013		
<b>Asia (SAARC)</b>							
Bangladesh	1,963	3,595	83.14%	11,548	13,055	13.0%	3.5%
India	14,307	14,068	-1.67%	126,472	103,568	-18.1%	28.1%
Pakistan	344	471	36.92%	3,343	2,812	-15.9%	0.8%
Sri Lanka	166	265	59.64%	1,116	1,282	14.9%	0.3%
Sub-Total	16,780	18,399	9.65%	142,479	120,717	-15.3%	32.8%
<b>Asia (Other)</b>							
China	4,097	4,978	21.50%	31,204	38,767	24.2%	10.5%
Japan	1,737	2,337	34.54%	14,077	14,249	1.2%	3.9%
Malaysia	933	1,415	51.66%	4,538	10,177	124.3%	2.8%
Singapore	226	393	73.89%	2,668	3,097	16.1%	0.8%
S. Korea	1,429	1,419	-0.70%	12,873	12,039	-6.5%	3.3%
Chinese Taipei	624	605	-3.04%	4,440	4,747	6.9%	1.3%
Thailand	387	354	-8.53%	3,775	4,119	9.1%	1.1%
Sub-Total	9,433	11,501	21.92%	73,575	87,195	18.5%	23.7%
<b>Europe</b>							
Austria	91	135	48.35%	1,452	1,637	12.7%	0.4%

Belgium	379	262	-30.87%	3,044	2,933	-3.6%	0.8%
Czech Republic	135	33	-75.56%	840	621	-26.1%	0.2%
Denmark	236	146	-38.14%	3,255	3,097	-4.9%	0.8%
France	1,185	1,214	2.45%	12,601	12,289	-2.5%	3.3%
Germany	973	1,074	10.38%	13,341	12,253	-8.2%	3.3%
Israel	300	370	23.33%	2,952	3,087	4.6%	0.8%
Italy	3,226	1,595	-50.56%	8,025	5,429	-32.3%	1.5%
Netherlands	380	365	-3.95%	4,489	4,863	8.3%	1.3%
Norway	166	75	-54.82%	1,684	1,499	-11.0%	0.4%
Poland	69	93	34.78%	2,268	1,558	-31.3%	0.4%
Russia	401	365	-8.98%	5,114	4,770	-6.7%	1.3%
Switzerland	184	143	-22.28%	3,495	2,643	-24.4%	0.7%
Spain	2,318	2,097	-9.53%	07,047	5,756	-18.3%	1.6%
Sweden	277	190	-31.41%	1,825	2,131	16.8%	0.6%
U.K.	1,894	1,936	2.22%	19,610	20,388	4.0%	5.5%
Sub-Total	12,214	10,093	-17.37%	91,042	84,954	-6.7%	23.1%
Oceania							
Australia	650	905	39.23%	8,768	11,036	25.9%	3.0%
New Zealand	110	106	-3.64%	1,381	1,543	11.7%	0.4%
Sub-Total	760	1,011	33.03%	10,149	12,579	23.9%	3.4%
Americas							
Canada	487	520	6.78%	6,606	6,980	5.7%	1.9%
U.S.A.	2,143	2,487	16.05%	24,456	26,854	9.8%	7.3%
Sub-Total	2,630	3,007	14.33%	31,062	33,834	8.9%	9.2%
Others	2,754	3,386	22.95%	28,736	29,107	1.3%	7.9%
Total	44,571	47,397	6.34%	377,043	368,386	-2.3%	100.0%

Source: Nepal Tourism Board (2012-2013 (Jan-Aug), Kathmandu

Table: 2- Shows the international tourist arrival from different countries. The above table shows tourist arrivals to Nepal for the year 2013 were recorded as follows: 120717 (32.8%) from Asian SAARC countries. 87195 (23.7%) from Asian countries. 84954 (23.1%) from Europe. 12579 (3.4%) from Oceania. 33834 (9.2%) from America.

The highest number of tourist arrival in 2012 was 126472 which decreased in 2013 and it showed the decrease from 126472 to 103568. There was the change of -18.1%. however, this percentage refers Indian tourist arriving Nepal by air only.

The majority of tourists from overseas countries visiting Nepal were from Europe 23.1 % but there were more number of tourists in 2012 in comparison to 2013 from Europe. Oceania 3.4% but there was increase in the number of tourist in comparison to 2012. america 9.2% but there was increase in the number of tourist in comparison to 2012. At last we can say that only from Europe there was decrease in

the number of tourist and from other countries like Oceania and America there was increase in the tourists.

Table:3 Last Port of Call vs Next Port of Call, 2011-2012

Travel By	Arrivals				Departures			
	2011		2012		2011		2012	
	Number	%	number	%	number	%	number	%
<u>Land</u>								
Bhairahawa	71,150	37.3	79428	38.8	64103	38.8	72009	38.6
Birjung	1024	0.5	1008	0.5	1187	0.7	789	0.42
Dhangadi	46	0.0	42	0.0	37	0.0	41	0.0
Kakarvitta	5056	2.6	4743	2.3	4287	2.6	4208	2.3
Kodari	53534	28.0	52676	25.7	35590	21.5	43222	23.1
Mahendranagar	1633	0.9	1602	0.8	1335	0.8	1014	0.5
Nepaljung	274	0.1	275	0.1	369	0.2	311	0.2
Same day visitor	58277	31.5	65058	31.8	58277	35.3	65058	34.8
Total	190,992	100	204834	100	165185	100	186742	100

Source: Nepal Tourism Board (2011-2012), Kathmandu

Table:3 Shows that the international tourist arrived in Far Western Development Region of Nepal from Dahngadi and Mahendranagar and their departures from one place to another. Due to the open border between Nepal and India there is no record of the Indian tourist who comes to Nepal. Most of the Indian tourist comes from different places of India such as Lukhnow, Sitarjung, pelivieth, Banbasa, etc but mostly the people come to visit Ajaymerukot and different part FWDR. Tourist travel to different palces of FWDR such as Ajaymerukot, Api Himal, Khaptad National Park, Suklaphanta Wild Life Reserve, Ugratara temple, Amargadhi Fort, etc.

The largest number of tourist that arrived to Nepal is from Bhairahawa and the least number of tourist that arrived Nepal is from Dhangadi. The total number of tourist arrive in Nepal from Bhairahawa in 2011 and 2012 are 71150 and 79428 respectively which shows that there is the increasement in the tourist in comparision to 2011. But in Dadeldhura, the total number of tourist arrived in 2011 and 2012 are 46 and 42 respectively which shows the decreasement in the arrival of tourist from Dadeldhura.

## 1.2 Statement of the Problem

Tourism is an important source of foreign exchange, which contributes to generate employment and government revenue. It supports at local products like handloom, handicrafts, woolen products, herbals and other NTFP. Similarly, it supports to increase demand for goods and services, which promotes supply of production and gives changes to improve the local traditional industries. Today it is looked on as Nepal's single most prized "economic commodity" the selling of which earns the country its valuable foreign exchange and generates a good income in the form of revenue (Sharma, 1995).

Nepal is economically poor country yet she is very rich in nature scene. Mountain and hills provide a lot of attraction, Mt. Everest the highest peak in the world is pride of Nepal. Flora and fauna, wild animals and varieties of birds are found here. People have different animals and varieties of birds are found here. People have different languages and cultures which are another attraction for tourists. It is unique apparent that Nepal has large potentials for tourists. Keeping in view the above facts, Nepal Tourism Board (NTB) has been paying proper attention development of tourism so that foreign exchange can be earned in large amount for meeting increasing requirement. Tourism is the result of movement, entry, stay; it is the composite product and outcome of attraction, accessibility, accommodation and amenities. Element and components of tourism are the prime factors or indicators of the development of tourism. Development and scope of tourism depends upon the quantity and quality of product/component. However most of potential tourist destination except few destinations e.g. Kathmandu, Pokhara, Chitwan, are deprived of transportation, communication and accommodation and amenities as well as lacking the identification of new potentialities and its development, advertisement and promotion. Thus the promotional efforts of tourism are so ineffective that large chunk of probable tourist do not know about Nepal in international front. Even though it is generally recognized that peace is precondition for tourism. Very little benefits of tourism is distributed in or returns to the population of hills and mountains. A first estimate reveals that roughly trekking tourists visiting rural areas in hills and mountains spend with US\$ 57 million per year in Nepal. Of this amount US\$ 52 million is paid for trekking agencies in Kathmandu and Pokhara. Over US\$ 2 million is paid for trekking permits and more than US\$ 1 million is paid for entry fee to protected areas. Less than 10% is spent locally and of this more than half is spent in the ACAP region alone. In more remote rural areas less than 1% is spent locally (Humnel 1999). Village people, culture, tradition, flora and fauna, views of natural beauties, tourist activities as trekking, mountaineering, paragliding skating, rock climbing, bee hunting etc are the major tourist product found only in rural areas in Nepal but unfortunately the owners of those products have been deprived of the benefit from the tourism industry.

Therefore, there is lacking of a careful planning to provide the benefits for local people and avoid the well-documented negative side effects of tourism on the ecology, culture and economy without adequate planning and tourism development. In fact, it may increase the environmental and socio cultural problems of the area visited.

Tourism industry plays a significant role for the promotion and generates additional employment opportunities like to run the business, tourist guide, potters and so on. For long run development of religious tourism new facilities would be provided for the tourists like accommodation (hotels, bar and restaurants), communication, road, information, skilled guide and trekking facilities. These facilities should not only confine in the city area but also other pertinent area of tourism like Dadeldhura district. Ajaymerukot is a wide prospect for the development of tourism, but there are no macro or micro level study related to the tourism destination. It is a well-accepted fact that Nepal has many tourist attractions like Ajaymerukot. Nepal bears innumerable historical and religious places like Ajaymerukot, Amargadhi fort, Ghathalthan, Pashupatinath etc., which can be an exceptional tourist attraction. Most of the studies on tourism in Nepal are conducted in macro level, thus the recommendations are of generalized in nature. But we also need some specific type of recommendations in order to upgrade the tourism in our country. This is possible through a micro level study of the problem. Hence this research is based on micro level with a case study of Ajaymerukot. Thus this study is proposed the improvement and problem identified regarding tourism and its socio-economic impact on local level.



### 1.3 Objectives of the Study

The major objective of this study is to review tourism development in Nepal and to analyze the prospect, problem of tourism at Ajaymerukot. The specific objectives of this study are as follows:

- 1) To assess the present situation of tourism in Dadeldhura district.
- 2) To analyze the potentiality of tourism in Dadeldhura district particularly in Ajaymerukot tourist area and
- 3) To find out problems and challenges of tourism in Ajaymerukot at Dadeldhura.

### 1.4 Significance of the Study

The development of tourism industry is important for economic development in Nepal. It opened the door of tourism in 1950. Nepal's economic condition is not good and sufficient. People are living at the margin of subsistence level. Nepal is facing many problems on the path of her economic development. Most of the people are engaged in agriculture. But our agriculture productivity is extremely low due to high land ratio. The production is still at subsistence level.

In Nepal, so many studies on tourism have been done. Almost all these studies indicate that the tourism industry is very important in Nepal because it plays a great role in earning foreign currency and it helps to support for the economic development in Nepal. But some of the studies on tourism are based on macro level and centralized on the country. That is why we are unable to investigate into the promotion of tourism in different parts of our country as selected area there are so many tourist areas in Nepal.

The present study aims to analyze the potentiality of tourism development in Ajaymerukot and specially find the problem of Ajaymerukot vdc at Dadeldhura district. The salient significance of the study is that being rich in tourism resources the people do not know about uniqueness and beauties of Ajaymerukot. Tourism also impacts a number of indigenous industries and services, or creating direct, indirect and induced employment opportunities and also changes the way of living of the people. This study visualizes and addresses Ajaymerukot as one of the prospective and unique place of glories, land of culture, lakes and temple, which can offer and welcome the increasing number of tourists and provides satisfactory pleasures to the visitors. As well as consequences of the changes in the way of living in life of local people.

### 1.5 Limitation of the Study

The study is easily accessible yet there are some limitations during the study. The limitations are as follows.

Every research work has its own limitations. No research work can encompass all aspects of the study area, due to the limited time and resources the study is carried out within the boundaries.

- This is an academic work, as a researcher is a student who does not have previous research experience like this, thus there could be many shortcomings.
- The increasing concern of tourist towards security condition.
- This study is primarily based on the data available from the field visit of the study area.
- This study has not covered the other activities, except tourism activities and products.

## 1.6 Organization of the Study

This thesis is organized in to five chapters. The first chapter deals with the introduction. It includes the general information of tourism, statement of problem, objective of the study, significance of the study, limitation of the study, organization of the study. The second chapter presents the review of literature Review. The third chapter deals with the research methodology. It includes rational for the selection of study area, research design, nature and source of data, universe and sampling, data collection technique and tools, household survey, interviewed with key informants, observation, interview, data analysis. The fourth chapter presents the data presentation and analysis with profile of the study area. The last chapter of the study offers summary/finding, conclusion and suggestion. Appendices and reference have been kept at the end of this report.

## **CHAPTER-TWO**

### **LITERATURE REVIEW**

This chapter deals with the available history impact management and development of tourism etc, which were reviewed to generate adequate relationship between the variable and to share the others opinion on the issued statements.

#### **2.1 Conceptual Review**

Since ancient times, Nepal is known as “abode of gods”. As such many visitors from china and India visited Nepal as pilgrims to worship at pilgrimage sites like Swaymbhunath, Bouddhanath, Pasupatinath, Muktinath, Barah chhetra, Lumbini and many other sites of religious and cultural intrest (Baral, 2008)

In this context first of all, it is pertinent to illustrate a legend. As far as legend goes, Manju shree made the Kathmandu valley. Sharma although Manjushree is said to have come either from india or china, yet he is regarded as the first tourist ever visiting Nepal (Shrestha, 2000).

Chinese visitor Huen-Tsang is believed to have visited Nepal in 637 A.D. during Lichchvi period and can be considered as first recorded visitor in the history of Nepal. Later other empirical envoys from china like Li-y-piao I and Wang Hiuentse II visited Nepal and wrote their experiences about the wonders of Nepal (Baral, 2008)

After the Kot massacre, Jung bahadur was entrusted as the prime minister. Jung Bahadur made sea voyage to visit Queen of England and became the first Nepali to cross the ocean. Ranas closed Nepal for foreigners. British Residency was there but their officials were not allowed to roam around freely. They had given special permission to special research. British visitors like Mr. Schlaguitweit, Daniel wright, Sir Brian Hodgson, Sir Joseph Hooker, E.A Smytheis, and some other visited Nepal during the period of Jung Bahadur. One of the visitors, Daniel Wright wrote a book “history of Nepal” in 1877 (Ghimire, 2009)

Mr. Boris Lissanevitch, who had successfully organized banquet for 160 Royal invitees for the coronation of His Majesty King Mahendra, was requested to settle down in Nepal and help for tourism promotion. He had opened Royal Hotel in 1953, where present office and residence of vice president of Nepal is located. In the same year Nar Samsher closed his hotel, the manager of hotel in 1953, Mr. Mandis, opened Snow View Hotel at Lazimpat. He used to organize sightseeing tours to his visitors explaining about the local cultures, festivals. He did the promotion and marketing of Nepal and of his hotel, did reservation and confirmation and finally provided the services. It was the first time in the tourism history of Nepal that Thomas cook and sons get special permission to organize a tour of 60 tourists within the Kathmandu valley (Ghimire, 2009)

Nar samsher opened a hotel in Jawlakhel in 1952, where the staff college is located presently. The manager of the hotel was Mr. Tom Mandis. He had brought Mr. Mandi from Calcutta to run the hotel. The concrete steps to promote and develop Nepalese tourism was made when a high level Nepal Tourism Development Committee was formed and Nepal Tourism Master Plan Prepared in 1972 (Bhandari, 2009)

Tourism geography is about the geographical distribution of tourism throughout the world. It seeks to describe and explain the spatial pattern of tourist activity and development on regional, national, international and world scales. It is about the location of tourist resources and the factors (e.g. economic and political etc) that influences when, how and where they are used for tourism. It is about

the people who are tourist, where and why they travel and the effect they have on the places they visit. The tourist travels away from home for a variety of reason (other than work). The essence of tourism is therefore, that it involves travel to a location that is not the tourists home (Sharma, 2009)

Favorable climatic conditions at destination are key attraction for tourists. Weather can ruin a vacation, while climate can devastate a holiday destination. Climate is especially important for the success of beach destination and conventional sun-and-sea tourism, the sunshine, warmth temperature, and precipitation, escaping from harsher weather conditions and season in their home countries. Other forms of tourism, such as mountain tourism and winter sports, are also highly dependent on favorable climate and weather conditions such as adequate precipitation and snow cover (Beckon and Hay, 2007)

The World Metrological Organization (WMO), in partnership with National Metrological Services (NMSs) and the International Metrological Community, is making an important contribution by providing relevant information to the tourism sector in order to reduce the adverse consequences of weather and climate extremes for tourism operators. At the same time, the WMO is joining with UNWTO and the tourist sector to maximize the benefits of favorable weather and climate variability and changes, including extremes. They are also providing guidance on how key actors in the tourist system might best respond in order to reduce risks and maximize benefits (Beckan and Hey, 2007)

There has been increasing cooperation between the, UN, WTO and WMO, manifested in the first international conference on tourism and climate change in Djerba in 2003. A special issue of world climate news on tourism was published in 2005, and an expert team on climate change and tourism has been established. The WMO will continue to spearhead international efforts to monitor, collect and analyze climate data and in collaboration with the, UN, WTO, it shall provide timely, relevant and reliable climate information services and products for use by operators, policy and decision makers in the tourism sector, and by travelers themselves (Beckon and Hey, 2007)

Moreover, as Shaw and Williams (2004) emphasize, under most situation the dominant mode of tourist production is a capitalist one. This has a number of implication but in understanding how spatial patterns of tourism evolve needed to be recognize, first, how the investment decision and the related quest for profit by independent firms and business determines the forms and location of tourism development and, second, how the nature and the extent of regulation exercises by governments over their territories and the firm that are operating within them may modify or in other ways influence those decisions.

Tourism development has produced great disparities in the standards of amenities provided for the visitors and for the local population. This cannot be probably a conduction of successful tourism development. Planning should be integrated to avoid as far as possible the dispraises in the standard of amenities for the visitors and local population. tourism planning should not be left totally to private enterprise in search of profit. Government must activity participate in it (Seth,2006)

However, because problems such as political instabilities or the threat of terrorism are seldom a permanent features of the condition in particular countries, so there is an 'ebb and flow' in the impact of, say a terrorist incident will be significant but unless there is a reoccurrence the perception of risk will diminish and the negative impacts on the aspects such as destination image will recede quite quickly. Hence for example, foreign visits to china all but vanished after the incident in Tiananmen square in 1989, but the contemporary picture of tourism to china is now one of the sustained expansion (Williams, 2009)

The decline in tourist arrivals in Nepal was noticed in past also. As for example negative annual growth was recorded in 1965, 1981, 1984, 1989 and 1993 also. The reason for the fall in the tourist arrivals was due to some internal and external reasons. The tourist arrival declined by 1.4% in 1965, it was due to India-Pakistan clash while in 1981, it was due to the peoples movement in Nepal. The tourist an arrival in 1984 was also recorded negative (1.5 percent). The decline in tourist arrivals was no other reason then assassination of Indian prime minister indri Gandhi in October 1984, which led to massive cancellation of tourists visiting India and Nepal. Similarly, decline in tourist arrivals in 1989 was noticed by 9.8 percent as compared to the previous year due to the political unread for restoration of democracy and transits dispute with India. Likewise, the main reason for decline in tourist arrivals in 1993 was the negative publicity of pollution in Nepal by international media, and economic recession in major tourist generating marked in 1992. The divesting flood of 1993 also pulled down the tourist arrivals in the same year (Malla, 2004)

The origin of the “tourist” date bace to 1292 A.D. It has derived from the word “tour”, a deviation of the Latin world “torus” meaning a tool for describing a circle or a turner’s wheel. In the first half of the 17<sup>th</sup> century, the term was used for traveling from place to place, a journey, an exclusion a circuitous journey touching the principle parts of a country or region. (Dhungana, 2006. Tewari (1994) has summed up the concept of tourism as a movement of people to various destinations has two components, journey and stay, both of which take place outside the normal area of residence and work. The movement is of a temporary nature and for a short duration, which distinguishes it from migration. It gives rise to activities at the destination, which are distinct from those of resident population of the place visited. The main motive for participation in tourism is largely recreation and the visit is made for the purpose other than seeking permanent residence or employment remunerated from within the place visited. Tourism, in the pure sense, is essentially a pleasure activity and involves a discretionary use of freely disposable incomes and free time (Pandey, 2008).

The tourism society in Britain attempted to clarify the concept and defined in 1976 as: “Tourism is the temporary short – term movement of people to destination outside the places where they normally live and work, and their activities during the stay at these destinations, include movements for all purposes, as well as day visits or excursions (Bhatia, 1994:34).

According to Greffe (1993:23) Rural tourism can be understand in three different ways, Firstly, Rural tourism can be understand as living in the house of local people, this concept is poor people oriented so it is also known as tourism of poor people, luxurious destination where huge sum of money is need to be expend for accommodation and food, in such places who can’t afford for such tourist Rural tourism is developed. Secondly, rural tourism refers to involving tourist in different activities which is vastly different than the tourism activities done in the urban area, activities like, cycling, fishing, honey hunting, etc. falls under this. Thirdly, this is newly developed concept about rural tourism; it includes staying in farm house, doing agricultural activities, studying about farming activities or enjoying watching these activities (Sharma and Kharel, 2011).

Green tourism is a concept which originated in France many years ago, and contrasts White tourism (based on snow resort) and Blue tourism (based on lake side resorts). The French, however, now use the term ‘Rural tourism’ because the term Green tourism’ is an inadequate general term for the most desirable kinds of rural tourist development (Ward, 1991:210). Rural tourism includes farm-based holidays but also comprises special-interest nature holidays and ecotourism, walking, climbing, and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, and arts

and heritage tourism, and in some areas, ethnic tourism (Lane,1993:10). There is also a large general-interest market for less specialized forms of rural tourism. This area is highlighted by studies of the important German tourism market, where a major requirement of the main holiday is the ability to provide peace, quiet and relaxation in rural surroundings (Studienkreis fuer Tourism, 1987). In short, rural tourism is tourism which takes place in the country side (Kunwar, 2010).

Tourism is the important tool for rural poverty reduction, uplifting living standards and socio-economic tool for conservation and national development, of course, if it understands in its depth and wide. Modern world is specializing in every aspect, but tourism is the sector where every entrepreneur becomes tourism experts without having its depth and wide knowledge. It is like a medical shop holder, pharmaceuticals or a dispenser who is treating a heart patient. Since a dispenser is not qualified to treat any diseased patient, how could a tourism entrepreneur become a national tourism development seeker, it's a time to think. A master-mechanist of Toyota Motor Car, having 35 years of experience in repairing, will confused to repair Mercedes, Skoda or Lada vehicles and will never be able to develop new model in the vehicles, whereas an automobile engineer, as a technician, always understand the mechanism of vehicles and would able to gear of its development. Similarly, tourism is a technical subject. Until and unless the concerns recognized its technicality, tourism in Nepal will never be success in real terms, but has to struggle for half a million and that is for unrecoverable natural and socio-cultural calamities (Tuladhar: 2008).

Upadhyay (2006) in his book "Tourism and Economic Development in Nepal" has mentioned the following characteristics of tourism:

1. Tourism involves a complex set of interrelationships between people place and product.
2. The interrelationship inviolable through the transportations of people to various destinations outsidess of their normal place of residence and their stay at those destinations.
3. The durations of resting must generally be of a short-term nature.
4. Tourism is entails pleasure activities in that it does not involve earning related travel.
5. It is an intangible service and it cannot be seen or inspected before its purchases.
6. Tourism product is not a homogeneous tour package to a destination and may vary in quality depending upon the circumstances, for instance a delayed domestic flight could affect the image of the product.
7. The short-term supply of the product is fixed. The number of the hotel rooms cannot be increased overnight to meet the requirement of the season.
8. The tourism product is highly perishable, a hotel room or an airlines seat not used today is total loss.

9. The tourism product can't be stored for future use.
10. Its raw materials are inexhaustible.
11. The tourism products do not diminish with constant uses.

Upreti (2007) has studied and published a book "Incredible Far West Nepal". In his book, he describes the important tourist attraction places of far western Nepal including Khaptad region. The geographical, historical, cultural and religious values of far western Nepal are beautifully analyzed in this book. This book will be very helpful for policy makers and planners for tourism development in far western region. Similarly, the argument of this book is useful to study and analyze the religious tourism in Khaptad region.

Malla (1998) argued on planned development of tourism in Nepal and found that the tourist inflow was smoothly increasing from 1962 to 1995, however, the annual rate of increase was fluctuating. Large numbers of tourist came to visit Nepal for holiday pleasure. In the year 1995 about 50.4 percent tourists visited Nepal for holiday pleasure and 32 percent of tourists came from India. In continental basis 50 percent of total tourists came from Asia and the rest from Western Europe respectively. The study also concluded that before unification, tourists came to Nepal for religious purpose. During Rana regime due to the over suspected outlook of regime, Nepal was isolated from the outside world. After downfall of Rana regime, the development of tourism sector gradually started in Nepal.

Similarly, Kunwar elaborates "tourism is the temporary movement of people to destinations outside their normal places to work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs" (Kunwar, 2006) In fact, the introduction of paid holidays can truly be associated with the development of modern tourism. In 1936 the ILO adopted the convention to support a serious movement of promote paid holidays in turn. Tourism right to paid holidays has universal recognition now. The trend is to grant longer holiday periods.

Main organizing committee was formed under the chairmanship of minister for tourism including secretaries of different ministers and mayors of various municipalities as members and chief executive officer of Nepal tourism Board as a member secretary. To execute tourism programmers effectively steering committee was formed under the chairmanship of secretary of tourism and civil aviation. Representatives of private sectors were also involved in this committee. other essential working subcommittee were set up in the various part of Nepal to make the programme a success (Ghimire,2012)

### 2.1.1 Tourism in Development Plans

Planned development of tourism in Nepal began as soon as Nepal entered for national planning in 1956. When the international tourism was in boom, Nepal was one of the new attractions during 1950s and 1960s. Realizing the immense potentialities for tourism development, tourism has been getting a high attraction from the very beginning of the economic planning in Nepal. Since the first plan, tourism sector has been accorded a high priority in every plan period. Though, hundred percent set targets are not achieved objective of tourism development is always a preference in all development plans till today.

### **First Plan (1956-1961)**

First plan had given adequate emphasis to build infrastructures like road, water, electricity and construction of air ports that is essential for tourism development. During the plan period, Nepal acquired membership of different tourism related organization. Tourist development board was established in 1957 under the development of industry. The setting up of hotels of various standards. Establishment of travel agencies, development of Tribhuvan International Airport, and tourist guide training and some of the achievements of the first plan. RNAC as the national flag carrier was established in 1959.

### **Second Plan (1962-1965)**

During this plan period, collection of information on tourist arrival was initiated which has proved very helpful to have authoritative data base for further planning and policy formulation in developing tourism sector in the country. Specially, the sightseeing services, trained guide, increasing publicity of Nepal in the international market were priority accorded by the second plan. The enactment of the tourism Act 1964 (2021 B.S.) was notable development for tourism during second plan.

### **Third Plan (1965-1970)**

The third plan aimed to increase the number of foreign tourists thereby increasing foreign exchange earnings. The prime focus during the plan was again on the establishment of hotels of international standard in Kathmandu, Pokhara and Biratnagar. During the plan period, for international marketing film on Nepalese attractions of tourism and tourists literature were produced and distributed. Nepalese art and architectures provide attraction to tourist, there for, steps were taken to preserve and maintain temples and historical places. Preparation of master plan for Lumbini development was pronounced during the plan period.

### **Fourth Plan (1970-1975)**

The fourth plan had assumed tourism as the prime source of foreign exchange earnings in the economy. This plan was actually the turning point in the history of tourism development in Nepal by formulation Nepal tourism master plan 1972 with the joint co-operation of the government of federal republic of Germany in 1971. The main objectives of Nepal Tourism Master Plan 1972 were:

- To develop international tourism that will provide sustained economic benefit of Nepal.
- To induce economic activity through tourism that would assist in the development of agriculture industry infrastructure foreign exchange e.g. earning and employment opportunities.



- To develop tourism in manner that would preserve the enhance the social cultural and historical values of Nepal

### **Fifth Plan (1975-1980)**

The ministry of tourism became a full-fledged ministry during this plan period in 1977. The fifth five-year plan had spent out the following objectives for the development of tourism. They are?

- Increasing the foreign exchange earnings and these by improving balance of payment situation.
- Increasing employment opportunity in tourism sector by developing skill and ability
- Achieving balanced regional development by establishing tourist carters in different part of the country
- Encouraging regional and inter-regional tourism.

### **Sixth Plan (1980-1985)**

The sixth plan adopted and integrated approach with the following objectives:

- To earn foreign exchange
- To increase the number of tourists and length of their stay
- To replace foreign goods by domestic products.
- Provide employment opportunity through tourism related industry.

### **Seventh Plan (1985-1990)**

The plan had the policy to attract investment from both the public and the private sector in tourism. Emphasis had been laid to develop mountaineering and trekking tourism. The main objectives of the plan were as follows:

- To improve balance of payment situation through increased foreign exchange earnings by attracting upper class tourist.
- To create new employment opportunity by utilizing tourism industry to the fullest capacity.
- To increase the length of stay by extending tourism related activities and business where tourism infrastructure is available and
- To encourage the use of local goods required for tourist there by reducing imports gradually.

### **Eight plan (1992-1997)**

The eight plan recognized tourism in Nepal as having great significant in considering the national economy of the country. The eight plan had reviewed the progress made during the seventh plan. the eight plan also reviewed the progress made during the fiscal year 1990/1991 and 1991/1992. During these two years, some of the notable change had been observed such as previously d\restricted areas namely. Manang and Mustang were opened for trekking.

For the first time in the history of tourism planning, the eighth plan had identified the existing problems of tourism sector and initiated to develop tourism as one of the major sector of the economy. Government had adopted liberal economy policy and priority has given to private foreign investors to

invest in tourism industry. In order to attract foreign private investors necessary atmosphere would be created and suitable policies formulated. The objectives of the eighth plan were as follows.

- To earn more foreign currency by developing tourists industry.
- To increase the employment opportunities through expansion of tourism industry thereby improving the living standard of the people.
- To improve the quality of tourism services and to promote and preserve environmental, historical and cultural heritage.
- To encourage the use of local materials and services in tourism industry.

### Ninth Plan (1997-2002)

The ninth plan has recognized high prospect of tourism, thus the plan has proposed to developed tourism in accordance with the natural, socio-cultural and religious environment of the country. The objectives spell out in the plan were guided by the long term concept of tourism development.

- Priority will be given to tourism as one of the most important sector for economic development of the country.
- Effective promotion and publicity will be made to establish Nepal “An Exclusive Tourism Destination” and
- To increase employment and foreign exchange earnings from tourism and to provide this benefits up to the village levels.

The main objective of the plan was poverty alleviation through tourism in the village and backward regions by utilizing the ethnic cultural heritage as an attractive tourism potential. The plan shall lock forward to promote regional tourism especially in SAARC countries. For the promotion of tourism, diplomatic missions, friendship associations, airline offices and Nepalese organizations abroad would be made to take active participation. Hi-tech media like internet, homepage, e-mail, international television channel would be used for market promotion.

The achievements of this plan are as given below:

- Lunched ‘Visit Nepal Year 1998’ as a national campaign.
- Reached a record number of additional air agreement with different countries for air services, seats and routes.
- Added airport infrastructures in the hilly and relatively busy local airports.
- Improved the standard of Tribhuvan international airport runway, its equipment, parking area, terminal building and five extinguishing services.
- External flight permits have been granted to some domestic airlines and some opportunity will be made available to other airlines as well
- Civil aviation authority of Nepal has been established and is functioning well.
- Established Nepal Tourism Board by dissolving the department of tourism.

## Tenth Plan (2002-2007)

Tenth plan has targeted an integrated approach to the background and forward market linkage in the tourism economy. Effective marketing, re-establishment of Nepal's tourism image, employment opportunities, increases in foreign currency earning and to channel the benefits derived from tourism sector to the rural areas are the major targets of the Tenth plan.

The major objectives of Tenth plan are as given below:

- Sustainable and qualitative development of tourism sector and promotion of its right markets.
- Conservation of historical, cultural, religious and archaeological heritage and enhancing their practical use for income generating purposes.
- To make air transportation services easily available, secure, reliable and standardized.

## Three Years Interim Plan (2008-2010)

The interim plan envisaged enhancing the contribution of tourism in national economy by promoting international and domestic tourism through the development of international and national air services and urban and rural tourism destinations. Potential tourism products and destinations will focus on increasing employment regional balance and social inclusion.

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

The Three Year Plan Approach Paper (2010/11-2012/13) has aimed to attain balanced and inclusive development through tourism development. The plan has the following objectives.

- To generate greater employment opportunities, reduce poverty, and maintain regional balance and economic growth through developing and expanding tourism industry up to local levels along with increasing economic activities by implementing intensive and coordinated development programs; and to develop Nepal as a major tourist destination in the world.
- To develop tourism industry as well as national economy by extending international air services along with enhancing greater accessibility by strengthening existing air transport services of the country.

## The Plan has taken the Following Policies such as:

Implementation of programs as a successful national campaign, introduction of Nepal as a new emerging destination, increase Indian and Chinese tourists through road network, extension of services and information at local levels, economic diplomacy, new tourist packages, special discounted price, inter-continental tourist market, utilization and honor of , NRNS for the mission of 'SEND HOME A FRIEND', world-wide popularization of traditional popular major tourist destinations, formation of

Buddhist circle connecting Lumbini, Tilaurakot, Ramgram, Kapilvastu, Devadaha, Gotihawa, Niklihawa, Kudan etc.

The plan also has made its policy to adopt and explore feasible and practicable approaches to mountaineering, adventurous, religious and cultural tourism along with business, eco, agro-based, sports, education and health tourism. Promotion of domestic tourism, adaptation of Leave Travel Concession approach, integrated programs, revision and amendment of tourism related policies and acts, corridor/regional approach, formulation of periodic and annual budget and programs. For tourism through local bodies, community awareness programs, involvement of private sector, integrated information system for effective database, update and effective tourism information system are included in the policy for tourism development in Nepal. The plan has given priority to tourist friendly infrastructure protecting existing popular routes of trekking and trails.

Local level skill development and training programs for provision of employment opportunity, data collecting system, amendment of Boot Act and Regulation and Procurement Act, 2006 to support tourism industry, legal provision to define home-stay activity, quality tourist products, regular monitoring programs and measurement of standard of services are adapted in the policy of this plan.

Code of conduct for tourism, update and revision of Tourism Act, 1996 and Vehicle Act, 1992 and tourism related other acts and regulations are strongly adapted in the plan. Construction of alternative airport of international standard and 24 hour a day service of TIA, efficient operation of NAC along with adding up more carriers and high encouragement of international airways to make more flights in the international tourist source market of Nepal are taken as the policy of tourism development in Nepal in the plan.

The expected outcomes of the plan are as follows:

- Arrival of foreign tourists in Nepal would have been reached 1.2 million by FY 2012/13.
- Average stay of foreign tourists in Nepal would have been reached 12 days.
- Foreign exchange earnings from tourism would have been reached 400 million US dollars.
- Direct employment from tourism sector would have been reached 150 thousand.
- The number of international air services with regular flights to Nepal would have been reached 35 and air passengers arriving Nepal through international flights would have been reached 2 million.
- One-way air seat capacity in international sector would have been reached 4 million.

## 2.1.2 Major Future Tourism Activities in Nepal

### New Tourism Policy 2008

It is in process of publication and implementation. Formulation of New Tourism Master Plan is proposed for the coming fiscal year.

### Nepal Tourism Vision 2020

Ministry of Tourism and Civil Aviation, in collaboration with concerned industry entrepreneurs and Nepal Tourism Board, has issued Nepal Tourism Vision 2020. Under this, vision, target objectives and strategies have been set to attract two million tourists in 2020.

### Nepal Tourism Year 2011

With a view to celebrate the year 2011 as Nepal Tourism Year, production and distribution of publicity materials and promotional programs are being carried out subsequent to establishment secretarial and formation of the main committee and 14 sub committees.

### **Development of New Tourism Destinations**

Development of tourism is considered as a major component of poverty alleviation and new economic development policy of Nepal. In the process, grants have been made available and the constructions works initiated in Srientu, Halasi, Manakamana-Goraknath of Gorkha, Swargadwari of Pyuthan, Jakhera lake of Dang, Khaptad Region, Ramaroshan Region of Accham, Gadimai-Simara of Bara for the development of tourist's destination through the creation of necessary infrastructure. Likewise, integrated tourism development program has been initiated in Karnali zone.

### **Royalty Exemption**

From the beginning of this fiscal year, royalty exemption will be availed for next five years to mountain earning expedition teams destined to mountains of western and Mid-Western regions.

### **Medical Tourism**

Process is initiated for collecting information on Ayurved based exclusive treatment services being made available through Nepalese health institutions in the process of developing Nepal as a medical tourism destination in collaboration with the private sector, Nepal Medical Association and Ministry of Health and Population. Objective is to develop Nepal as a prominent center for meditation, yoga and natural therapy while publicizing traditional treatment methods like Ayurveda and development of medical tourism in participation of the private sector.

### **Agro- Tourism**

With the policy to increase the use of agro-products in tourism areas and routes by producing locally, agro-tourism training programs in co-ordination with Agriculture Training Directorate are on the implementation process for the growth of agro-products in some important rural tourism areas as such.

### **Home Stay Program**

With a view to incorporate the tourism with poverty alleviation, feasibility study is underway at 14 different places to conduct Home Stay Program which is based on the model that the tourists stay at homes of local people and visit nearby tourist spots.

### **Construction of International Airport**

Feasibility study is being carried out for the construction of international airport in Nijgadh of Bara district. Fencing work in the Chhinnedanta of Pokhara based airport is going on, while the compensation distribution for additional land required for the construction of Gautam Buddha airport of Bhairahawa is in preliminary stage.

### **Airport Upgrading**

Upgrading and capacity extension works are being carried out in 9 domestic airports that are regarded important from regional and tourism point of view

## **2.2 Empirical Review**

In respect to Nepal, Chinese visitor Huen Tsang is believed to have visited Nepal in 637 A.D. during Lichhivi period and can be considered as first recorded visitor in the history of Nepal. Later, other empirical envoys from China like Li-Y-Piao I and Wang Hiventse II visited Nepal and wrote their experiences about the wonders of Nepal. Chinese history of the T-ang Dynasty gives details about Nepal from 643 A.D. to 651 A.D. The Malla kings who succeeded Lichhivis gave a new turn to 1480 A.D. The three kingdoms Kathmandu, Patan and Bhaktapur of Malla kings during medieval period virtually transformed in to open museum of art, culture and architecture. The craftsmanship was at the top level, the evidences of which are the pagoda style temples, places, houses and many other things of artistic character (e.g. thanka painting, fresco art etc.) all over three cities. Since ancient times, Nepal is known as “Abode of the Gods” as such many visitors from china and India visited Nepal as pilgrims to worship at pilgrimage places like Lumbini, Pashupatinath, Muktinath, Baraha Chhetra, Swayambhunath, Boudha Nath and many other sites of religious and cultural interest. (Upadhayay edt. 2008)

Shrestha (1999), She has further recommended certain strategies to develop tourism in Nepal. Besides, concentrating on the old products, Nepal must introduce new tourism products suitable for catering to the interest of all types of tourists by age, sex and occupation and to introduce both urban and rural tourism products. Nepal should be able to attract tourists from diverse income groups by catering to their respective needs and presenting Nepal as the destination for all types of tourists. The road network should be well developed and existing road conditions should be properly improved. It is recommended to develop another international airport preferably in the Terai region that would be technically and economically viable. Encouragement for the development of small hydropower project and solar energy are recommended especially on the trekking routes and at wildlife resorts with view to protect natural environment of the area. The private sector should come forward to join hard with the government for promoting and marketing tourism. The use of satellite communication, media such as international televisions channels, CNN, BBC, NTV television, etc. internet, CD-ROM should be used for promotional purposes. The government and the concerned authorities should take concrete steps to prevent deforestation, landslides, pollution, littering on trekking routes and in national park. It is necessary to protect and preserve the socio-cultural values of the country for sustainable tourism development.

Seasonal nature of demand is one of the major characteristics of tourism industry (law, 1995; as cited in Pradhan, 2008). In some cases, the pull of a destination is tourist resources largely determines the timing of arrivals while in other cases, arrival patterns are determined mainly by driving factors in originating region. Tourism is by its very nature subject to considerable seasonality. While seasonal fluctuations in demand sometimes be reduced, they cannot be eliminated (Goeldner et al, 2000). Thus when tourism is the primary industry in an area, the off –season periods inevitably result in serious unemployment (Pradhan, 2008)

Shrestha (1999), in her Ph.D. dissertation is concerned with the problems and prospect of tourism in Nepal. The main findings of her study are: (i) Tourism has emerged as a major segment a Nepalese economy contributing substantially to the foreign exchange earnings (ii) employment generation and

(iii) overall economic development of the country. The main tourist generating regions are Nepal, Asia and Western Europe. There is lack of psychological infrastructure in tourism spots. Most of the service infrastructures are mainly concentrated in major urban areas and in few population trekking routes, majority of the tourists had expressed that there is a great prospects of tourism in Nepal. Nepal Airlines should increase its air seat capacity and solve its problems on a long-term basis, otherwise, private airlines should be allowed to operate immediately even in those routes where Nepal Airlines operates. It is observed that the female tourists tend to visit more for holiday pleasure, where as their male counter parts visit mainly for business, meetings, seminars and other official activities. Population and environmental degradation, inefficient delivery service system, inability to manage the airport properly, inadequacy of existing infrastructure and inability to diversify tourism products are the main problems of tourism in Nepal. Nepal is considered as one of the cheapest tourism destination.

Shrestha (1999), She has further recommended certain strategies to develop tourism in Nepal. Besides, concentrating on the old products, Nepal must introduce new tourism products suitable for catering to the interest of all types of tourists by age, sex and occupation and to introduce both urban and rural tourism products. Nepal should be able to attract tourists from diverse income groups by catering to their respective needs and presenting Nepal as the destination for all types of tourists. The road network should be well developed and existing road conditions should be properly improved. It is recommended to develop another international airport preferably in the Terai region that would be technically and economically viable. Encouragement for the development of small hydropower project and solar energy are recommended especially on the trekking routes and at wildlife resorts with view to protect natural environment of the area. The private sector should come forward to join hard with the government for promoting and marketing tourism. The use of satellite communication, media such as international televisions channels, CNN, BBC, NTV television, etc. internet, CD-ROM should be used for promotional purposes. The government and the concerned authorities should take concrete steps to prevent deforestation, landslides, pollution, littering on trekking routes and in national park. It is necessary to protect and preserve the socio-cultural values of the country for sustainable tourism development.

Upadhaya (2003), in his Ph.D dissertation on the headline "Tourism as a leading sector in economic development of Nepal" has mentioned Nepal as a showroom of Natural beauty, rich in flora and fauna which are the main attractions of tourism in Nepal. This loads to raise the economic status of the country.

Nepal has different cultures and many more attractive pilgrimage places. Dadeldhura, one of the 75 districts is not less important for pilgrimage and historical places, local dance, music, ceremonies, rites and rituals, dress, customs and values. Ajaymerukot, Amargadhi Fort and Ugratara Temple are some of the historically important places and different ethnic groups culture and customs attract to tourists. Though tourism is important in the country like Nepal for development of the country, there should be given eyes to the impacts of it in various sectors.

Nepal recently conducted Nepal Tourism Year 2011 failing to meet its target by quarter. Critiques have announced the year 2011 as failed year owing to the fact that the year did not meet its target. However, the year markets the steady recovery of tourism industry that languished during the Maoist insurgency period. Despite all the hurdles the tourism industry witnessed 22 percent increase in tourist arrivals (From 602, 867 in 2010 to 735, 965 in 2011) and 30 percent revenue compared to last year (Phuyal, 2012). Similarly, the tourism year 2011 created good opportunities for private sector.

Mountains in the earth occupy about one-fifth of the total land surface. In reality, about 36 percentage of the land area of the world is composed of mountains, highlands and hill country (Fairbairn, 1968, as cited in Panday, 1995). Mountains are faulted or folded strata of elevated landforms with steepness of slope and enormous environmental contrasts, within a relatively short distance. They are considerably higher than their surroundings and are also of greater altitude than a hill. They provide diversity of landscape, climate, flora and fauna and give the opportunity to feel the vividness of the nature. They offer enchanting scenic beauty, inspiration, and are symbols of peace and strength for mankind (Poudel, 2009). Hence, mountains have attracted men since antiquity. Mountaineers consider mountains pious and worship with prayer flags, piling stone at a vista they have reached after a steep climb, along the mountain trail (Saw 1872: as cited in Poudel, 2009)



## **CHAPTER- III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

This study has been carried out on the basis of description and analytical in nature. It has focused on the tourism potentiality of Dadeldhura district with focus on Ajaymerukot. This research analyzes the tourism potentiality of Dadeldhura district.

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

Ajaymerukot is situated in the Ajaymeru VDC of Dadeldhura district. This area is destination for tourist to enjoy different type of environment, culture along with different ethnic groups. I have selected this area because of my own interest that the place where I want to get new experience from this study. The study has found out the tourism potentiality of Ajaymerukot. Ajaymeru VDC is the place with full of religious, historical and cultural significant. The study area supported a broad rank of tourism. People from different cast, ethnicity involve in the management of tourism potentiality of Dadeldhura district.

#### **3.3 Nature and Source of Data**

The quantitative data has been obtained from questionnaire and have analyzed using statistical tools. The collected qualitative information has been presented in a descriptive way. The information obtained is present ted in appropriate tables and figures. They are categorized and tabulated according to the objective of the research.

The study is conducted on the basis of both primary as well as secondary data. The source of primary data has been obtained from field work and through observation, questionnaire and interview of some key informants applying some additional questions where needed. Similarly, information is obtained through secondary sources. The sources of secondary data has been collected from Nepal Tourism Board, Ministry of Tourism, National planning commission, Annual statistical report of tourism department, different bulletins related to tourism central bureau of statically, FNCCI, Library, District development committee and Ajaymeru VDC of Dadeldhura.

### 3.4 Sampling Technique

This study has been purposed, accidental and random sampling for the selection whereas sample population of the study had selected on following.

Streams	Total population	Sampling	Percentage	Method
Tourist arrived during one month	50 (Average)	20	40	Accidental
Local people	150 HHS	30	20	Random lottery
Hotels	5HHS	3	60	Purposive
Total	205	53		

Above table shows that the tourist arrived during one month is 40 percent. Out of 150 HHS 20 percent local people were sampled and out of 5 HHS number of hotel is 60 percent.

### 3.5 Data Collection Techniques and Tools

The study is dependent both on primary and secondary data. The primary data has been collected from the fieldwork conducted during household survey, key informant interview and observation. And the secondary data has been collected from Nepal Tourism Board, Ministry of Tourism, Central Bureau of Statistics, Nepal Planning Commission and Annual Statistical Report of Tourism Department.

#### 3.5.1 Household Survey

A set of questionnaire have used as a tool to collect primary data from the house hold survey in order to achieve the research objectives. Sex, ethnicity, education, family size, marital status, attitude and practices through household's survey. Head of households are interviewed in order to get relevant information of their respective households.

#### 3.5.2 Key Informants Interview

To acquire the more information about tourism in Ajaymerukot area, key information interview is apply for the process some key persons of that area is select such as: Teacher, Government officers, elders person, political leaders, member of hotel association. Then according to their view.

#### 3.5.3 Observations

Observation has been carried out from number of times, during field visit. Observation have make about present condition of Tourism and its interrelationship with local people. The cultural, social and linguistics values also were under spotlight of research of further the level use of the local people also include inside the circle of research. Important informations were observed through Questionnaire and check list method during fieldwork.

#### 3.5.4 Data Analysis and Interpretation Techniques

Data collection has been used to describe a process of preparing and collecting data. The purpose of data collection is to obtains information to keep on recorded to make decision about impartment issues, to pass information onto others. Primarily data has been collected to provide information regarding specific topics. Various technique like table, graph, chart, statistical tools, computer software etc. had been employed during the research study.

After the collection of data, it is rechecked verified at the field manually to reduce the error. Then result is calculated. The final data are tabulated and interpreted by the use of frequency table, simple and descriptive statistical method.

## CHAPTER- IV

### ANALYSIS AND INTERPRETATION OF DATA AND INFORMATION

In this chapter, the collected data is analyzed for fulfillment of objectives. The analysis is mainly based on questionnaires collected from local people, tourists (domestic and international), key informants, hotel owners and staffs, shopkeepers and intellectuals.

#### 4.1 General Background of the Study Area

Dadeldhura district is located in Mahakali zone in Far Western Development Region situated in the Northern latitude of 29° 17' and in the longitude of 80° 34'. Dadeldhura is known as queen of hills. In the past, it is the route of sacred mount Kailash in Tibet. Within Dadeldhura Ajaymerukot occupy 43.40 sq.km. The total population of Ajaymeru VDC is 4609 among the total population male population is 2379 and female population is 2230. Samaiji VDC is in the east and Bhadrapur VDC is in the west of Ajaymerukot. Likewise, Baitadi is in the north and Bagarkot and Amargadhi municipality is in the south of Ajaymerukot. Dadeldhura carry rich history and spectacular nature by which most of the people attract towards here. Among the attractive and historical place Ajaymerukot is one. The cave, pagoda style dewal, palace's location and flowing river are the main attractive places of Ajaymerukot. Due to the lack of preservation the place is losing its identity. Therefore, timely management of this god gifted palace can assist in the sector of economy and community development in this region.

##### 4.1.1 Present Information about Tourists and Tourism

This chapter presents the results of the survey of tourists. The result is mainly based on questionnaires collected from 20 tourists who visited Ajaymerukot during field visit.

##### 4.1.2 Distribution of Tourist by Nationality

Since the field visit was conducted in the May/June, which generally known as of -season in tourism sector, researcher couldn't meet tourist in large number. 20 tourists were surveyed during the field visit. The distribution pattern of tourist by nationality is shown in below table.

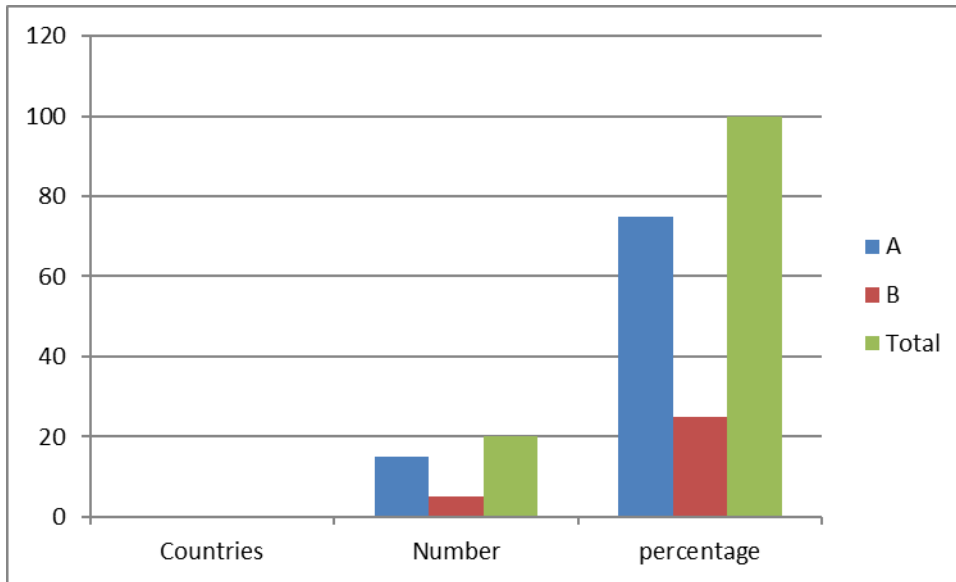
Table: 4 Distribution of Tourist by Nationality

Countries	Number	Percentage
Domestic (Nepali)	15	75
India	5	25
Total	20	100

Source: Field Survey, 2016

Though Ajamarykot attracts tourist from different countries in the past, during the field visits researcher meet tourists basically from four countries. It is delighting to see more domestic tourists during field visit. The respondents selected for the study consists 75 percent from Nepal i.e. domestic tourists, 25 percent from abroad. The above data is shown below in bar-digram below:

Fig: 1 Distribution of Tourist by Nationality



Source: Field Survey, 2016

### 4.1.3 Tourist Arrival by Age

The different ages of tourists visit Ajaymerukot, which is presented in below table:

Table: 5 Tourist arrival by Age

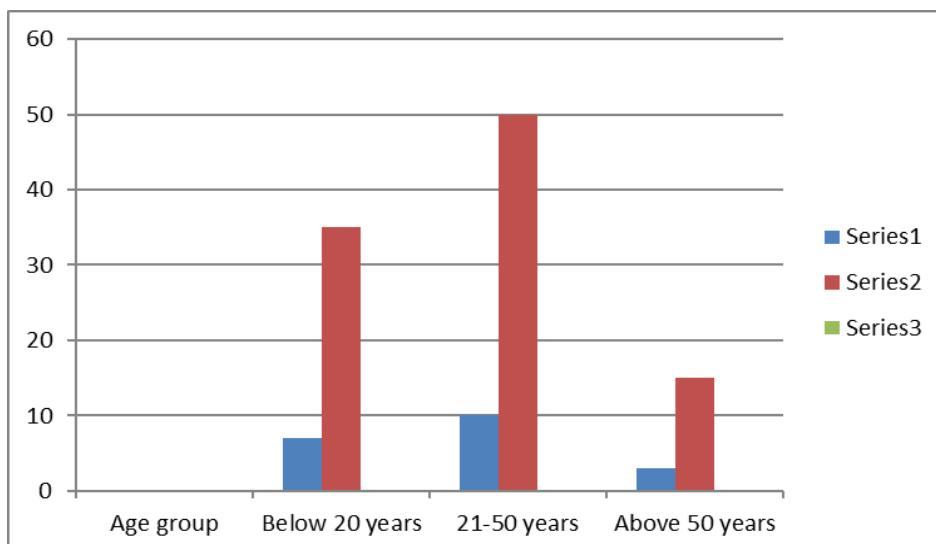
Age group	Number	Percentage
Below 20 years	7	35
21-50 years	10	50
Above 50 years	3	15
Total	20	100

Source: Field Survey, 2016

Table reveals that 35 percent of the respondents are below 20 years of age, while 50 percent are within the age group of 21 to 50 years. Similarly, 15 percent of respondents are of above 50 years.

Different ages of tourists visit Ajaymerukot is shown in the following.

Fig: 2 Tourist Arrival by Age



Source: Field Survey, 2016

#### 4.1.4 Distribution of Tourist by Purpose

The purpose of visit by tourists in Ajaymerukot may be classified into pleasure and relax, adventure, pilgrimage, business assignment, project assignment, to gain health and village people and culture. The distribution of tourists by purpose of visit may be seen from below table.

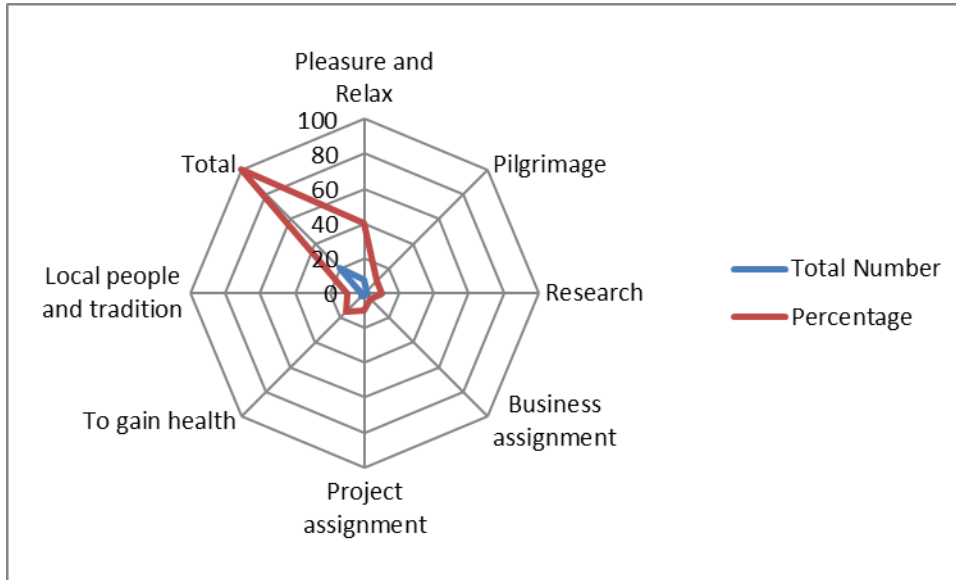
Table: 6 Distribution of tourist by Propose of visit

Purpose of Visit	Total Number	Percentage
Pleasure and Relax	8	40
Pilgrimage	2	10
Research	2	10
Business assignment	1	5
Project assignment	2	10
To gain health	3	15
Local people and tradition	2	10
Total	20	100

Source: Field Survey, 2016

The above table shows that majority of tourists i.e. 40% visit Ajaymerukot to see and enjoy the historical heritage. Similarly, 10% visit Ajaymerukot for the purpose of pilgrimage, research and project assignment. Whereas 5%, for the purpose of business assignment. 15% for gaining health and 10%, for local people and tradition. Diagrammatic representation of table 6 is given below:

Fig: 3 Distribution of tourist by Purpose



Source: Field Survey, 2016

#### 4.1.5 Tourist by Occupation

The sample consists of different occupations. Table below shows the occupational difference of tourist.

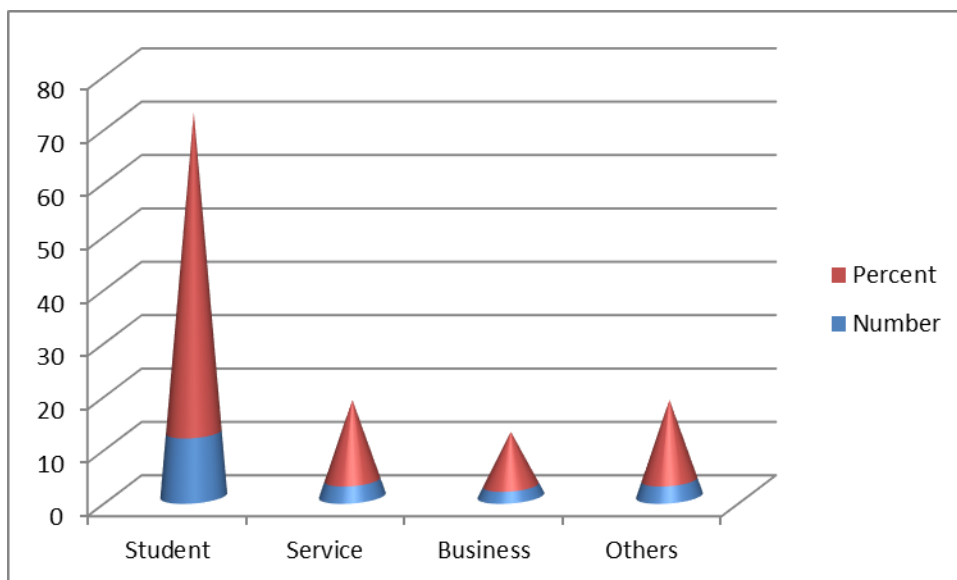
Table:7 Tourist by Occupation

Occupation	Number	Percent
Student	12	60
Service	3	15
Business	2	10
Others	3	15
Total	20	100

Source: Field Survey, 2016

The table shows that 60% of respondents were students, 15% were service holder, 10% were engaged in business and 15% in different occupation including volunteer, social worker etc. the above data is shown below in bar-diagram:

Fig: 4 Tourist by Occupation



Source: Field Survey, 2016

## 4.2 Present Situation of Tourist in Ajaymerukot

For any tourist area there must be the basic infrastructure. Accessibility, electricity, communication and accommodation plays vital role to promote tourism. Ajaymerukot is well furnished by these basic elements. Though there is much more improvement in various sectors. Number of hotels, guest house and lodges are there but it seems that the standard is not much satisfactory. Beside this the government has not paid attention to promote this area as a tourist area. All the efforts were carried by the local people and some community based clubs. The archeological monument like king's palace, cave, dewal, well and other things are diminishing day by day due to lack of conservation and preservation of these state's assets.

### 4.2.1 Current Situation of Infrastructure Facilities in Ajaymerukot According to the Tourists

Modern facilities and services is one of the major components that are necessary to attract the tourists. Ajaymerukot is rich and possess all the major facilities and services to develop it as tourism; only it needs proper management and planning. Current existing facilities in Ajaymerukot and Tourists responses about it are shown below in the table.

Table:8 Current Situation of Infrastructure Facilities in Ajaymerukot According to the Tourists

Facilities	Very Good	%	Good	%	Moderate	%	Don't Know	%	Bad	%
Water Supply	-		4	11	-		-		-	
Communication	-		-		5	14	-		-	
Electricity	-		5	14	-		-		-	
Road	6	18	-		-		-		-	
Health Service	-		-		-		4	11	-	
Cleanliness	-		-		-		-		3	9



Security	-		-		3	9	-		-	
Tourist guide	-		-		-		-		5	14
Residence facility	-		-		-		-		-	

Very good = When a particular facility is over supply.

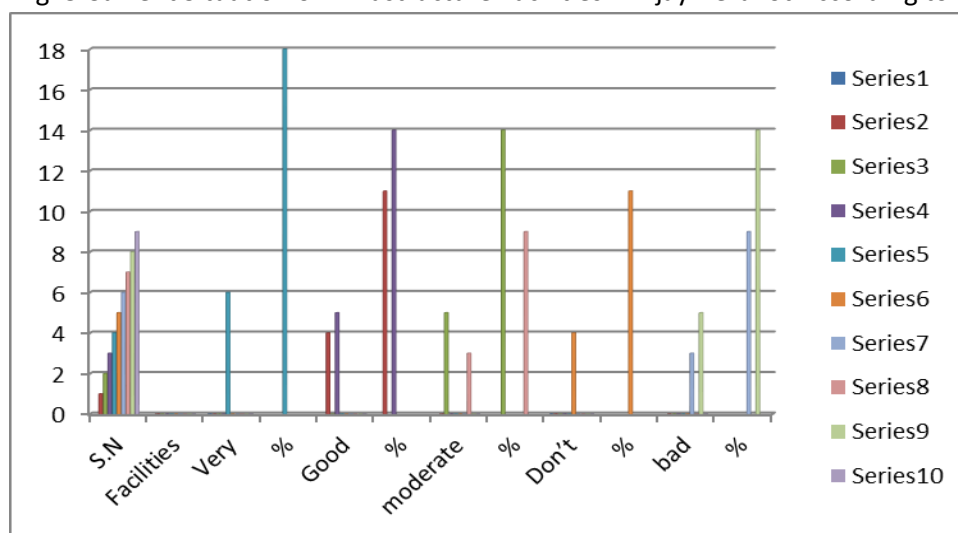
Good = When a particular facility is abundant.

Moderate = When a respondents don't have any idea about a particular facility.

Don't know = When a particular facility is in short supply and difficult to use.

Bad = When a particular facility is scarce and very difficult to use.

Fig: 5 Current Situation of Infrastructure Facilities in Ajaymerukot According to the Tourists



Source: Field Survey, 2016

The above figure shows that the water supply facilities is 11 percent, the facilities of commination, electricity and tourist guide is 14 percent. Similarly, the facilities of road is 18 percent, health service is 11 percent, cleanliness and security is 9 percent.

#### 4.2.2 Means of Transportation by which Tourist Visit Ajaymerukot

The below table shows the number of tourist visited to Ajaymerukot by different means of transportation.

Table: 9 Means of Transportation by Which Tourist Visited Ajaymerukot

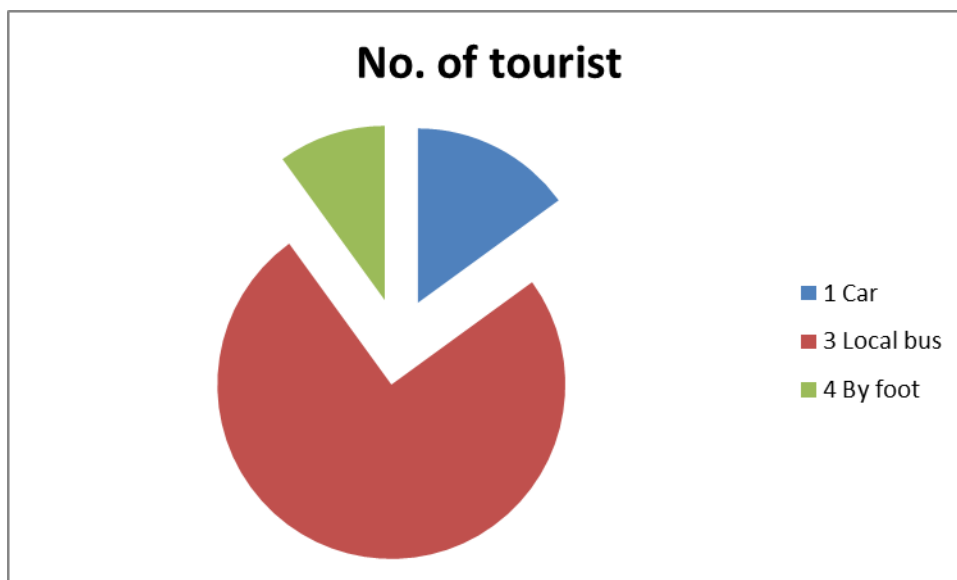
Means of transportation	No. of tourist	Percentage
Car	3	15
Local bus	15	75
By foot	2	10
Total	20	100

Source: Field Survey, 2016

The above table shows that about 75 percent of the tourist visit by local bus and the rest of the tourist visit by car and foot 15% and 10% respectively.

The above data is shown below in pie chart:

Fig: 6 Means of Transportation



Source: Field Survey, 2016

#### 4.2.3 Present Situation of Hotels in Ajaymerukot

Hotel industry plays a dominant role in tourism development. Tourist inflows increase in Ajamaiykot after its continuous advertisement. After that there was a felt need for hotels and lodges. With the increase in tourist activates in Ajaymerukot the number of hotels has grown significantly. Now there are above than 5 paying guesthouses, 2 lodges and 2 resorts. All the lodges and paying guesthouses are made giving priority to the tourists who like to enjoy village environment.

#### 4.2.4 Profile of Hotel Owner

Most of the hotels in Ajaymerukot are owned by locals all are operated in respondent's own premises by their own resources. And majority of the owner belongs to the local people.

#### 4.2.5. Accommodation Capacity of Hotels and Guesthouses in Ajaymerukot

Accommodation capacity of hotels varies between different classes of hotels. It also depends upon the investment made for its establishment. The available rooms and beds in Ajaymerukot are given below in the table.

Table: 10 Distribution of Accommodation Capacity

Types of Hotels			Total
	Single room	Double room	
Paying guest house	4	2	6
Lodges	5	3	8
Resorts	-	5	5
Total	9	10	19

Source: Field Survey, 2016

The above table shows that most of the total accommodations available in Ajaymerukot are of low cost and easily accessible paying guest houses. These are located in the market area and run by the locals

providing homely environment. Most of the tourist used to stay here in order to enjoy the local culture and traditional way of living and also to learn Nepali language.

Similarly, some of the accommodations available in Ajaymerukot are medium standard lodges, which are operated giving emphasis to the tourists who are much concerned with village life and tradition.

#### 4.2.6 Income Variation of Hotels

In general, income variation among hotels in Ajaymerukot is common. The income variation of hotels has been grouped in three categories: below Rs 15000 between Rs. 25000 to Rs 35000 and above Rs. 35000 per month. The income generated by hotels in Ajaymerukot is shown in table below.

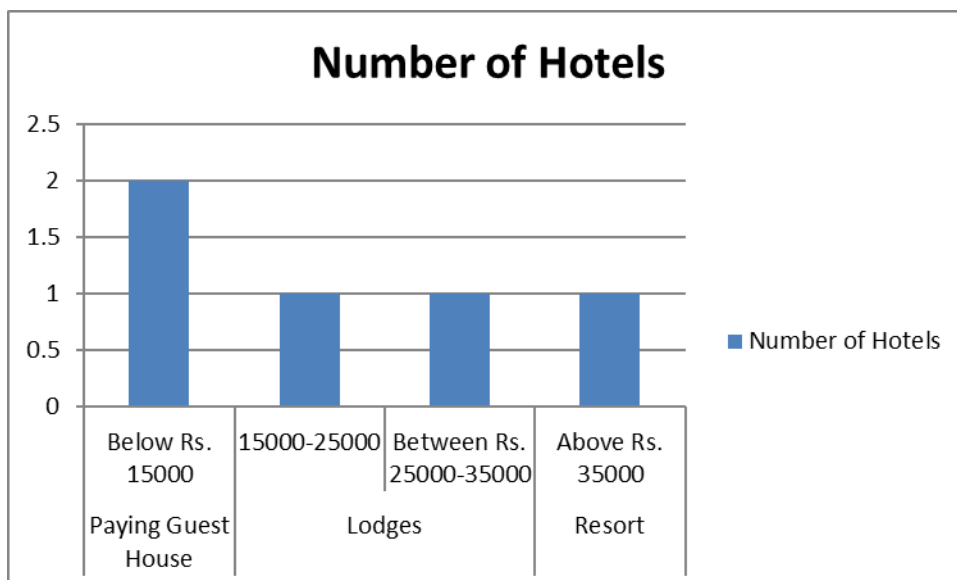
Table: 11 Income Variation of Hotels

Type of Hotels	Monthly Income	Number of Hotels
Paying Guest House	Below Rs. 15000	2
Lodges	15000-25000	1
	Between Rs. 25000-35000	1
Resort	Above Rs. 35000	1
Total		3

Source: Field Survey, 2016

The above table shows that the paying guest house's income is below Rs. 15000 and small hotels or lodges have a monthly income Rs.15000-35000. And resort has monthly income above Rs. 35000 which is bit more than paying guest house and lodges. This indicates that there is direct relationship between the standard of hotel, tourist inflow and annual income of the hotels. The above table is shown in diagram below:

Fig: 7 Income Variations of Hotels



Source: Field Survey, 2016

#### 4.2.7 Employment Generated by Hotels

Comparatively to other tourist destination few people are employed in the tourism sector of Ajaymerukot. The employment provided by the hotels in Ajamaiykot is shown below table.

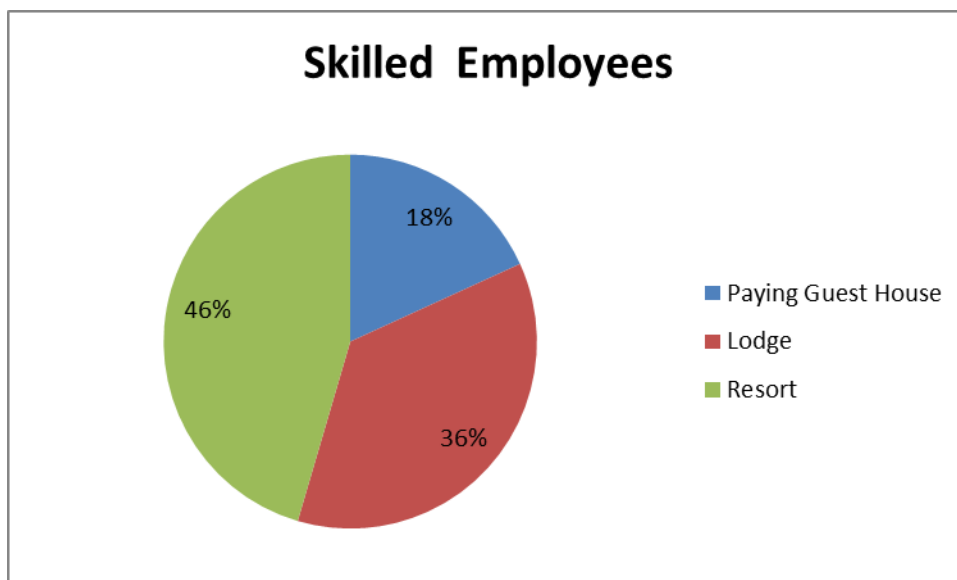
Table: 12 Employment Generated by Hotels

Type of Hotels	Skilled Employees	Unskilled Employees
Paying Guest House	2	3
Lodge	4	2
Resort	5	3
Total	11	8

Source: Field Survey, 2016

The employment has been grouped as skilled and unskilled. The above table shows that paying Guesthouse accommodation in Ajaymerukot has employed only 5 employees. Similarly, lodges have provided employment to only 6 persons. Above information is shown below in Pie-chart:

Fig: 8 Employment Generated by Hotels



Source: Field survey 2016

Similarly, during field visit it also noticed that most of hotel's owner himself/herself and their family members are engaging in hotel task rather than employing other.

#### 4.2.7 Varieties of Food Items Provided by Hotels

Table: 13 Varieties of Food Items Provided by Hotels

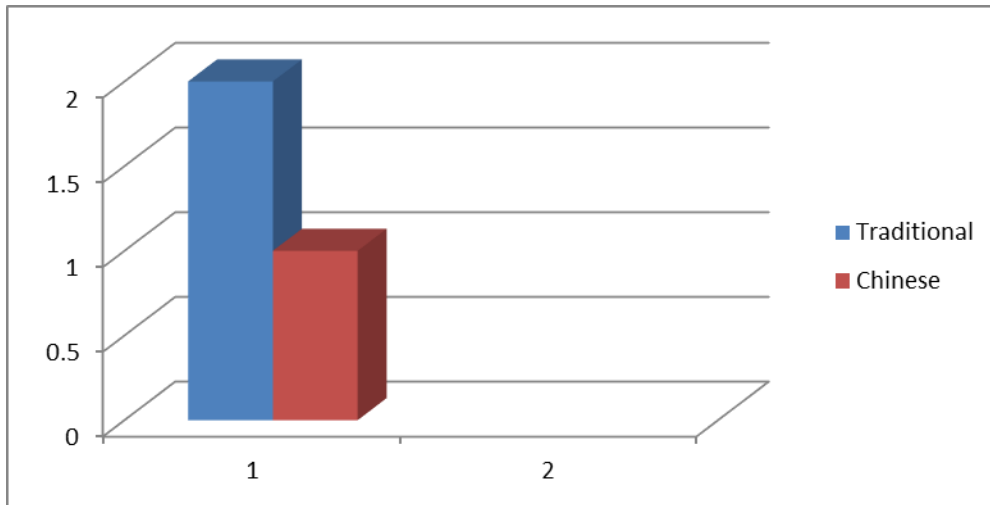
Food items	No. of hotel
Continental	-
Italian	-
Traditional	2
Chinese	1
Continental and Chinese	
Italian and traditional	-
Chinese and traditional	
Continental and traditional	

Source: Field Survey, 2016

The above table shows that 2 hotel provides traditional food items and 1 hotel provides Chinese food items.

Diagramatic presentation of table 13 is given below:

Fig: 9 Varieties of Food Items Provided by Hotels



Source: Field Survey, 2016

#### 4.2.8 Tourist Arrival in Different Season

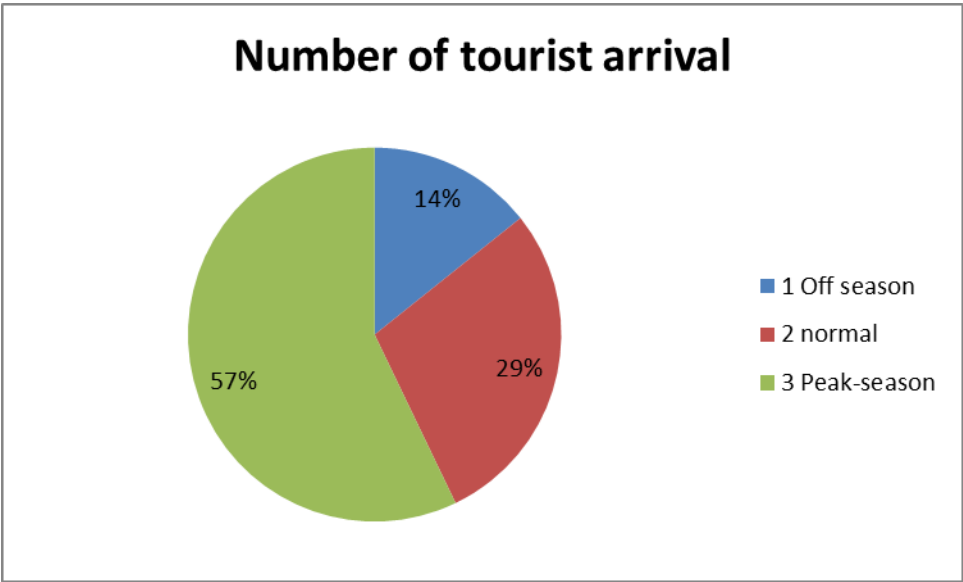
Table:14 Tourist Arrival in Different Season

Season	Number of Tourist Arrival	Percentage
Off season	5	14
Normal	10	29
Peak-season	20	57
Total	35	100

Source: Field Survey, 2016

In the above table we can see that in the normal season about 10 tourist come to visit Ajaymerukot which is 29%, in of season about 5 tourist come to visit which is about 14% and in the peak season about 20 tourist come here to visit which is about 57 percent. Above information is shown below in pie-chart.

Fig:10 Tourist Arrival in Different Season



Source: Field Survey, 2016

#### 4.2.8 View Perception of Hotel Owner about Their Business

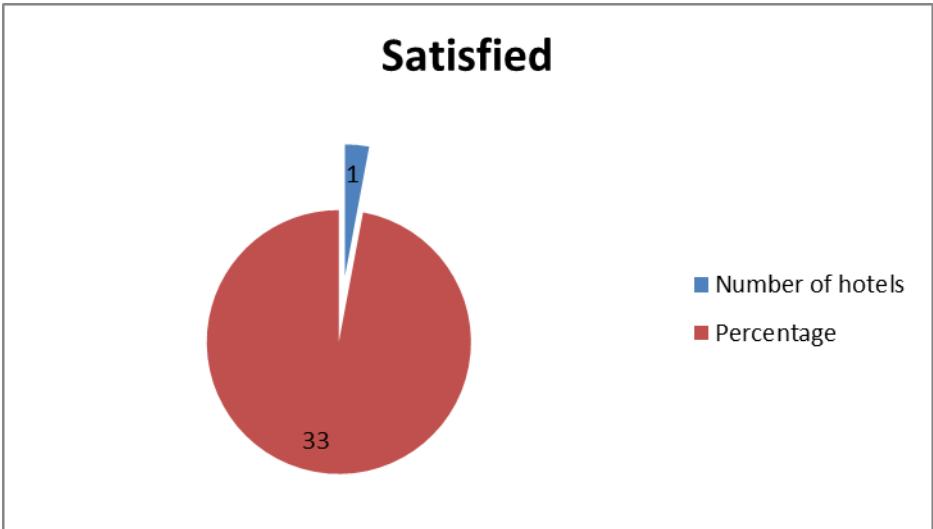
Table: 15 View Perception of Hotel Owner about Their Business

Satisfaction	Number of Hotels	Percentage
Satisfied	1	33
Unsatisfied	2	67
Total	3	100

Source: Field Survey, 2016

The above table shows that among 3 hotel owner 1 is satisfied which is about 33% and 2 hotel owner are unsatisfied which is about 67%. Above information is shown below in pie-chart.

Fig: 11 View Perception of Hotels by Hotel Owner



Source: Field Survey, 2016

#### 4.2.9 Main Occupation of Local people

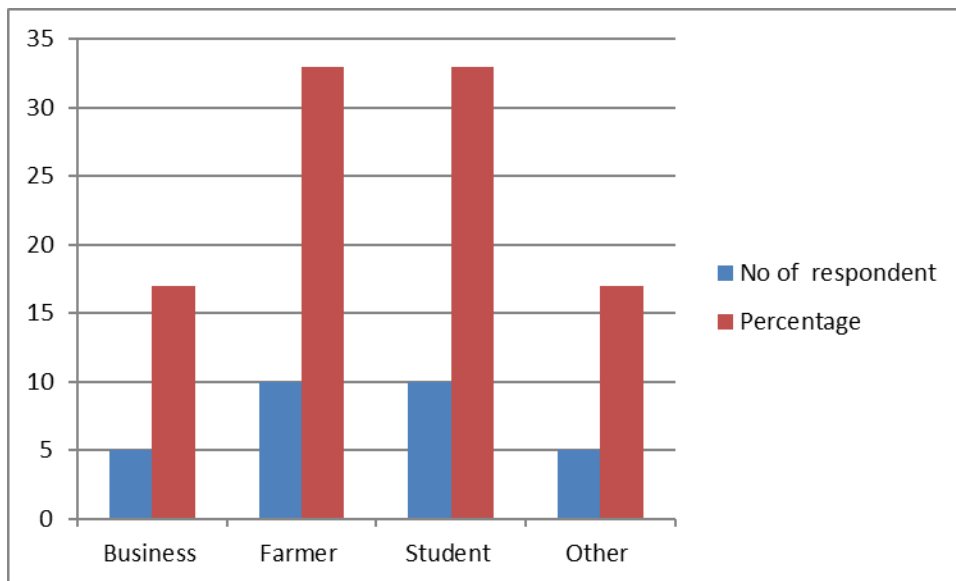
Table: 16 Main Occupation of Local people

Occupation	No of respondent	Percentage
Business	5	17
Farmer	10	33
Student	10	33
Other	5	17
Total	30	100

Source: Field Survey, 2016

In the above table shows that 17% of the people are engaged in business and other whereas 33% of the people are engaged in agriculture similarly other 33% are students. The above table can be shown below in the bar diagram below:

Fig: 12 Main Occupation of the People



Source: Field Survey, 2016

#### 4.2.10 Purpose of Tourists Visit in Ajaymerukot



Purpose of tourist to come in Ajaymerukot area has been presented in table. Tourism is a compound product of multiples sectors. it is the business of people different people come here for many purpose likewise local people were asked for what purpose the tourist come here. The response of the local people can be shown in the table below.

Table: 17 Purpose of Tourists Visit in Ajaymerukot

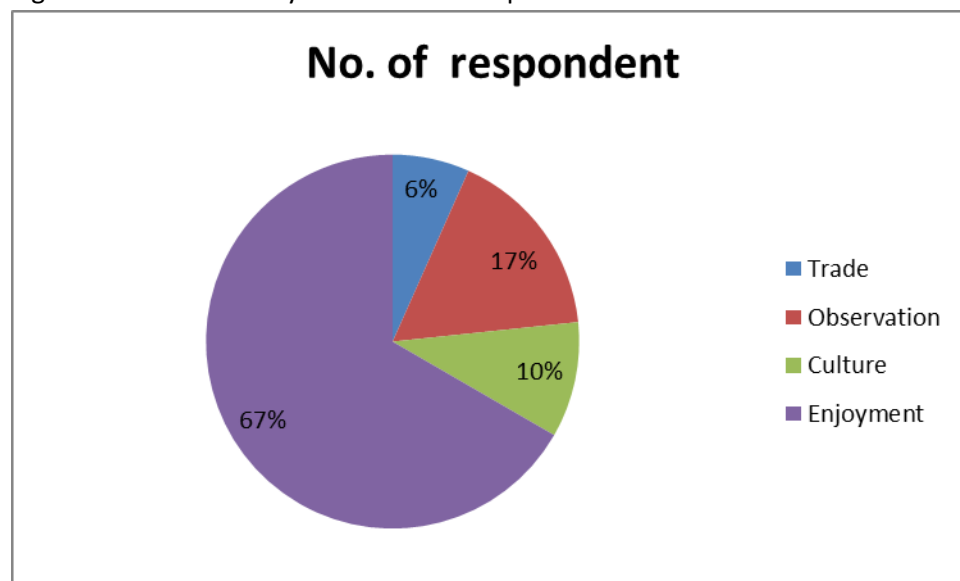
Purpose	No. of Respondent	Percentage
Trade/Business	2	7
Observation the Natural Beauty	5	17
To Observe the Culture	3	10
Entertainment	20	66
Total	30	100

Source: Field Survey, 2016

The above table reveals that 7% of the people have come for the purpose of trade/business, 17% of the tourist have come for the purpose of observation of natural beauty. Similarly, 10% of the people have come for observing the culture purpose whereas 66% of the people have come for enjoyment purpose.

The above table can be shown below in pie-chart below:

Fig: 13 Tourist Arrival by the Different Purpose



Source: Field Survey, 2016

#### 4.2.11 Tourist Attraction in Ajaymerukot

Table 18: Tourist Attraction in Ajaymerukot

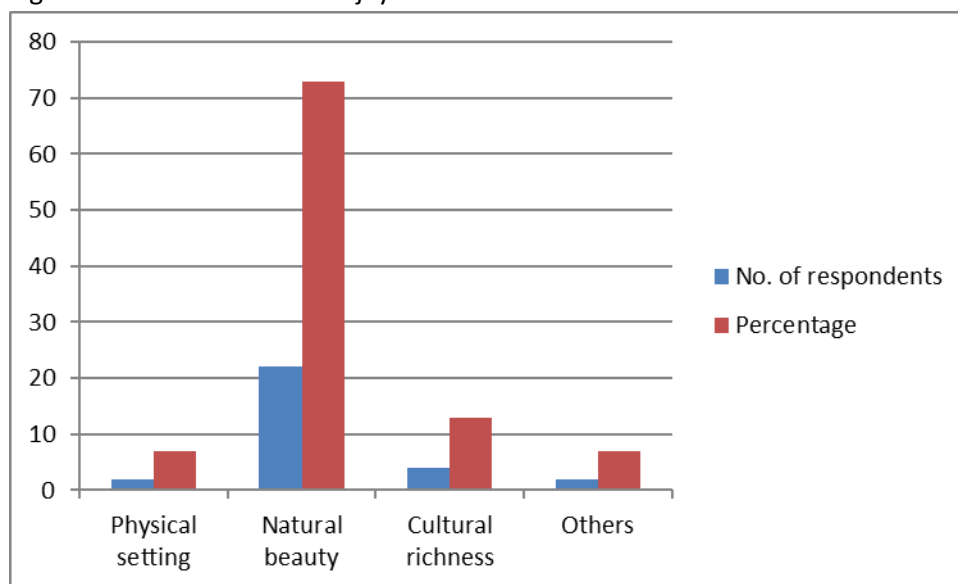
Attractions	No. of respondents	Percentage
Physical Setting	2	7
Natural Beauty	22	73

Cultural Richness	4	13
Others	2	7
Total	30	100

Source: Field Survey, 2016

The above table reveals that 7% of the respondents have said that tourist are attracted through physical settings and others where as 13% of the people have said that tourist are attracted by culture and 73% of the people have said that people are attracted through natural beauty. The above table can be shown below in bar-diagram below:

Fig: 14 Tourist Attraction in Ajaymerukot



Source: Field Survey, 2016

#### 4.2.12 Agencies Valued for Tourism

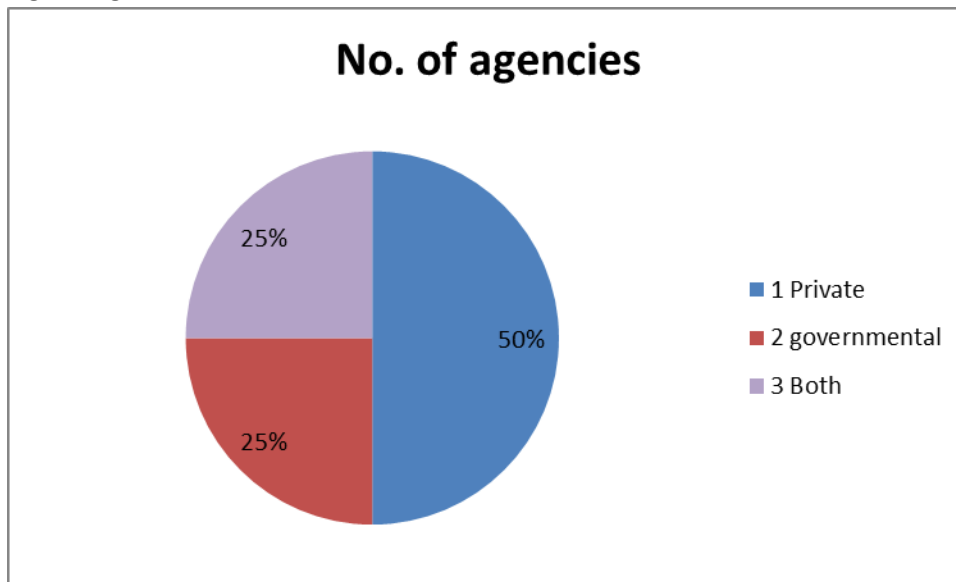
Table: 19 Agencies Valued for Tourism

Working agencies	No. of agencies	Percentage
Private	2	50
Governmental	1	25
Both	1	25
Total	4	100

Source: Field Survey, 2016

The above table reveals that 25% Of the working agencies are governmental and both whereas 50% of the working agencies are private which are working for the tourist. The above table can be shown below pie-chart below:

Fig: 15 Agencies Valued for Tourism



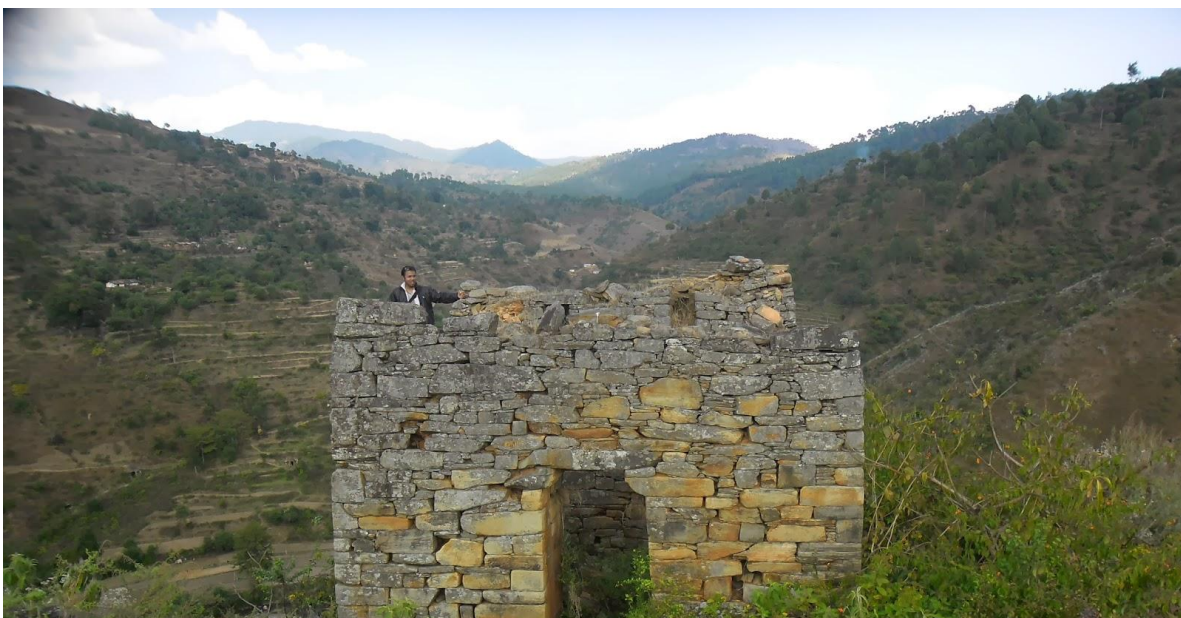
Source: Field Survey, 2016

### 4.3 Prospect of Tourism in Ajaymerukot

Ajaymerukot is rich in its natural beauty and historical monument. This place is attached with the history of our nation. Many more unknown mysterious things are graved under this. Government must look after such a historical place. Here are some prospective places which attracts the tourist and promote tourism in this area.

Palace:

Ajaymerukot is the place which is very suitable for in every aspect. Looking all the basic requirements 12<sup>th</sup> century king Nagi Malla had constructed his kingdom here. Ajaymerukot is situated at top of the hill surrounded by river from three sides. At the top there is palace. This palace seems to be very safe from enemies and other bad deeds at that time. But due to lack of preservation the palace is destroying day by day. Only some part of palace is now remained, must part of the palace is ruined. Whatever part of palace is left if that is preserved and conserved the number of tourist can be increased.



Source: Field Survey, 2016

Dewal:

There are many dewal in Ajaymerukot. It is said that these dewal were used for meeting and judgement. These dewals were constructed in pagoda style and in that we can find the archeological arts and culture. In every stone there is the figure of god and goddess. Similar type of dewal can be seen in Kathmandu valley which were constructed in Malla dynasty. By this it can be assumed that there was linkage between Ajaymerukot and Malla dynasty of Kathmandu. Out of 12 dewal only 3 are now in existence. If proper steps should not be taken to conserve these historical monuments than they were totally diminished.



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About 150 meter far from palace there are wells which were constructed by the king in 12<sup>th</sup> century. Till now also these wells are used by the local people. Out of four well only two are in existence. The water of the well is used for drinking and other necessary purpose. The scarcity of water is never seemed there and the level of water remain constant even in summer season. In the well there is also ancient arts and culture reflects. The preservation of these heritage is very necessary so as to develop the tourism.



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is in palace and the end of the cave is near the bank of the river. It is said that this cave is constructed by king for his queen. Queen went through this to the river for bathing. This ancient ornament is also in the stage of endangered. The cave is residence for wild animals. It is necessary to protect and conserve the cave because it not only increase the number of tourist but also it reflects our ancient history.

### 4.3.1 Prospect of Tourism in Dadeldhura

Prospect of tourism development in any area is influenced by different geographical, cultural, religious, historical elements. Beside Ajaymerukot there are many more attractive places by which the number of tourist can be increased. Here are some prospective places for tourism:

Ugratara Temple:

Ugratara temple is situated 5 km far from Dadeldhura bazar. It has its own scope for tourism development and heading to be another tourists destination of Dadeldhura. It is a famous temple and term as one of the 'shakti pith' of hindus. When a tourist decides to make his destinations to the Ajaymerukot he/she is likely to spend a minimum of 2 nights/3 days to visit this temple.



Aalital:

Aalital is located 85 km far from Dadeldhura headquarter and lies in Alital VDC. This lake is famous for its tremendous bio-diversity. Swan, crocodiles, fishes and varieties of birds and plants are found here. Number of domestic and Indian tourist come here for spending their holidays and picnic. But past ten years ago this lake was very enchanting and protected but these days it has been defamed. The flood and landslides have filled it with stones and mud. But no initiatives have been taken to save this beautiful lake by the state. This lake has not been appeared in the eyes of tourist too. If no any steps are taken to conserve the lake than gradually it loses its identity.





Source: Field Survey, 2016

#### Ghatal Baba (Ghatalthan):

Ghatalthan is situated about 3 km far from Dadeldhura headquarter. It is a religious place of hindus and widely believed holy power of Kaliyug. It is believed that if anyone wish something with true spirit his/her wish would fulfill by the holiness of Ghatal.

The location of Ghatalthan is much fascinating by which most of the visitors arrived to see and enjoy the beauty of Ghatalthan. There is a statue of Ghatal in the middle of the river. Mostly Hindus visit here to worship the Ghatal. The way of Ghatalthan is paved and good but there are many more things to manage. For local people and country this place plays significant role to lift their socio-economic status if the proper advertisement is spreaded.



Source: Field Survey, 2016

#### Amargadhi Fort:

Amargadhi fort lies in the headquarter of Dadeldhura. It is a historical monument directly concern with the history of the unification of Nepal. This fort was built by General Amar Singh Thapa in 1847 B.S. to store arms and ammunitions and also for military base. Making this fort as the base station the Gorkha soldiers continued their expansion mission. The construction design of the fort attracts the people. Once who visit in this fort than he continued his/her visit twice-thrice time. It is the national property by which the nation can give the message to the world about the bravery of our ancestors. But the government hasn't paid much attention to promote this place as tourism.



#### 4.4 Problems and Challenges of Tourism in Ajaymerukot

During the time of field visit many problems were also observed in the study area. There are not sufficient hotels and lodges for tourists. The establishment of tourism centre can help the tourists for



getting the information but there is lack of tourism information centre. The infrastructures were also seen insufficient for the tourist. The facility of tourist coaches may also provide some comfort for the tourist. So that the number of tourist can be increased and we can be benefited from the tourist activities.

The local people are also unaware about the tourism. Though the cultural biodiversity, culture and natural beauty of Ajaymerukot can be seen in the study area but the people are unaware about the tourism. If the problems of study area can't be solved than there is a chance of loss of natural and historical beauty of Ajaymerukot. The living standard of the local people cannot be lifted, so promotion of tourism related activities around the study area should be highly emphasized. Protection and conservation is quite necessary to solve the problems of tourism activities in the study area.

## **CHAPTER -V**

### **SUMMARY OF FINDINGS, CONCLUSION AND SUGGESTIONS**

The tourism industry generates substantial economic benefits to both host countries and tourist's home countries. Especially in developing countries, one of the primary motivations for a region to promote itself as tourism destination is expected economic improvement.

#### **5.1 Summary**

Ajaymerukot is popular destination for domestic and international tourism, natural and cultural heritage resources preferred by the tourists. The natural scenery, historical background, peaceful environment, the ethnic simplicity are the tourism industry of Ajaymerukot. Almost all the countries of the world have given priority to the development of tourism by allocating more money in this sector. All the countries including Nepal have accepted tourism industry as major source of earning foreign currencies along with a generator of new employment opportunities. Dadeldhura has also opened its door for tourism. Hence, Ajaymerukot provides a wide spectrum of tourist interest ranging from, researches, cultural trips and pilgrimage and reveal others. Realizing the fact, district development committee has started to work by planning.

Tourism industry does not only lift up the economic level of the country, but it also brings a number of changes in and around the local community, tourism in Ajaymerukot has brought several remarkable changes in both human and related atmosphere. The impact of tourism are noticed both moreover positive as well as negative.

#### **Findings from Tourist Survey**

- It is delighting to see more domestic tourists during the field visit. The respondents selected for the study consists 60 % from Nepal and 40 % from abroad.
- 66 of tourist visit Ajaymerukot to enjoy the traditional culture, historical heritage.
- About 60% visiting Ajaymerukot spend less than RS.200 on lodging and fooding. Similarly, 50% says that they enjoy homely environment, cultural and traditional facilities and natural beauty.
- Respondents are satisfied with overall situation of infrastructure available in the study area.

#### **Findings from the Survey of Hotel Owners**

- The survey of Ajaymerukot has shown that accommodations facility available is of medium investment type and privately operated venture. 50% of the total accommodations available are of medium standard.
- The accommodation price varies between different classes of hotel. Single bed room charges are about Rs 200 to Rs 300 in guest house, Rs 400 to Rs 500 in lodges.
- Local have dominant role in hotel occupation, 90% hotels are run by local people.
- Food price in Ajaymerukot is cheaper than other tourist destinations in Nepal. In general charge for breakfast is Rs 30- Rs 40 for domestic and Rs 60- Rs 90 for international. Rs 100 – Rs 500 for lunch and dinner.

- All the necessity goods are found in local market only for some goods hoteliers have to move to other places like Baitadi, Doti, Mahendranager, Dhangadi,

## 5.2 Conclusion

Ajaymerukot is a land comprising just 43.40sq m in area possesses the power to attract tourists with varied interest nature, an adventure seeking.

The above study is able to show that Ajaymerukot has basic infrastructure facilities, which shall be upgraded. It also shows that it has potential to attract tourist in future. At present income generated from tourism is not satisfactory neither the distribution nor employment generated is encouraging. So it is necessary to make active participant of all local respondents in this sector. If majority of local works in this sector being aware of tourism and its benefit, then they can increase tourist revenue and its equal distribution. It will help the local people to drive the tourism activity in sustainable way. The development of tourism has negative as well as positive impact upon society but the local should minimize the negative impact and maximize the positive impacts. Thus we can say that Ajaymerukot has bright prospect of tourism, which shall be actualize to increase the level of income of local people.

On the basis of the above analysis the study has made the following conclusion:

Tourism in Ajaymerukot is not recognized as a major source of employment. Because of the lack of advertising and publicity it can't be fully developed.

- In addition to economic significance, it has socio-cultural, educational and political significance as well.
- Few increasing flow of tourist to a state Ajaymerukot shows the great prospects of tourism development.
- Besides economic benefits by way of earning foreign exchange and employment generation, tourism also makes contribution to the improvement of social and political understanding.
- The majority of the tourist travels on local buses, jeep, van and car which give economic support to the local people.
- With the expansion and development of tourist destination the average length of tourist stay increases, with increase in the length of tourist stay will definitely lead the economic growth's

## 5.3 Suggestions

It is well-accepted that the tourism is the backbone of the economy as well as foreign relation or cultural relation for with other cultures for the countries like Nepal. So far, tourism in Dadeldhura plays the vital role for the socio-economic development as well as the source of earning for the people. In order to promote future tourism development in Ajaymerukot, the following suggestion should be taken up.

- It is important to build awareness and respect for the conservation of environment and cultural sites.
- There should be a separate department in municipality and DDC to publish the tourist information to guide and help tourists.
- There is a need of visionful plan for the proper development of tourism.
- There is a need of minimization of bad effects for as far as possible.
- Standards of the hotels should be increased.
- Tourist oriented programs should be lunched.
- Dadeldhura has many attractive places but is on the shadow of tourism development thus wide publicity should be made to make Ajaymerukot as sa popular destination among the tourists.
- The guide facility should be improved by hiring trained people or experts in the field.
- There is no systematic recording process thus recording system of tourists should be improved.
- Most of the Domestic and foreign tourists come in Ajaymerukot from India, thus there should be focused programs for them to increase the number even further.

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## ANNEXES: A

### Questionnaire Tourists

Name.....

Occupation.....

Nationality:

Education:

Age:

Sex:

1. By which means of transportation you come to Ajaymerukot?  
a) Local bus      b) Travel coach      c) Car      d) By Foot

2. Which country are you from?  
.....

3. Is it your first visit?

yes       No

4. If no, how many times did you visit here?

a) Second      b) Third      c) Fourth      d) More than fourth

5. What is your purpose of visit to Ajaymerukot?

Sight seeing	Peace and Relaxation	Visiting Tribal Village	Education
Pilgrimage	Research	Business	Health

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

7. How much are you spending per day over following?

a) Fooding .....      c) Lodging .....  
b) Travelling .....      d) Recreation .....

8. What is your opinion of lodging and fooding of Ajaymerukot?

a) Expensive      b) Moderate      c) Cheap



9. What is your main occupation?  
 a) Student b) business c) service d) others
10. What makes you more satisfied in your visit to Ajaymerukot?  
 a) Sight-seeing c) Peaceful environment  
 b) Village and villager's life d) Culture
11. What you did not find that you required in Ajaymerukot?  
 a) Lodging b) Fooding c) Guiding d) Sight-seeing
12. Do you think to come back again here?  
 yes  No
13. What do you think about the potentiality of tourism in Ajaymerukot?  
 a) Very favorable b) Favorable c) Unfavorable d) Don't know
14. How do you Evaluate the tourism infrastructure in Ajaymerukot?

S.N	Facilities	Very good (1)	Good (2)	Moderate (3)	Don't Know (4)	Bad (5)
1	Water supply					
2	Communication					
3	Electricity					
4	Road					
5	Health service					
6	Cleanliness					
7	Security					
8	Tourist Guide					
9	Residence facilities					

## ANNEXES: B

## Questionnaire for Residence/Local People

**Location:**

**Ward No.:**

**Area:**

**Name:**

**Sex:**

**Family size:**

1. What is your occupation?

- a) Business                      b) Farming                      c) Student                      d) Other

2. Are you satisfied with your income from this occupation?

Yes                       NO

3. What is your income source?

Agriculture                      Rs. .... Per annum

Service                      Rs. .... Per annum

Business                      Rs. .... Per annum

Other                      Rs. .... Per annum

4. What types of tourists come here mostly?

- a) Domestic                      b) Foreigner

5. From which country tourist mostly come here?

.....

6. What are your major complaints against tourism in this area?

.....

7. What sorts of role does the tourism play for the economic development?

- a) Positive                      b) Negative                      c) Don't know

8. For what purpose do the tourists come in this area?

- a) Trade                      b) Observation                      c) Culture                      d) Enjoyment

9. What are interacted things for the tourists in Ajaymerukot?

- a) Physical settings                      b) Natural beauty                      c) Cultural richness                      d) Others

10. In your view, what kinds of role play tourism on the development of the society?



- c. Both
- 19. Are there skilled tourism related man power?
  - a. Yes
  - b. No

## **ANNEXES: C**

### **Questionnaire for Hotel Owner**

**Name of hotel:**

**Address:**

**Established:**

**Name of the hotel owner:**

1. Is this present hotel your own house or you have taken in rent?
  - a) Own
  - b) Rent
  
2. What is your level of income per month?
  - a. less than Rs.15,000
  - b. Rs.15,000-Rs.25,000
  - c. Rs.25,000-Rs.35,000
  - d. above 35,000
  
3. How many skilled & unskilled employees have been employed by you?  
.....
  
4. On the average how many tourist visit your hotel in the month?
  - a. Normally .....per month
  - b. Peak season.....per month
  - c. Off season.....per month
  
5. On the average for how many days the visitors stay in your hotel?
  - a. 1-2 days
  - b. 3-4 days
  - c. A week
  - d. More than one week
  
6. How many rooms and beds are there in your hotel
  - a. ....rooms
  - b. ....beds
  
7. What are the facilities available for tourist in your hotel?
  - a. Casino
  - b. Bar
  - c. Night club
  
8. Why did you choose this occupation?  
.....  
.....
  
9. Which type of the rooms did you facilitate the tourist?
  - a. With attached bathroom, balcony
  - b. single person room

- c. couple room
  - d. Common bathroom, no balcony
10. How many varieties of food do you provide to tourist?
- a. Continental
  - b. Italian
  - c. traditional
  - d. Chinese
  - e. Continental and Chinese
  - f. Italian and traditional
  - g. Chinese and traditional
  - h. Continental and traditional
11. Are you satisfied with this occupation?
- a. Yes
  - b. No
12. Does your business in profit at present?
- a. Yes
  - b. No