

**PROSPECTS AND PROBLEMS OF TOURISM  
IN KAILALI DISTRICT**

**A Thesis**

**Submitted to:**

**Central Department of Rural Development (CDRD)**

**Tribhuvan University, Kirtipur, Kathmandu, Nepal**

**in Partial Fulfillment of the Requirements for the Master's Degree  
in Humanities and Social Science in Rural Development**

**Submitted by:**

**RAVI NARAYAN JOSHI**

**Exam Roll No: 281093**

**TU, Regd. No: 9-2-464-100-2006**

**November, 2016**

## **RECOMMENDATION LETTER**

This thesis entitled **Prospects and Problems of Tourism in Kailali District** has been prepared by Ravi Narayan Joshi in partial fulfillment of the requirements for the Degree of Master of Arts in Rural Development, under my supervision. I hereby recommend this thesis for final examination to the Thesis committee for approval.

**Date:** 16 November 2016  
2073/08/01

.....  
Prof. Dr. Prem Sharma  
(Supervisor)

## **LETTER OF APPROVAL**

This is to certify that the thesis submitted by Ravi Narayan Josh entitled **Prospects and Problems of Tourism in Kailali District** to the central Department of Rural Development, Faculty of Humanities and Social Science, Tribhuvan University, in partial fulfillment of the requirements of the Degree of Masters of Arts in Rural development has been found satisfactory in scope and quality. Therefore, we accept this thesis as a part of the said degree.

### **Evaluation Committee**

.....

**Supervisor and Head of the Department**

**(Prof. Dr. Prem Sharma)**

.....

**External Examiner**

**Prof. Dr. Sabitri Mainali**

**Date:** 21 November 2016

2073/08/06

## **ACKNOWLEDGEMENTS**

With the successful completion of this thesis I wish to express my sincere appreciation and gratitude to the following persons and institution that made a significant contribution towards the completion of my post graduate study and helped in the preparation of this thesis.

I would like to express my sincere gratitude to my thesis supervisor Dr. Prem Sharma, HOD of the Central Department of Rural Development, TU Kirtipur. His patience, enthusiasm, co-operation and suggestions made me present this research work to produce in the present form. His brilliant, skillful supervision enriched this study higher than my expectation. I could not remain anymore without giving heartfelt thanks to Dr. Sharma for his pain taking editing to refine the manuscript till the completion and final presentation. This research work would not be possible without his inspiration and co-operation. I am indebted to the official of the government and non-government and other authorities who took their keen interest and great support while conducting the study. Distinguished personalities, the locals and the other stakeholders contacted, interviewed and the source of information revealed are also thankfully acknowledged.

Likewise, I would like to recall my heartfelt reverence to the librarians of TU for their kind help in finding out the books in the library. Similarly, I would like to thank CBS, NTB, UNWTO, FARWESTNEPAL and MoCTCA for their valuable information related to the topic.

Last but not the least, I m thankful to the respondents as well as other people of the study area, who provided necessary as well as valuable information and possible help to accomplish this study.

## **ABSTRACT**

Kailali district situated in Seti Zone has huge potential for tourism industry. It is a place where there are many place and things famous for its own identification like Tikapur Park, Aircraft Museum, Ghodagodhi Lake, Kailali Dolphin Zone, Chisapani, Tharu Village experience, Mohana Bird Watch, Banana restaurant, Godawari and Dewariya Botanical garden. This region has historical, cultural, religious and naturally important different sites and most of them are unexplored and unidentified. Kailali is such a district which have high susceptible destination to develop from tourist point of view.

Government's role, plans, policies, institutional arrangements are important for the development and management of tourism. They serve several important functions including: tourism planning and development, coordination, marketing and promotion and regulation and control.

The objectives of the study are to highlight the natural sites of Kailali district and to analyze the potentialities of cultural and religious aspects of the respective area. Some of the positive aspects that can allure tourist in this region can be highlighted in following points: friendly people natural diversity, cultural diversity, religious sites, protected areas, recreational centers and availability of market.

Despite having great potential, this region encounters some difficulties that hinder the development of tourism. Mainly they are lack of proper role from the government, lack of professionalism, lack of proper tourism planning and implementation and promotion. Moreover, lack of infrastructure, lack of poor implementation of existing rules and regulations.

# TABLE OF CONTENTS

	<b>Page No.</b>
LETTER OF RECOMMENDATION	i
LETTER OF APPROVAL	ii
ACKNOWLEDGEMENTS	iii
ABSTRACT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	ix
ABREVEATIONS	x
<b>CHAPTER I</b>	
<b>INTRODUCTION</b>	<b>1-6</b>
1.1 Background of the Study	1
1.2 Statement of the Problem	4
1.3 Objectives of the Study	5
1.4 Importance of the Study	5
<b>CHAPTER II</b>	
<b>LITERATURE REVIEW</b>	<b>7-28</b>
2.1 Theoretical and Empirical Review on Tourism	7
2.2 Socio–Cultural Dimensions of Tourism	10
2.3 Global Tourism Trends	12
2.4 Present Scenario of Tourism in Nepal	16
2.5 Literature Review on Existing plans and Policies	23
<b>CHAPTER III</b>	
<b>SUPPORT FOR TOURISM DEVELOPMENT IN NEPAL</b>	<b>29-32</b>
3.1 National Level Support	29
3.2 Local Level Support	32

## **CHAPTER IV**

<b>PROFILE OF STUDY AREA</b>	<b>33-48</b>
4.1 Introduction	33
4.2 Demographic Situation	36
4.3 Condition of Basic Infrastructure	37
4.4 Tourism Marketing and Promotional Strategies in the Study Area	41

## **CHAPTER V**

<b>MAJOR TOURIST DESTINATIONS OF KAILALI</b>	<b>49-54</b>
----------------------------------------------	--------------

## **CHAPTER VI**

### **PROSPECTS AND PROBLEMS OF TOURISM IN KAILALI**

<b>DISTRICT</b>	<b>55-68</b>
6.1 Prospect of Tourism in Kailali District	55
6.2 Problems of Tourism Development in Kailali District	60
6.3 SWOT analysis	63

## **CHAPTER VII**

### **METHODOLOGY OF THE STUDY**

<b>METHODOLOGY OF THE STUDY</b>	<b>69-72</b>
7.1 Research Design	69
7.2 Rationale of Selection of the Area	69
7.3 Nature and Sources of Data	70
7.4 Sampling Procedure	70
7.5 Methods of Data Analysis	71

## **CHAPTER VIII**

### **DATA ANALYSIS AND INTERPRETATION**

<b>DATA ANALYSIS AND INTERPRETATION</b>	<b>73-82</b>
8.1 Introduction	73
8.2 Present Information about Tourist in Kailali	73
8.3 Tourist visiting by Purposes in Kailali	73

8.4	Tourist Arrivals by age and Sex Composition in Kailali	75
8.5	Means of Transportation used by Visitors to reach Kailali	76
8.6	Length of Tourist Stay in Kailali	77
8.7	Tourism Marketing in Kailali	80
8.9	Promotion of Tourism Product in Kailali	81

## **CHAPTER IX**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS 83-87**

9.1	Summary	83
9.2	Conclusion	85
9.3	Recommendations	86

## **REFERENCES**

Appendices



## LIST OF TABLES

<b>Table No.</b>	<b>Title</b>	<b>Page</b>
2.1	Fact Sheet Information of Tourist in 2014and 2015	17
2.2	Tourist Arrival and Average Length of Stay	18
2.3	Tourist Arrival by Purpose of Visit	19
2.4	Gross Foreign Exchange Earnings from Tourism	21
4.1	Change in Population, Size and Growth Rate	36
4.2	Population Characteristics	37
4.3	Total Road Network in Kailali District	38
4.4	Basic Index of Electricity Facility	39
4.5	Health Service Structure	40
4.6	Basic Education Index	41
6.1	Situation of Hotel in Dhangadhi	61
7.1	Sample taken in different Areas	71
8.1	Tourist Arrivals by Purposes in Kailali	74
8.2	Tourist Arrivals by Age and Sex Composition	75
8.3	Means of Transportation Used by Tourists to reach Kailali	76
8.4	Length of Tourist Stay in Kailali	77
8.5	Infrastructures and Facilities Development in Kailali	79
8.6	Tourism Marketing in Kailali district	81
8.7	Promotion of tourism products in Kailali	81

## **LIST OF FIGURES**

<b>Fig. No.</b>	<b>Title</b>	<b>Page</b>
2.1	International Tourist Arrivals, 2015	15
2.2	Visitors Distribution of Lumbini	20
3.1	Policy Level of the FWDR as Neglected Area	31
6.1	Strengths of Tourism in Kailali	65
8.1	Tourist arrival by purpose in Kailali	74
8.2	Tourist Arrivals by Sex Composition in Kailali	76
8.3	Means of Transportation used by tourists to reach Kailali	77
8.4	Level of tourist Satisfaction in Kailali	78
8.5	Views of tourist based on infrastructure and facilities in Kailali	79
8.6	Promotion of tourism products in Kailali	82

## **ACRONYMS**

ADB	Asian Development Bank
CBS	Central Bureau of Statistics
DBG	Dewariya Botanical Garden
DDC	District Development Committee
DoI	Department of Immigration
FWDR	Far-Western Development Region
FY	Fiscal Year
GDP	Gross Domestic Product
GHT	Great Himalayan Trails
HAN	Hotel Association of Nepal
INGO	International Non Governmental Organization
IUOTO	International Union of Official Travel organization
MOF	Ministry of Finance
MoTCA	Ministry of Tourism and Civil Aviation
NEC	Nepal Electricity Corporation
NGO	Non Governmental Organization
NRB	Nepal Rastra Bank
NTB	Nepal Tourism Board
SAARC	South Asian Association for Regional Co-operation
SASEC	South Asian Sub Regional Economic Co-operation
TRC	Tourism Recovery Committee
UNESCO	United Nations Education, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organization
UTL	United Telecom Limited
VDC	Village Development Committee
WB	World Bank

# CHAPTER ONE

## INTRODUCTION

### 1.1 General Background

Nepal, blocked well by the two growing economy of the present world namely India and china is a tiny landlocked country, located on the southern border of the Himalayan range, situated in the northern hemisphere, knows as land of Mt. Everest and the birth place of lord Buddha, though Nepal occupies only 0.33 percent and 0.3 percent of total land area of world and Asia respectively, the country has an extreme topography and climate. The altitude ranges from 70 meters to 8848 meters and climate varies from tropical to arctic depending upon altitude. The country stretches from east to west with length of 885 kilometer and widens form north to south with average breadth of 193 kilometers. Geographically, the country is divided into three East-West ecological zones: the northern range- Mountain, the mid range- Hill and the southern range- Terai (flat land). In the northern range, the Himalayas form an unbroken mountain range which contains eight peaks higher than 8000 meters, including Mt. Everest on the border with china. The middle range is captured by gorgeous mountains, high peaks, hills, valleys and lakes. The Kathmandu valley is in this region. The southern range with almost 16 kilometer to 32 kilometer, north-south consists of dense forest areas, national parks, wildlife reserves and conservation areas and fertile lands. At present the country is divided into seven north south administrative development zones. The country is further divided into 75 administrative districts. Moreover, the districts are further divided into smaller units called village development committees and municipality.

According to the National Population Census 2011, the annual growth rate of population is 1.35 percent and the total population of country has reached about 26.5 millions with sex ratio of 94.2. The preliminary estimate of per capita GDP at current prices stands at NRs 57,762 (US\$ 735) for the year 2011/12. The economic growth of the country measured by GDP is 4.63 percent per year in the year 2011/12. About one fourth of the population (25.16 percent) lives below poverty line as per the Nepal Living Standard Survey (2010/11) and the Gini Coefficient: which indicates inequality in income distribution is 150.328. The country lies at the latitude of 26° 22' N to 30°27' N and 80°04' E to 88°12' E in longitude. Nepal covers an area of 1, 47,181 sq kilometers.

Nepal, a small mountainous country is blessed with natural beauties. It is also rich in unique cultural heritage. High Himalayas, historical and religious places of Nepal are worth visiting. Nepal is supposed to be a suitable destination for nature lovers, trekkers and mountaineers. Fast flowing meandering rivers are quite suitable for rafting. Nepalese people are hospitable to the guests. They consider their guests as god. So, Nepal has lots of prospects of tourism. Nepal is a developing country having rich socio cultural and natural resources. It has immensely diverse and undulating topography, varied climate and mix of people that combine to produce a magical attraction for the outsiders. Having uniqueness and diversity in regard to ethnicity customs, social structures as well as natural phenomenon e.g flora and fauna, Shangri-La for its scenic beauty and uneven ecological and natural environmental variation ranging from the Terai plains to mountains and high Himalayas representing richness in biological and cultural diversity can contribute to prosperity and progress of the nation. Although it is rich in panoramic scenic beauty and paramount resources, the country has not been able to absorb its property

for the multidimensional development of the nation. The country has been consistently ranked as one of the poorest countries in the world. Nepal's poverty headcounts remained 25.4 percent in 2011. GDP per capita income of Nepal was recorded US\$ 716 in 2012 (World Bank, 2012).

A large portion of total population is residing in rural area. So there is a great challenge to the nation to eliminate the massive poverty of the country through gradual development of the area and to provide basic need to the people. To overcome these challenges, the nation has been conducting some efforts however, are not fruitful. In this situation the development and promotion of tourism sector can play a vital role in Nepal's overall development. Development and promotion of tourism sector contributes to generate employment to male and female and income opportunities. Tourism helps to create foreign exchange earnings. Foreign exchange earns from tourism on 2012 was \$ 2016 which is around 8 percent of GDP (MOF 2069). Tourism also increase government revenue through various types of taxation and reduce nation trade deficits. Tourism also has socio-cultural significance. It helps to develop international peace, friendship and understandings.

Tourism plays very significant role for the economic prosperity of Nepal. Tourism creates various work opportunities that help to lessen the increasing unemployment problem of the country. It is the chief source of earning foreign currency. Since our unique culture, Social life, Natural and historical heritages are the chief attractions for tourists, development of tourism industry inspires us to work for their preservation and promotion.

## **1.2 Statement of Problem**

Tourism is the backbone leading sector for the economic development of developing countries like Nepal. Tourism creates various work opportunities that help to lessen the increasing unemployment problem of the country. It is the chief sources of earning foreign currency since our unique culture, social life, natural and historical heritages are the chief attractions for tourism.

However the most of potential tourist destinations except Kathmandu, Pokhara and Chitwan are deprived of transportation, communication, accommodation and amenities. The government has yet to explore and identify new tourism potentialities and develop, advertise and promote them. Thus, the promotional efforts of tourism in the country. So far are, so ineffective that a large chunk of probable interesting tourism destinations in Nepal are left unknown to world tourism market.

Only the tourism destinations surrounding Kathmandu valley are advertised, the present need of the country is additional tourism destinations of the country should be recognized advertised and in addition to this careful planning and promotion activities from the government agencies and the other stake holders are equally necessary.

Nepal is destination for tourist by foreign as well as national adventure if the possible areas are developed from well managing touristy point of view. Among such places, Kailali is one of the crucial places where there are many areas possible to develop in touristy point of view. For this, tourism is the vital area for its possible scope by which it would be possible fetching foreign as well as national currencies.

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

The general objective of this study is to analyze the potentialities of tourism development in an integrated manner in Kailali district. To fulfill the above objectives, there are following specific objectives as:

- i) To study the present situation of tourism in Kailali.
- ii) To explore the major prospects and problem of tourism in Kailali.
- iii) To identify the major attractions of tourism in Kailali.
- iv) To recommend policy measures for tourism development in the study area.

### **1.4 Significance of the Study**

Nepal has three major resource built of economy: agriculture, hydropower and tourism. Among them tourism is the key industry which can effortlessly be established, promoted and developed with minimum investment and can be made an important foundation of national income. So, it one of the chief sectors for economic development. Tourism is an activity that generates economic and social benefits. Tourism has effects on the different sectors of the economy. The importance of tourism in Nepal is not confined to the economic aspects only but also to environmental and cultural aspects. Nepalese people realize the importance of environment conservation and have pride over the culture heritage of the country. Although the economically poor, it is rich in its natural and cultural heritage, and the economic exploitation of this heritages can only be possible through the development of tourism.

Far west receives very small number of tourists despite having strong natural and cultural products appeal. Poor infrastructure is one of the reasons among many that have definded the flow of tourists' traffic



towards the region. To balance tourism flow in different parts of the country, efforts have been made to emphasize domestic tourism, water based tourism activities such as rafting, kayaking, canoeing etc are being well promoted internationally and have possibilities in Far west Nepal also (NTB, 2012).

Kailali is paramount of socio-cultural and natural assets. It is a place of god gifted natural assets, panoramic scenic beauty of river basin, wild life, dense forest, cultural diversity and other attraction which may be of great interest for the tourists. Thus this study will provide basic information and general guideline to the local people, tourist and other concerned agencies about the way to attain sustainable tourism development in Kailali. This research will be important for the development of tourism in Kailali district.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Theoretical and Empirical Review on Tourism**

Because of growing importance of tourism many writers or scholars have contributed a lot in the field of tourism. Here is an attempt has been made to briefly with some studies and findings.

Tourism, linguistically, comes from the word “tour” and includes the meaning of journey and travel. Tourism has become one of the most rapidly developed economic sector and international economic activity.

Tourism has been defined in different ways by various authors and concerned organizations and yet there is no universally accepted definition of tourism. Herman Von Schullard (1910), the Austrian Economist gave the first definition of tourism. He defined tourism as the ‘ sum total of operations, mainly of economic nature, which is directly related to the entry, stay and movement of foreigners inside and outside a certain country , city or region’.

The broadest accepted technical definition of tourism was proposed by the International Union of Official Travel Organization (IUOTO) in 1963, which is also approved by the world tourism organization in 1968. It is stated that international tourist are “ temporary visitors staying at least 24 hours in the country visited and the purpose of whose journey can be classified under one of the following headings:

- a) Leisure (recreation, holiday, health, study, religion and sport)
- b) Business (family, mission, meeting) (Cohen, 1984)

According to United Nation World tourism Organization UNWTO (1991), tourism can be defined as the activities of a person or a group travelling to, and staying outside from their own place at least more than 24 hours and not more than one consecutive year for leisure, business and or for other purposes.

Thomas cook developed the first concept of modern tourism. “ Thomas cook” father of travel 1841 started tourism while as the first steamship was invented 1830 (CTEVT, 1997). He is respected as a father of modern tourism. The industrial revolution and mechanism increased the wealth and surplus time and developed the attitude of outgoing because of which such tourism became organized and established institution.

Aryal, Bhanu Raj (2002) in his thesis on the topics “ The Problems and Prospects of Tourism Development in Nepal” he found from his study the total tourist arrival is in increasing trend. Mainly tourists arrive in Nepal for six purposes such as pleasure, trekking, mountaineering, business, official work, pilgrimage meeting and seminar and others. And he further found that the young tourists are very much interested to visit Nepal. He suggests that through his study, there should be more and more tourists spots for more tourists. For this long term infrastructures development programmes should be implemented.

Tourism links unique natural resources with an exciting living cultural heritage and friendly and hospitable people. It provides significant potential to use nature based tourism as a low cost, eco-friendly alternative to support socio economic growth and fight poverty (SNV, 2003).

Maharjan (2004) in his doctoral studies on the topic “Tourism Planning in Nepal” has precisely highlighted tourism planning practice in Nepal. His study found that the importance of tourism planning and especially strategic planning has not yet been fully realized even by the tourism planned or private tourism institution. The form of planning is a new phenomenon to the Nepalese private sector. Thus activities are not forward in the desired direction. The study also conclude that the strategic planning has only been done by quarter of the tourism institution that shows that the institutions lack a long term vision and strategic thinking , the planning , decision making and the practice of tourism planning has been highly dominated by the bureaucracy and politics. Similarly an absence of strategic planning the public sector tourism planning has remained ineffective. The study has shown enormous short comings in the practices of tourism planning in Nepal, symbolized as planning myopia.

Tourism and economic development in Nepal (2006) written by Rudra Prasad Upadhyaya and Manoj Kumar Agarwal has been found that through the promotion of tourism sector the Nepalese economy can be moved faster on the path of globalization. It links the backward Nepalese economy with the forward economics of the world. On the whole it can be argued that tourism sector could be considered to play the role of leading sector in the economy.

According to Gautam (2011), the evidence seems to verify the notion that tourism growth granger caused economic growth and vice versa indicating a bi-directional causality between economic growth and tourism growth. It is clear that tourism growth increases economic activities and economic growth also facilitates for the expansion of

tourism activities in the country. This policy should be focused to develop tourism sector in order to achieve high economic growth.

According to Jensen (2011), typology can be useful for tourism managers looking to improve their tourism activities. There exists considerable managerial benefit in understanding the psychology of the trekkers, yet such understanding does not equal pro-environment awareness. The findings must be converted to management actions, whether that is improving or redefining the present marketing and promotion programs with the proposed ideal types in mind considering the level of commercialization of trekking focusing on behavior based development theories rather than awareness based ones, or something completely different is left to be concluded upon.

## **2.2 Social-Cultural Dimensions of Tourism**

Tourism is considered as a social event by many scholars, since tourism activity occurs between two different groups of people; that one is local and other one is visitor and foreigner group. Tourism as a social event establishes relations between societies that have different social and cultural features and creates interaction between different cultures, customs, and manners. As a result, tourism may give rise to some changes in social structure, pattern of behavior and life styles.

Eric Cohen defines tourism through some sociological perspectives: firstly tourism is a type of commercialized hospitality which means tourism commercializes and eventually industrializes and institutionalizes traditional guest host relations. Secondly, modern mass tourism is a democratized expansion of aristocratic travel of an earlier age. In other words, aristocratic type of travel in early age was historically transformed into modern and mass type of tourism today.

Thirdly, tourism is a type of modern leisure activity free of obligations. Fourthly, tourism is modern variety of pilgrimage travels in traditional societies. Fifth, tourism is an expression of basic cultural themes. In addition tourism is an acculturative process between tourist and host. Furthermore, tourism is an ethnic relation between tourist and host in terms of production of ethnic arts for tourism market and commercializing of ethnic identities for tourists. Lastly, tourism is a form of neocolonialism that means tourism creates a dependency between tourist sender metropolitan, developed, core countries and tourist receiver peripheral countries on the global economic scale (1996:52-53).

Other than consideration and conceptual definition of tourism through social dimensions, there are also some sociological impacts on tourism. One important source of sociological impacts is the relation and interaction between tourist and host, or they may meet, see each other and interact in the same place and at the same time; and they may share some ideas, information. In any case that tourist and host come face to face with each other, traditional hospitality may transform into commercialized one and they experience a transitory, unequal and unbalanced relation that is also limited by spatial and temporal constraints.

Tourism itself is a cultural event, interests of people on other cultures are main purposes of some cultural event and in any tourism activity there is also a cultural interaction between comer and host. To eliminate the negative impacts of working and to reproduce the labor, human beings need free time. How to spend that free time is issue of tourism activity; so tourism can be defined as a cultural of leisure activity. Cultural impact of tourism activity results from substantial cultural differences between residents and tourist, related to value and logic systems, religious beliefs,

traditions, life styles, customs, behavior patterns, dressing codes, senses, attitude and so on.

Furthermore, dwindling interests of tourists in host culture can reason reawakening and renewing of cultural heritage to sell it as a commodity in tourism sector. Being commodity process of cultural heritage may help to preserve the heritage such as historical architecture and artifacts.

### **2.3 Global Tourism Trends**

Tourism movement around the globe is increasing day by day. Tourism has emerged as the largest service industry in terms of gross revenue and foreign exchange earnings in the world. The present annual global income from tourism (international and domestic) is nearly US\$ 13 trillion, an amount more than the GNP of all countries except the United States. A total of 212 million persons are now being employed worldwide through direct and indirect opportunities generated by the industry. It means that out of every nine persons, one person earns a living from tourism. The most significant feature of the tourism industry is the capacity to generate employment opportunities in rural areas as well contributing a lot of poverty reduction in the least developed and developing countries.

The contribution of tourism to economic activity worldwide is estimated approximately 5% whereas tourism's contribution to employment is considered as 6-7% of the overall number of jobs worldwide. International tourism arrivals have expanded at an annual rate of 6.2% growing from 25 million in 1950 to 940 million in 2014. Similarly the income generated by tourist arrivals grew at an even stronger rate reaching around US\$ 919 billion in 2014. Therefore, tourism is considered an important sector for intensive development in all parts of

the globe. Tourism has experienced continued growth and diversification to become one of the fastest growing economic sectors in the world. Tourism movement around the globe is increasing day by day. Viewing the available statistics relating with the tourism arrival of different territories, very encouraging result can be witnessed like as Morocco is leading from the African countries, Saudi Arabia is in front from middle east, USA is leading from the Americas, China is in front from the Asia-Pacific and France is dominating other countries of Europe. Similarly, United States leading the world in term of international tourism receipts however china is in front in terms of international tourism expenditure. Similarly, London City is leading as the most attractive city of the world and Singapore city is leading from Asia. Published news and journals shows 5% growth in international tourist arrival and export earnings of US\$ 1.4 trillion from international tourist. (UNWTO, Tourism Highlights 2014)

International tourism will continue to expand during the period 2010-2030 and the arrivals are expected to reach 1.8 billion by 2030. It means that an average 43 million additional tourists will join the tourism market for travel, leisure, business and other purposes each year, UNWTO study says. A large proportion of the arrivals of the next two decades will originate from the countries of Asia and the Pacific generating an average 17 million additional international arrivals every year. Europe will follow with the average 16 million extra arrivals a year and the remaining 10 million additional yearly arrivals from the Americans, Africa and the Middle East.

International tourism reached a new height in 2015. The robust performance of the sector is contributing to economic growth and job creation in many parts of the world. It is thus critical for countries to



promote policies that foster continued growth of tourism including travel facilitation, human resources development and sustainability’’ says UNWTO Secretary General, Taleb Rifai.

International tourist arrivals grew by 4.4% in 2015 to reach a total of 1,184 million in 2015, marking the sixth consecutive year of above-average growth with international arrivals increasing by 4% or more every year since the post-crisis year of 2010. Some 50 million more tourists (overnight visitors) travelled to international destinations around the world in 2015 than in 2014. Demand remained strong overall, though with mixed results across individual destinations due to strong exchange rate fluctuations, increased safety and security concerns, and the drop in oil prices and other commodities, which increased disposable income in importing countries but weakened demand in exporters.

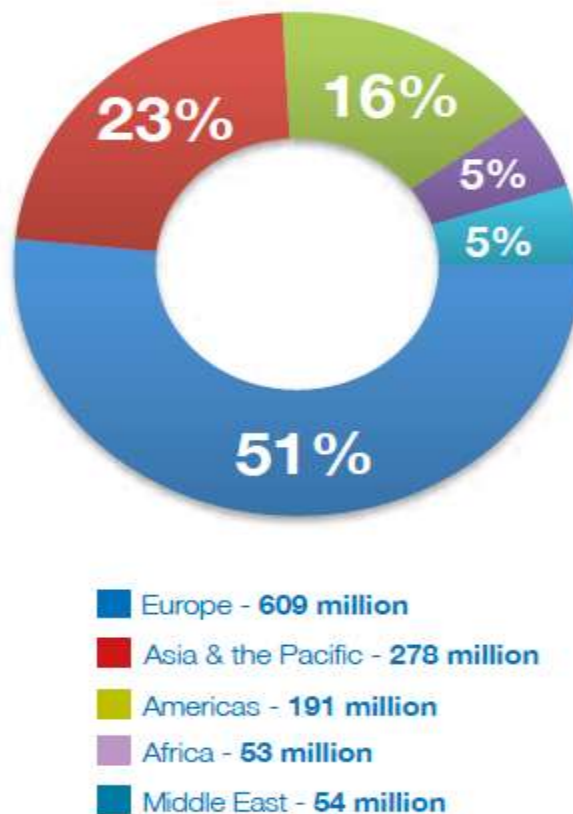
Growth in advanced economy destinations (+5%) exceeded that of emerging economies (+4%), boosted by the solid results of Europe (+5%). By region, Europe, the Americas and Asia and the Pacific all recorded approximately 5% growth in 2015. Arrivals in the Middle East increased by 3% while data in Africa, albeit limited, pointed to an estimated 3% decrease largely due to weak results in North Africa, which accounts for over one third of arrivals in the region.

### **Results by region**

Europe (+5%) led growth in absolute and relative terms supported by a weaker euro vis-à-vis the US dollar and other main currencies. Arrivals reached 609 million, or 29 million more than in 2014. Central and Eastern Europe (+6%) rebounded from last year’s decrease in arrivals. Northern Europe (+7%) and Southern Mediterranean Europe (+5%) also recorded sound results while Western Europe (+3%) was below average. Asia and

the Pacific (+5%) recorded 14 million more international tourist arrivals last year to reach 278 million, with uneven results across destinations. Oceania (+7%) and South-East Asia (+6%) led growth, while South Asia and North-East Asia recorded an increase of 4%.

**Fig. 2.1**  
**International Tourist Arrivals, 2015**



Source: World Tourism Organization

2016 started on a strong note for international tourism. International tourist arrivals grew by 5% between January to April 2016, according to the short term data analyzed in UNWTO World Tourism Barometer. Results were robust across almost all sub regions and many destinations reported double digit growth. Prospects for May- August remain positive with around 500 million tourists expected to travel abroad in the Northern Hemisphere summer holiday peak season.

In this world scenario, tourism is thriving in south Asia as well with more tourists visiting to its vast array of natural, cultural and historical attractions. The international visitor arrivals have increased in South Asian countries in 2014. This growth in arrivals is expected to continue as tourism infrastructure and services are upgraded in the region. The development of cross border tourism is an important priority for Bhutan, Nepal, Sri Lanka, India and Bangladesh under the south Asian Sub regional economic cooperation (SASEC) program. The Asian development Bank (ADB) has contributed in developing a cross border tourism action plan for SASEC, principles for managing tourism heritage sites, planning sustainable cross border tourism circuits, marketing destinations and strengthening human resources for tourism development.

Thus emerging destinations in Asia and the Pacific, Africa and Middle East have been the main growth drivers in international travel trade. South Asian countries- Nepal, India, Pakistan, Bangladesh Maldives, Sri Lanka and Bhutan hold only one percent of the world tourism market and nearly 6 million tourist visit South Asia each year. South Asia's diversity of mountains, beaches, wildlife, natural parks provide opportunities for pursuing adventure sports like white water rafting, hot air ballooning, paragliding, skiing, mountain biking, rock climbing and trekking etc. nevertheless South Asia has become the unsung tourist destination in the international tourism market despite political commitment of tourism development by the member countries of SAARC.

#### **2.4 Present Scenario of Tourism in Nepal**

Nepal tourism policies identifies tourism sector as an important vehicle for economic and social development. Following directions set by the policy effort has been put for development and expansion of tourism

activities, quality improvement of tourism services, increasing revenue and expansion of employment opportunities to improve the living standard of Nepalese people. Vision 2020 of tourism envisions increasing tourist arrival to 2 million and tourism employment to one million.

Trend of tourist arrival was increased order up to 2012 which declined thereafter. Year 2015 seems most shocking having decreased by 32% compared to 2014.

**Table 2.1**

**FACT SHEET**

<b>Indicators</b>	<b>2014</b>	<b>2015</b>	<b>% Change</b>
<b>Tourist Arrival by:</b>			
Air	585981	405995	-31
Land	204137	132975	-35
Total	790118	538970	-32
<b>Average Length of Stay</b>	12.44	13.16	6
<b>Sex:</b>			
Male	445627	289158	-35
Female	344491	249812	-27
<b>By Age groups:</b>			
0-15 years	50441	19614	-61
16-30 years	185685	123444	-34
31-45 years	235738	157416	-33
46-60 years	183582	129614	-29
61+ years	106666	74518	-30
Not Specified	28007	34365	23
<b>Top Five Country of Nationality:</b>			
Rank 1	India	India	
Rank 2	P.R. of China	China	
Rank 3	U.S.A.	Sri Lanka	
Rank 4	Sri Lanka	USA	
Rank 5	U.K.	Thailand	
<b>Purpose of Visit:</b>			
Holiday/Pleasure	395849	386065	-2
Pilgrimage	98765	14996	-85
Trekking & Mountaineering	97185	9162	-91
Official	32395	21479	-34
Business	24494	20876	-15
Conference/Conv.	13432	9038	-33
Others	53728	77354	44

Source: Nepal Tourism Statistics 2015

Out of total tourist arrivals, excluding Indian citizens arrived through land transportations, five countries occupy 48 percent. The proportions of tourists from these countries are India (14%), China (12%), USA (10%), Sri Lanka (8%), and Thailand (6%). Higher number of arrival is observed in March following general trend but sharply declined in May contradicting to the past. By sex male (54%) and by age 31-45 (29%) are following past trend of higher share.

**Table 2.2**  
**Tourist Arrival and Average Length of Stay, 1991-2015**

Year	Total		By Air		By Land		Average Length of Stay
	Number	Growth Rate (%)	Number	Percent	Number	Percent	
1991	292,995	15.0	267,932	91.4	25,063	8.6	9.25
1992	334,353	14.1	300,496	89.9	33,857	10.1	10.14
1993	293,567	-12.2	254,140	86.6	39,427	13.4	11.94
1994	326,531	11.2	289,381	88.6	37,150	11.4	10.00
1995	363,395	11.3	325,035	89.4	38,360	10.6	11.27
1996	393,613	8.3	343,246	87.2	50,367	12.8	13.50
1997	421,857	7.2	371,145	88.0	50,712	12.0	10.49
1998	463,684	9.9	398,008	85.8	65,676	14.2	10.76
1999	491,504	6.0	421,243	85.7	70,261	14.3	12.28
2000	463,646	-5.7	376,914	81.3	86,732	18.7	11.88
2001	361,237	-22.1	299,514	82.9	61,723	17.1	11.93
2002	275,468	-23.7	218,660	79.4	56,808	20.6	7.92
2003	338,132	22.7	275,438	81.5	62,694	18.5	9.60
2004	385,297	13.9	297,335	77.2	87,962	22.8	13.51
2005	375,398	-2.6	277,346	73.9	98,052	26.1	9.09
2006	383,926	2.3	283,819	73.9	100,107	26.1	10.20
2007	526,705	37.2	360,713	68.5	165,992	31.5	11.96
2008	500,277	-5.0	374,661	74.9	125,616	25.1	11.78
2009	509,956	1.9	379,322	74.4	130,634	25.6	11.32
2010	602,867	18.2	448,800	74.4	154,067	25.6	12.67
2011	736,215	22.1	545,221	74.1	190,994	25.9	13.12
2012	803,092	9.1	598,258	74.5	204,834	25.5	12.16
2013	797,616	-0.7	594,848	74.6	202,768	25.4	12.60
2014	790118	-0.9	585981	74.2	204137	25.8	12.44
2015	538970	-0.32	407412	75.6	131558	24.4	13.16

Source: Department of Immigration

**Table 2.3**  
**Tourist Arrival by purpose of visit 2005-2015**

Year	Holiday Pleasure	Trekking & Mountaineering	Business	Pilgrimage	Official	Semi./ Conf.	Others	Not Specified	Total
2005	160,259	61,488	21,992	47,621	16,859	0	67,179	-	375,398
	(42.7)	(16.4)	(5.9)	(12.7)	(4.5)	(0.0)	(17.9)		(100.0)
2006	145,802	66,931	21,066	59,298	18,063	0	72,766	-	383,926
	(27.7)	(12.7)	(4.0)	(11.3)	(3.4)	(0.0)	(13.8)		(100.0)
2007	217,815	101,320	24,487	52,594	21,670	8,019	78,644	22,156	526,705
	(41.4)	(19.2)	(4.6)	(10.0)	(4.1)	(1.5)	(14.9)	(4.2)	(100.0)
2008	148,180	104,822	23,039	45,091	43,044	6,938	99,634	29,529	500,277
	(29.6)	(21.0)	(4.6)	(9.0)	(8.6)	(1.4)	(19.9)	(5.9)	(100.0)
2009	140,992	132,929	22,758	51,542	24,518	9,985	87,134	40,098	509,956
	(27.6)	(26.1)	(4.5)	(10.1)	(4.8)	(2.0)	(17.1)	(7.9)	(100.0)
2010	263,938	70,218	21,377	101,335	26,374	9,627	52,347	57,651	602,867
	(43.8)	(11.6)	(3.5)	(16.8)	(4.4)	(1.6)	(8.7)	(9.6)	(100.0)
2011	425,721	86,260	17,859	63,783	24,054	10,836	37,311	70,391	736,215
	(57.8)	(11.7)	(2.4)	(8.7)	(3.3)	(1.5)	(5.1)	(9.6)	(100.0)
2012	379,627	105,015	24,785	109,854	30,460	13,646	48,540	91,165	803,092
	(47.3)	(13.1)	(3.1)	(13.7)	(3.8)	(1.7)	(6.0)	(11.4)	(100.0)
2013	437,891	97,309	30,309	40,678	39,881	15,952	62,214	73,381	797,616
	(54.9)	(12.2)	(3.8)	(5.1)	(5.0)	(2.0)	(7.8)	(9.2)	(100.0)
2014	395,849	97,185	24,494	98,765	32,395	13,432	53,728	74,271	790,118
	(50.1)	(12.3)	(3.1)	(12.5)	(4.1)	(1.7)	(6.8)	(9.4)	(100.0)
2015	3,86,065	9,162	20,876	14,996	21,479	9,038	77354	0	5,38,970
	71.63	1.70	3.87	2.78	3.99	1.68	14.35	(0)	(100.0)

Source: Department of Immigration \* Semi./ Conf.:- Seminar/Conference

Year 2015 shows higher proportion 72% visited Nepal for holiday and pleasure followed by trade (4%), official purpose (4%), pilgrimage (3%), and conference/ meeting (1.7%). Pilgrimage and trekking/mountaineering showed high declines.

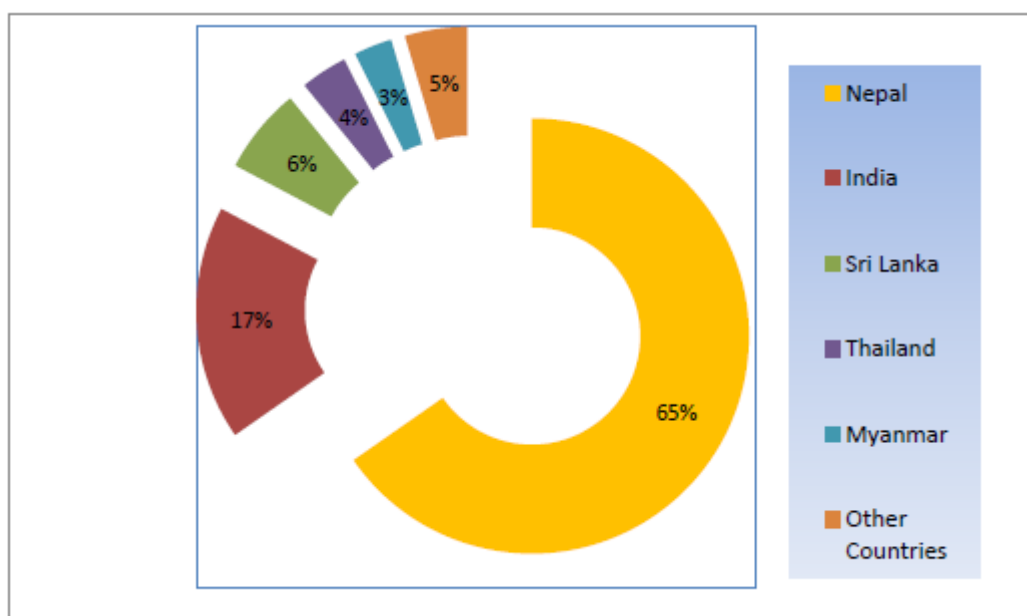
The number of expedition permitted teams has reached to 380 while 4003 in persons. Out of them 825 succeeded summit to various peaks composed by 628 foreign and 197 Nepalese. The amount of royalty received has reduced in 2015 compared to 2014. The main reason observed behind is less number of visitors to high royalty peaks

than others. Mount Everest contributes 73 percent of the total royalty received. Germany is the leading source country in 2015 followed by USA in terms if permit issue.

It was witnessed that Lumbini is found as most visited pilgrimage by foreigners. It was visited by 748294 person out of them 66 percent were Nepalese while 17 percent Indians and 17 percent from other countries occupied the share. February was the most preferred month for Lumbini visit.

**Fig. 2.2**

**Visitors Distribution of Lumbini by Broad Country Origin 2015**



Source: Nepal Tourism Statistics 2015

### **Foreign Exchange Earnings from Tourism Sector**

Nepal Rastra Bank report shows total foreign currency exchange (less return for 2015 stood at NRs 49,783,840,000 (around 488030 thousand US\$). This is slightly higher than previous year 2014 estimated by month breakdown. This increase in currency income despite fall in tourist arrival

brings per tourist per day expenditure at 68.57 USD. Per tourist expenditure in the months of May, June and July seems much higher than average expenditure. Around 80 percent of exchange is made by tourists themselves

**Table 2.4**  
**Gross Foreign Exchange Earnings from tourism by Fiscal year,**  
**2057/58 to 2072/73**

Fiscal Year	Total Earnings ( Net received )			% Change in US\$
	NRs. (000)	Annual Average	US\$ (000)	
Exchange Rate				
2057/58 (2000/01)	11,969,174		162,513	-4.3
2058/59 (2001/02)	7,798,535	-	101,628	-37.5
2059/60 (2002/03)	10,369,409	-	134,245	32.1
2060/61 (2003/04)	12,337,977	-	168,163	25.3
2061/62 (2004/05)	11,814,853	71.76	164,644	-2.1
2062/63 (2005/06)	11,710,893	72.03	162,086	-1.6
2063/64 (2006/07)	12,645,761	70.19	180,165	11.2
2064/65 (2007/08)	20,339,890	64.72	314,275	74.4
2065/66 (2008/09)	27,959,800	76.58	365,106	16.2
2066/67 (2009/10)	28,138,600	74.24	379,022	3.8
2067/68 (2010/11)	24,610,800	72.07	341,485	-9.9
2068/69 (2011/12)	30,703,820	80.72	380,374	11.4
2069/70 (2012/13)	34,210,576	87.66	390,264	2.6
2070/71 (2013/14)	46,374,900	98.3	471,769	21.4
2071/72 (2014/15)	53,428,800	98.2	544,100	15.2
2072/73 (2015/16) *	20,300,400	105.9	191,700	
2015 (adjusted)	49,783,840	102.36	488,030	

Source: Nepal Rastra Bank.

\* Based on six months of FY 2072/73



There are beds provided by all hotels registered in Nepal including 116 star levels. Three casino and three mini casinos are in operation that provide 234 million NRs revenue in 2015 including collected backlogs. Travel agency, tour guide, tour operators, rafting agencies, trekking agencies and guides all are in increasing number of trend. All the human resources are trained in either NATHM or other institutions.

### **Summary**

A total of 554747 people visited Nepal in the year according to data from the department of immigration (DoI). The data does not include figures from the Tatopani border since the April earthquake as the entry point was total damaged. The arrivals number is down by 29.7 percent compared to the year 2014 when a total of 790118 people visited form abroad. Even though the number of visitors has not declined as much as had been estimated, the tourism industry has been hit hard as many visitors did not come as tourists. The purpose of the visits was totally different from that of previous years when tourist came to Nepal for vacations and for pleasure. Moreover, hotel occupancy in 2015 was down to 20 to 25 percent, bookings are down as well. Most of nepalis with foreign passports who visited Nepal after the quake did so to look up family and friends and their numbers also added to the arrival figures, but the tourists were rarer in 2015. DoI data shows that the flow of tourists in the three months after the earthquake was very low. The month May saw 24,340 arrivals with 17751 and 22340 respectively in June and July, the lowest figures for the year.

A record budget of NRs 1.12 billion has been approved for the Nepal Tourism board (NTB) for fiscal year 2016/17 to allow it rev up

promotional activities and revive the country's tourism industry which was knocked to the ground by last year's twin disasters and blockade.

## **2.5 Literature Review on Existing Plans and Policies**

### **Tourism Policy, 1995**

The tourism industry is growing very rapidly and Nepal has tremendous potential for tourism development because of its unique natural and cultural heritages. In this context, this tourism policy has been formulated with the aims of increasing national productivity and income, increasing foreign currency earnings, creating employment opportunities, improving regional imbalances and projecting the image of Nepal more assertively in the international arena through the development and diversification of the travel and tourism industries.

#### **Objectives**

- To develop tourism as an important sector of the national economy by developing linkages between tourism and other sectors.
- To diversify tourism down to rural areas so as to improve employment opportunities, foreign currency earnings, growth of national income and regional imbalances.
- To improve natural, cultural and human environments of the nation in order to develop and expand the tourism industry.
- To maintain a good image of the nation in the international community by providing quality service and sense of security.
- To develop and promote Nepal as an attractive tourism destination.
- To develop Nepal as a centre for adventure tourism
- To upgrade existing tourism infrastructure and facilities.

## **Review of Tourism Policy 2009**

Nepal with rich ancient cultures set against the most dramatic scenery in the world is a land of discovery and unique experience. It is well known in global market as one of the ideal destination for tourism. It is unsurpassed that the sheer diversity Nepal boasts from steamy jungle and terai to the icy peaks of the world's highest mountains means the range of activities to offer. It's unique natural beauty, immense rich bio-diversity, multi ethnicity, variety of languages and religion, social heterogeneity and historical as well as cultural heritage. As tourism industry in itself as major basis of national economic development, it has become essential to enhance the livelihood and employment opportunities of general employment

## **Review on Tourism Vision 2020**

Government of Nepal has been reviewed its policies from time to time to exploit tourism as a potential industry. One of the latest developments is vision 2020. The objectives of tourism 2020 are as follows:

- To improve livelihood of the people across the country is developing integrated tourism infrastructure, increasing tourism activities and product, generating employment in the rural areas enhancing inclusiveness of women and other deprived communities and spreading the breadth of tourism to the grass root level.
- To develop tourism is a broad based sector by brining tourism into the main stream of Nepal's socio-economic development supported by a coherent and enabling institutional development.

- To expand and extend tourism product and services in new and potential areas of Nepal by enhancing community capacity to participate in tourism activities.
- To publicize, promote and enhance the images of Nepal in international tourism sources market.
- To enhance the flight safety and improve capacity and facilities of national and international airports.
- To attract new investment in creating new tourism facilities product and services.

The vision for tourism expressed in the government's vision 2020 and adopted for the National Strategy Plan for Nepal is "Tourism is valued as the major contributor to a sustainable Nepal economy, having developed as a safe , exciting and unique destination through conservation and promotion, leading to equitable distribution of tourism benefits and greater harmony in society".

### **Tourism Policies and Programmes for the Fiscal Year 2073-74 (2016/17)**

Nepal is a well renowned tourist destination and tourism sector contributes greatly to the economy of Nepal. The tourism sector was greatly affected by the massive earthquake of 2015. Many physical infrastructures were damaged during the disaster which has been fully repaired which has made it difficult to make them fully functional. So, government of Nepal decided to bring this policy in the fiscal year 2073/74 to increase rural tourism, identification of new tourist destinations and increase the staying period of the tourist.

## **Policy**

- Emphasis will be given to up gradation of tourist destinations, identification and infrastructure development as well as marketing of new destinations for the development of tourism sector. A Ten Year National Strategic Tourism Plan will be implemented while introducing promotional programmes for attracting tourists from neighboring countries. Promotional programme will be launched to observe the year 2018 as Nepal Visit Year with the goal of bringing in one million tourists.
- Income and employment will be generated through internal tourism by observing the Year 2073 B.S. as Internal Visit Year. Touristic area and destination will be developed in every province by identifying at least one prime location as the center point. Historical, religious and cultural heritage sites will be preserved for the promotion of religious tourism.
- Arrangements of granting permits to tourists for trekking and mountaineering will be integrated. Mobile information system will be developed and implemented to inform about tourism destination and tourism services and facilities. In order to make mountain tourism safer, arrangement will be made for weather forecasting and prior dissemination of information. Construction work of integrated rescue center will be started in the Everest and Annapurna regions.
- While enhancing religious, social, cultural harmony and unity and ensuring full religious equality and freedom in the country, emphasis will be laid on the promotion and protection of the

religion and culture handed down from time immemorial. Construction work of a National Cultural Museum in Kathmandu Valley will be advanced for the preservation and strengthening of cultural diversity of the nation by reflecting the lifestyle, traditions, language and literature, culture and custom of various ethnic and linguistic groups. One each Model Peace and Cultural Village in every province will be established for sustainable peace and development. Narayanhiti Museum will be developed as a Historical Museum of Nepal.

- Sacred birth place of Lord Buddha – Lumbini, touristic place Pokhara, Nepal’s lowest lying land Kechana, and Damak, where the world’s tallest Buddha Statue is to be established, will be linked with the International Buddhist Circuit.
- Additional airports will be constructed with the objective of expanding air transport to the rural areas. Airports not in operation will be brought into operation. Helipad construction programmes will be started, gradually, in all municipal-villages while giving priority to villages in remote areas. Feasibility study will be conducted for construction in accordance with the concept of one provincial international airport in every province.
- Tribhuvan International Airport will be upgraded. Construction work of the Gautam Buddha International Airport and Pokhara Regional International Airport will be expedited and completed within specified time. Construction work for Bara International Airport will be started by completing land acquisition and demarcation work.

- Air safety standards will be strictly implemented as per the international standard in order to make the civil aviation of Nepal safer. Radar system will be upgraded for the improvement of internal aviation safety. National Flag Carrier Nepal Airlines Corporation will be made competitive and its image will be enhanced.

## **CHAPTER THREE**

### **SUPPORT FOR TOURISM DEVELOPMENT IN NEPAL**

Sustainable development of any economic sector is not possible without the proper support from the concerns. Having the tremendous prospects to uplift the economic activities national as well as local level support already has been initiated in Nepal.

The April 25<sup>th</sup> earthquake which occurred right in the middle of Nepal's spring trekking season brought the season to an abrupt halt. Nepal's key tourism products including UNESCO world heritages sites have all seem major damages. Furthermore trekking regions have also faces severe damages all of which will requires substantial time and money to rebuild and re-establish.

On a positive note, there are various other trekking routes and tourist destinations such as Pokhara, Chitwan and Lumbini which have not witnessed major damages and are fully capable of hosting tourists. The same goes for certain ancient heritage structures which still stand intact. While many of these heritages sites cannot be visited any time soon. It's heartening that numerous structures remain unharmed.

Major supports and initiation have been highlighted below:

#### **3.1 National Level Support**

Nepal has adequate level of policy for tourism development for which separate department has been established. Tourism related separate tourism board, which has been established as per the spirit of private public partnership concept, governs issues. Tourism:



**Mission:**

- Tourism is valued as the major contributor to a sustainable Nepalese economy having as a safe attractive exciting and unique destination through promotion and conservation leading to equitable distribution of tourism benefits and greater harmony in society.

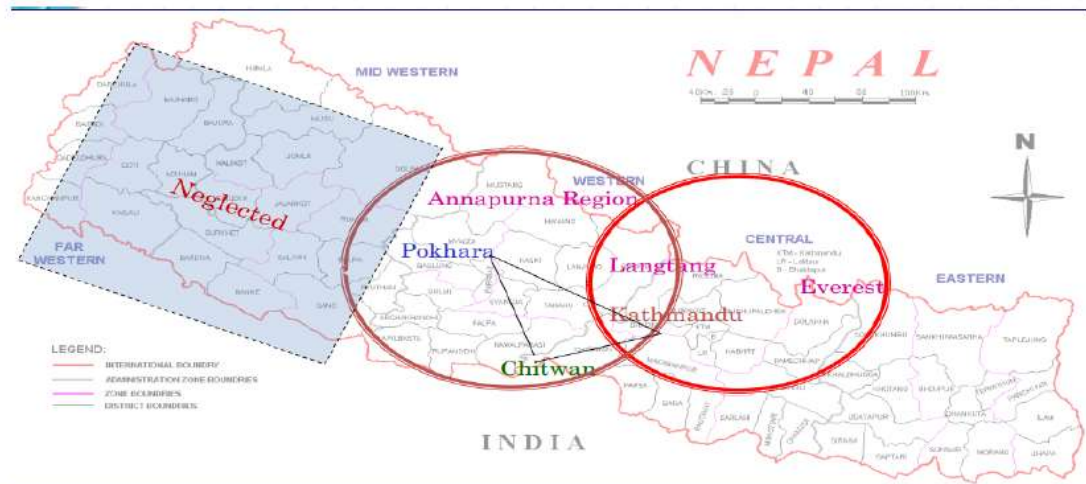
**Goal:**

- Increase international visitors to Nepal to reach 2 million by 2020 and expand economic opportunities and increase employment in tourism sector to 1 million by 2020.

Joint Efforts of government and private sector: the Government of Nepal and private sector have collaborated to face existing challenges and find remedial measures to overcome and put tourism back to track: in this regard, the crucial task is to identify and assess the damage to the country's tourism products and to strategically reconstruct and rehabilitate the areas as per tourism priority. The recently formed tourism Recovery Committee (TRC) has been tasked with minimizing the repercussions of the earthquake in the tourism sector. Under the TRC, private sector associations have been tasked with submitting a status paper on their sectors. This is an encouraging initiative to bring together the government and the private sector and jointly work towards reviving the tourism industry. There has been continued collective effort from these parties to eliminate fear among potential incoming tourists regarding the safety of the country and also availability of tourism products.

Besides, in policy level the far western region is sensed as neglected area, which also has been clearly shown in following map.

**Fig. 3.1**  
**Policy Level the Far Western Region as Neglected Area**



Map of Nepal with under developed and developed tourist areas. (Government of Nepal 2014)

The Tourism Ministry has launched the new National Tourism Strategy 2016-2025 which envisages a fivefold increase in arrivals to 2.52 million annually by the year 2025.

The scheme, which incorporates a five-year action plan and a 10-year horizon for the country’s tourism sector, has recommended a budget of Rs6.44 billion to implement the action plan. One-fourth of the funding is expected to be spent in the first and second years and one-fourth during each of the remaining three years. “The strategy was implemented officially after being endorsed by the Cabinet’s Economic and Infrastructure Committee recently,”

### **3.2 Local Level Support**

Various NGOs, INGOs, Community based organization are encouraging member for the self reliance and involve in income generating activities along with the supporting training and skill development which directly has supported to exploit the avenue of local tourism prospect. The concept of village tourism, home stays, festivals and guest respecting rites are successful effort of local level support for the tourism development. Similarly, Nepal Rastra Bank is also encouraging member bank for possible investment on such sectors.

Besides Various cleanup campaigns, , membership programs, waste management, conferences, blood fund donation programs, awareness program, wildlife conservation week, heritage conservation for sustainable tourism, multicounty observation study mission on community based ecotourism development management, tree plantation, brochures/ flyers publish, web site development, hoarding board placement, media campaigning, Guide book publish, Hike and Bike event and television commercial etc. have been carried to promote the domestic tourism.

## **CHAPTER FOUR**

### **PROFILE OF STUDY AREA**

#### **4.1 Introduction**

Kailali is one of the five districts of Seti zone of Nepal which is located in South Western part of Terai in the Far-Western development region with an area of 3235 square kilometer. Kailali covers 40 percent by plain Terai land and 60 percent is covered by Chure range with mainly tropical climate but in the higher regions also subtropical climate conditions can be found.

#### **Naming (Historical Background)**

During the Rana Rule, there were four Bazaar Adda (Market centre where taxes used to be collected from exported and imported goods) those bazaar adda were Sati, Bhajani, Kailali and Dhangadhi Bazaar Adda. One of the saying , there was a settlement named Kailari in Basauti VDC and the district was named after this settlement.

#### **Geographical Location:**

Kailali lies between 28°22' North and 29°05' North latitude and 80°30' East to 81°18' East longitude. It is bordered with Bardiya in east , Doti in north, Kanchanpur in West and Uttar Pradesh in south.

#### **Physiography**

**Total area:** 3235 Sq Km. (323500 Hectare)

**Altitude from sea level:** (1109 m to 1950 m)

**Average annual rainfall:** 1840 mm

**Average annual temperature:** Autumn max 43°C to Min 24°C, winter max 19 degrees C to Min 5°C

**Climate:** Climate varies from tropical to sub tropical

**Main rivers:** Karnali, Mohana, Khutiya, Patharaiya, Kandra, Manahara, Godavari, Gulara, Likma, Rora Donda

**Main Lakes:** Ghodaghodi, Jokhar, Tilko, Behadababa, Liki, Laukabhauka

Most of the inhabitants are Tharus. Agronomy is the base of economy and rivers like Karnali, Mohana, Patheraiya, Kada Kamara, Surmi provide water for cultivation of the land. Kailali has more than 100 lakes and ponds including Ghodaghodi Tal, the largest lake in Terai. The district also contains Tikapur Brihat Park, one of the biggest parks in Nepal.

Kailali is making gradual progress in economic activities and businesses are optimistic about the future. The majority of the businesses in Kailali are small with almost one third of people are involved in wholesale and retail trading. Only a handful of people are involved in export and import, almost all of them with India using Dhangadhi customs point owing to its proximity. In addition to this, other important business sectors in Kailali are hotel/restaurant, agriculture forestry personal service and manufacturing.

**Tourism in Kailai:** tourism is the largest industry in Nepal. The far western region is one of the newest tourist destinations and therefore still almost untouched and unexplored. Kailai with its cultural and natural tourist attractions has a big potential and importance for the tourism

development in the whole region. Dhangadhi with regular flights from Kathmandu and a nearby bordered entry point organizational capacities and improve its service

### **Important Religious, Mythological and historical places in Kailai**

There are a lot of religious, mythological and historical places in the district. The Ghodaghodi lake located in Sukhada VDC has been registered in World Ramset list. There is a beautiful and delightful ‘Garva Palace at the top of Mahabharat Hill of Khairala Vdc and ‘Goswara Addha of the Rana period in Godawari-9 Taragadi, Dhangadhi. There are two buildings constructed during Rana regime in one of which District Administration office is still located. 13 Km North from Attariya there is Godawari Market which has historical, touristic and religious importance.

In Godawari, there is ‘Goumukha Water Falls’’ in the same area there is a temple of Godawari and Shiv Ganga, triveni etc which are of religious importance. Batase Hill in Garya Godawari section is taken as the highest of the chure hill in Nepal. From this site, Kailash Hill can be observed so it has religious importance. Jalpa Devi Temple of Dhulikot Dands located at the western side of Chisapani market has an annual fair during Dashain. Historical places in this district should be further explored in order to preserve and promote them for internal as well as external tourism. These sites thus can become a source of income for the local people.

### **Main Festivals celebrated in Kailali district**

People of this district celebrate more than two dozens of festivals. Main festivals are Dashain, Tihar, Maghi, Gauri, Holi, Teej, Shreepanchami,

Shree Krishna Janma Astami, Shivratri, Charai (Festival of Rana Tharu caste) Nag panchami, chaite dashain, Ram Navami etc

## 4.2 Demographic Characteristics

According to the census of 2011, total population of the district was 775709. It is 2.93 percent of the total population of Nepal at that time. Thus approximately is 3 percent of the population resides in the district, in comparison of previous census 2001.

**Table 4.1**  
**Change in population, size and growth rate**

Gender	2001		2011		Growth Rate
	Population	Percent	Population	Percent	2001-2011
<b>Total Population</b>					
Male	312,311	50.64	378,417	48.78	1.92
Female	304,386	49.36	397,292	51.22	2.66
Total	616,697	100	775,709	100	2.29
<b>Dalit</b>					
Male	42,778	49.24	49,296	46.22	1.42
Female	44,102	50.76	57,348	53.78	2.63
Total	86,880	100	106,644	100	2.05
<b>Janjati</b>					
Male	154,670	50.9	178,280	49.66	1.42
Female	149,203	49.1	180,731	50.34	1.92
Total	303,873	100	359,011	100	1.67

*Source: National Census, 2001, 2002 (2057, 2058 BS);*

From 2001 to 2011 (2058 to 2068), population growth rate, gender ratio and number of average household of Kailali district were in decreasing order. In 2011 census, 39 percent of population is below 16 years of age, 56 percent people are of active age (16-59) and 5 percent old people. During these years, the population growth decreased from 3.89 to 1.86 percent. Although there has been decrease in population, according to population monograph, Kailali district is one of the Far Western districts

where the number of immigration is increasing. In the district, population density is more than average density of Nepal. Average density in Nepal is almost 180 whereas in Kailali district its 240 person/sq km.

Table shows the population characteristic of the district.

**Table 4.2**  
**Population Characteristic**

Description	Unit	Kailali			Nepal		
		2001	2011	Change	2001	2011	Change
Total population	No.	616,697	775,709	159,012	22,736,934	26,494,504	3,757,570
<16 yrs population	No.		298,458	298,458	9,472,533	9,900,771	428,238
16-60 yrs population	No.		435,220	435,220	12,086,327	14,812,076	2,725,749
>60 yrs population	No.		42,031	42,031	1,178,074	1,781,657	603,583
population Growth rate	%	3.89	1.86	-2.03	2.25	1.35	-0.9
Sex ratio	%	102.6	94.10	-8.5	99.80	94.16	-5.64
Total hh no.	No.	94,430	142,480	48,050	4,353,220	5,427,302	1,174,082
Average hh no.	No.	6.53	5.44	-1.09	5.44	4.88	-0.56
Average pop. density	person /sq km	191	240	49	157	180	23
Migration(absent pop)	Popula tion		62,644	62,644	7,62,181	19,21,494	1,159,313

Source: CBS 2001 and 2011

Similarly, census 2011 identified eight different types of languages spoken in the district. Among them Tharu, Nepali and Doteli covers almost 88 percent, within that 41 percent of the population are Tharu speakers and rest others.

Total population of the district is 775709 including institutional (official) population 9050. Government of Nepal has recently declared 6 municipalities' and VDCs have decreased to 31.

### 4.3 Condition of Basic Infrastructure

For the physical development of the district various infrastructures like road, bridge, culvert, electricity, communication system etc are being developed. A total 2034.8 km of road is constructed. In terms of quality,



there are many rooms of improvement in some roads there are no canals. Road transportation has been extended to all VDCs of the district. there are mainly four types of roads such as RCC, Black Top, Gravel and Muddy . Population and Urbanization are growing simultaneously. The number of municipalities has reached to 6 except Tikapur Municipalities, it has not been able to manage urbanization and planning,

**Table 4.3**  
**Total Road Network In District**

Road type	Unit	Blacktopped	Gravel	EarthenTotal	Total
Strategic Road	Km.	171.35	74.25	64	309.6
Urban road	Km.	835	-	-	835
Rural Road	Km.	34.7	511.14	344.31	890.15
Total		1041.1	585.39	408.31	2034.8

Various means of communication are active in the district. among them print media, FM, TV, Internet, Postal Service, Courier services are main medium of communication. Nepal Telecom has been providing landline telephone and mobile phone service and other companies like NCELL, UTL, Smart Tele Mobile service.

Majority of population (89.91 percent) use firewood as fuel and about seven percent use LPG gas. Other household families use Bio-gas, homemade dung fuel, electricity and other alternative energy.

Electricity has been installed to almost all VDCs and Municipalities. From the perspective of communication system, there has been growth in quantity however need to pay attention on qualitative growth.

**Table 4.4****Basic Index of Electricity Facility**

Particulars	Quantity (Upto FY)		
	Unit	2065/066	2070/071
Central gridline electricity facility expanded vdc/municipality	Number	31	37
Electricity facility available population	%	129318	229890
Annual electricity consumption for industrial purpose	UnCentral gridline it	8196758	10240690
Annual electricity consumption for agriculture purpose	Unit	226111	266038
Annual electricity consumption for household purpose	Unit	14309680	23438716
Annual electricity lickage	%	23.95	17.06
Electricity facility availability	HH	21553	38315
Average weekly loadshedding time	Hr	22	35
Electricity production	Mw	0	0

*Source: Nepal Electricity Cooperation, Atariya, Kailali*

In the process of development of residential area and urbanization, quantity and quality of market is increased. District Transport Master plan has identified 41 market centers under the internal directive and these centers are categorized into A,B, C and D.

According to the department of industry's statistics, there are total 29 industries within that 1 is large scale, 11 medium scale and 17 small industries in the district. For all these 29 industries 28 billion have been invested and a total of 2859 people are employed.

Government and private institutes have been providing hospital, nursing home, primary health care centre, health office, sub-health office, outreach clinic and women Health committee Volunteers to deliver health service

**Table 4.5**  
**Health Service Structure**

S.N.	Health Institution Name	Number	Number of Bed	No of Doctor	Others Health Worker Staff Nurse H.A, ANM.,AH., Lab Technician
1	Seti Zonal Hospital	1	125	13	11
2	Tikapur Hospital	1	15	3	12
3	Lal Ratna Hospital, Lamki	1	15	1	10
4	Padma Hospital Attariya	1	50	5	50
5	Navajeevan Hospital Attariya	1	50	4	10
6	Aayurved Hospital	3	-	1	-
7	Ghodaghodi Hospital Shukhad	1	15	1	10
8	Geta eye hospital, Geta	1			
9	Nursing Home Service Attariya	1			
10	Primary Health Center	4	12	1	10
11	Health Post	20	-	-	5
12	Sub Health Post	17	-	-	3
13	PHC/ORC	251	-	-	-
14	FCHV	1256	-	-	-
15	VCT Center	4	-	-	-
16	ART center	2	-	-	-

*Source: District Health Report, 2014 (2070/71 BS); District Health Area Strategy and Periodical Plan 2013 – 2015 (2069/70 – 2071/72), Kailali*

Above table shows data about Health facilities available in the district. In fact, existing human resources are not sufficient to meet daily requirement to treat the number of patients. Still government is committed to provide quality service and extend the number of hospitals and health workers in the region.

Formal education is provided through primary, lower Secondary, Secondary and higher secondary schools. Among total schools in the district, 68 percent are community schools and others are private.

**Table 4.6**  
**Basic Education Index**

Indicators	2014/2015
Average literacy rate	66.32
Female literacy	57.05
Male literacy	75.16
Number of non-formal educational classes	980
Beneficiary of information education	210000
Teacher-students ratio (Primary Level)	43.97
Teacher-students ratio (Lower Secondary Level)	88.18
Teacher-students ratio (Secondary Level)	63.84
Orientation to SMC members	1665
Orientation to Village Education Committee members	32
No. of alternative schools	0
No. of Primary school	247
No. of Lower Secondary school	155
No. of Secondary school	152
No. of Higher Secondary school	42
Number of trained teachers (Primary)	99.67
Number of trained teachers (Lower Secondary)	97.92
Number of trained teachers (Secondary)	98.91
Net Enrolment Rate (Primary)	94.21
Girls	95.17
Boys	93.15
Net Enrolment Rate (Lower Secondary)	73.19
Girls	73.21
Boys	73.72
Net Enrolment Rate (Secondary)	55.17
Girls	54.21

Source: Education Bulletin, District Education Office, Kailali, 2015

#### **4.4 Tourism Marketing and Promotional Strategies in the Study Area**

##### **Tourism strategies and promotion in Nepal**

Nepal's tourism industry has the potential to bring high foreign exchange returns for relatively low capital investment, whilst also being an appealing private sector enterprise accessible to the poor. However, at

present, the quality of Nepal's physical destination facilities and service delivery do not meet expectations of higher paying international visitors who consequently opt to travel elsewhere.

Additionally, the 2015 earthquake is deferring interest due to safety concerns and the few visitors that do travel to Nepal are able to push rates down creating an unsustainable shift towards a low value model. Yet, considering the market demand for active mountain destinations; the number of visitors pre-earthquake 2015; and the potential to tap into the high-growth Asian markets; it is possible to improve tourism arrivals and to increase spending on improved destination facilities within five to ten years. To achieve this vision in support of long-term, sustainable tourism in Nepal, effective tourism marketing and promotional strategies are necessary.

Tourism industry of Nepal is gradually in developing stage, many of the avenues are yet to be explored and highlighted.. As the political status of Nepal is stabilizes various ways and means to promote tourism prospects has been initiated in domestic and international level same has been highlighted.

### **National level Strategies and promotion**

- Nepal has already initiated the tourism promotion program internationally. Focused events such as Visit Nepal Year, Nepal Tourism Year, and Visit Lumbini Year are the remarkable international tourism campaigns of Nepal. Besides the campaign, Nepal already has started to invite and participate in bilateral tourism campaign. Nepal has organized eighteen SAARC level conferences in Kathmandu on 26-27 November 2014 in which SAARC leaders have expressed their common interest to make

South Asia attractive and common tourist destination in sustainable manner. Similarly, SAARC action plan on tourism (2006) also has been re-addressed and re-committed to carry forward with appropriate public private collaboration. Nepal is also known as the gem among the SAARC countries (SAARC 2009). Similarly training, promotion program and seminar conducted by tourism development organizations in Finland, Kenya and Fiji has seen attendance from the executives of Nepal. Primary market for the Nepal's tourism is China, India, United states, united Kingdom, Japan, similarly Germany, France, Spain, Italy are known as secondary market and Malaysia, Thailand, East Europe, Singapore, Middle East is known as the emerging market (culture 2007)

- Nepal Tourism Board (NTB) announced “Travel Year” to promote the internal tourism as the country's tourism industry has been struggling to recover from last year's earthquake and subsequent blockade in the country southern border points. The campaign was announced based on Nepal calendar year 2073BS (Bikram Sambat) that begins on April 13.
- The Embassy of Nepal in China held a promotional event for tourism in the Chinese capital Beijing on Monday. About 80 Nepalese hotels came to Beijing in a bid to promote the tourism business in China. More than 120,000 Chinese traveled to Nepal in 2014, accounting for 15.7% of inbound tourism in Nepal. Nepal announced a “gratis tourist visa,” or exemption of visa fees, for Chinese tourists, starting from January 1 2016 in order to expand its Chinese tourism market, (Source royalmt.com.np)

- The ministry of Culture, Tourism and Civil Aviation (MoCTCA) has plans to increase the number of international airlines serving Nepal to 40. Presently 29 international airlines are operating 284 scheduled flights weekly between Kathmandu and 22 cities in Asia and Europe. The plan envisages signing air service agreements (ASA) with three more countries.
- Tourists are welcomed at all tourist entry point and airports by organizing various cultural events and rallies.
- MoCTCA is supporting the infrastructure development of trekking route- “Guerrilla Trek” that starts from Myagdi and passes through Rukum and Rolpa. The idea behind the promotion of the trek is to rebuild the economy by promoting ‘war tourism’ in the areas devastated by the 1996-2006 ‘Peoples War’.
- NTB and private sector representatives participated in the Expo Adventure Travel Expo held in Melbourne, Australia. During the expo NTB bagged the first prize in the category of Best Exhibit for artistically designing Nepal stand and effectively exhibiting as a preferred holiday adventure destination. It also highlighted the Great Himalayan Trail(GHT) at the expo.
- In February 2016, Samarth launched a nationwide advertising campaign called MyGHT. The objective of the campaign was to grow the brand recognition in Nepal and around the world. It aimed at creating awareness of the diversity of the GHT and the experience it offers to travelers all across the world. It was designed to influence travelers in the initial phase of the programme’s objective to make GHT a recognizable and highly diverse product. The ad campaign highlights travelers and

adventurers with both national and international profiles – all of whom have experiences and stories to share from along the GHT showcasing the diversity of memorable experiences available along the GHT. The campaign promoted the GHT as a personal experience and acted as an invitation for travelers to visit Nepal and have their own GHT moment. The first phase of the campaign focused on the domestic market with ads featured in national daily newspapers. Phase two focused on international markets.

- The 7.8 magnitude earthquake that struck Nepal on 25th April, 2015 shook the positive image of Nepal as a tourism destination. Image is a critical factor in the success of any destination NTB sought to support the rebuilding of the image through three key activities described below utilizing the Great Himalaya Trails brand. Specifically the communication activities sought to inspire people to come to Nepal, not out of sympathy, but because Nepal remains an outstanding tourism destination, and merits a visit.

#### **Local level tourism marketing and strategies (Kailali)**

- In 2012 the Tourism Development Society (TDS) was founded as a non-profit organization by three entrepreneurs from Dhangadhi, Nepal, with the vision to develop the Far West as a globally recognized destination for responsible tourism.
- In 2010, representatives of the Dhangadhi Chamber of Commerce were awarded a prize for the “Best New Tourism Product” for their stall on Far Western Nepal at the Calcutta Tourism and Trade Fair in India. Encouraged by this success, three local business people from Dhangadhi – Krishna Bahadur Mahara, Sanjay Kumar



Chaudhary and Pramod Pathak – decided to establish a destination management organisation to attract tourists to the region.

- With the slogan "Tourism, Culture, Industry and Trade: Basis for Development of the Far-West", a weeklong Kailali festival (Sudarpaschim Mohstav) is held every year. The festival main objective of the festival includes making the Kailali district self-reliant in terms of development by promoting trade, tourism and business in the district. It also aims to increase the participation of local businessmen in trade, commerce and industry. The festival is being organized jointly by the Ministry of Commerce, Industry and Supplies, the Export Promotion Centre, and Department of Cottage and Small Industries, the Federation of Nepalese Chambers of Commerce and Industry and the Kailali Chamber of Commerce.
- In 2013, the TDS and the Inclusive Development of the Economy (INCLUDE) Programme entered into a partnership to build local capacities for tourism entrepreneurs in the Far West. INCLUDE provides advisory services to strengthen the organization, to improve tourism services as well as to develop and promote different tourism products.
- In cooperation with the Chambers of Commerce supports the establishment of Tourism Action Groups (TAG). These comprise of over 200 members from the local community and are a nucleus for cluster driven tourism development. They are an open forum for existing and potential new providers of tourism products. Their objective is to identify potential tourist attractions in their community and eliminate gaps in the service range, to widen the network, to set up communication structures in order to receive

reservations, to develop tourism strategies for their district and to lobby for the improvement of tourism infrastructure with local authorities.

TDS has identified three target groups for boosting the tourism sector in the Far West International tourists interested in remote mountain trekking, adventure and wild life; Indian tourists who can easily reach the region from Delhi and Lucknow and look for luxurious jungle safaris, pilgrimage sites and alternatives to the crowded hill station of Rishikesh and Manali in India; Domestic tourists traveling to religious sites and national parks.

- Federation of Nepalese Chamber of Commerce and Industries (FNCCI) is planning to invest to build tourism infrastructure in far west destinations like the Jhakhor Tal.
- FNCCI has established the slogan the ‘Destination Far West’ aiming to inform the world despite the potentiality, the region has remained out of sight of visitors.

Essential in achieving the objective, is the successful implementation of an appropriate marketing strategy that creates higher-value market linkages through innovative promotion and communication approach.

## **CHAPTER V**

### **MAJOR ATTRACTIONS IN KAILALI DISTRICT**

Tourism is the largest industry in Nepal and is growing steadily. Nepal's natural beauty, cultural and religious heritage and its Himalayan ranges attract tourists from all continents. Although political instability and social and ethnic conflicts negatively impacted the overall economic development in the last decade, in the recent years Nepal has seen an increase in foreign visitors, bringing a stream of revenue to the country.

Nepal has three ecological zones and is organized in five development regions, amongst which is Far West Nepal. Far west is one of the newest tourist destinations in the country. This region is almost untouched and hosts some of the most amazing attractions ranging from flatland, forests and national parks blessed with rare wild life, highland seas, mountain views, unexplored ranges of the Himalayas and its wonderful and always welcoming inhabitants.

However, despite offering this ecological and ethnic diversity, the region has not yet fully tapped its tourism potential. Especially the lack of adequate infrastructure and availing poor quality services keep the Far West relatively inaccessible and thus rarely visited by tourists. In addition, tourist operators and even tourism development bodies in Kathmandu ignore the Far West as tourism destination, making it hard for those who are eager to visit the region to find relevant information on its national parks, pilgrimage site, trekking trails and accommodation.

## **Jokhar Lake**

Located on the eastern outskirts of Dhangadhi, Jokhar is a wetland often frequented by people seeking relaxation away from the hustle and bustle of the city. It has diverse species of flora and fauna even in such a close proximity of the urban sprawl. People can enjoy boating here or trek around the adjoining jungle famous for its nursery with traditional ayurvedic herbs.

## **Aircraft Museum**

The country's first aircraft museum is setup at Hasanpur, Dhangadhi. The museum housed inside an old aircraft of non-operational Cosmic Air, has on display 200 down-sized models of aircraft ranging from the first plane flown by the Wright Brothers to the ultra modern aircrafts of today. Nepal's first aircraft is a first of its kind in the entire world. It is the world's miniature aircraft in a jet aircraft. The fact the museum is housed in an airplane sets it apart from others. We can examine the interior and exterior of a jet aircraft and receive detailed information on the workings of an aircraft. Besides, there is a photo gallery inside the aircraft, photos of 30 famous tourist destinations across the world, including items of historic and archeological importance collected from the Far-western region of Nepal. This museum inspires students to take an interest in aviation besides disseminating information about various types of planes. The museum can be developed into a research centre for those interested in learning about different types of aircraft built in the world since 1903.

## **Mohana Bird Watch**

Approximately 1.7 km west of Dhangadhi city lies the Mohana river Corridor, a habitat of 111 species of birds (resident and migratory) five

protected species of reptiles and amphibians (golden monitor lizard, Burmese rock python, Bengal monitor, elongated tortoise and Indian flaps hell turtle), and 12 species of mammals.

### **Ghodaghodi Lake**

A wetland situated on the side of western highway in Kailali near Sukhad town, is one of the biggest of its kind in the Far-Western region of Nepal. Its ecosystem has made the marsh a natural habitat of various species of mammals and birds. It has 23 species of flora. Gradually this natural area is emerging as a site of attraction.

### **Kailali Dolphin Zone**

An indigenous species of Gangetic dolphins found in the big rivers in Kailali district. Dolphins are found in Kanda, Patharaiya, Kandra and Mohana rivers. Bardawaghat to Himmatpur area is the major habitat for dolphins. The numbers of dolphins are seen in hundreds of number in the four major rivers that flow through the district. Dolphins can be seen in the rivers in the rainy season when the water surface in the rivers increases. Many tourists come every year to see dolphins in these rivers. This place is located in Narayanpur VDC of the kailali district is called Dhunganatole. It can be reached from Tikapur in half an hour by car.

### **Banana Restaurant**

This restaurant is located in Tikapur next to the one of the largest and beautiful park of Nepal. This restaurant is an answer to agricultural tourism in the Far west and in the country. The motto here is to use everything from a banana tree. Such as banana chips, banana pickle, banana wine, banana juice and so on.

### **Bhada Home Stay**

Bhada home stay based in Urma VDC-8, Kailali, this home stay is easily accessible from Dhangadhi Municipality and from Mahendra Highway also., people from different part of Nepal and world visit here. Mostly this home stay is famous for the Tharu tradition; visitors can have warm welcome with Tharu Tradition and can enjoy Tharu foods and dance. Visitors can also experience the village day to day life with pleasant neat, clean and green environment.

### **Deuda Dance**

Nepal has a folk music repertoire to be really proud of. Deuda is one that belongs to the Far western region of Nepal. In today's age, many may not be aware about Deuda, while some have a slight idea about this music. Deuda is limited to the area where it is originated though people are aware about this music. Deuda is a song as well as culture. And it expresses one's emotions that include sorrow, happiness, love and tragedy. This music usually resounds in the festivals, fair and celebrations. It is the conversation sung between females and males, or males against males or between females.

### **Dewariya Botanical Garden**

Dewariya Botanical Garden was established under the Ministry of forest and soil conservation in 2055 BS and now functions as field unit of district plant resources office, Kailali. It is located in the northeast of Dhangadhi Municipality (Ward no 7), at the distance of about 5Km from the center of Dhangadhi Bazaar and is linked to the main market by pitch road. DBG covers more than 100 hectares with varying ecological condition and ecosystem. Botanical garden has about 108 ha of natural

forest , represent ting sal forest mixed sal-saj( Shorea robusta-terminator). Forest riverside Khair, Jamun(Acaciacate Chuengchia, jam bolina) forrest and grassland . this part of the natural in northeast of the garden is conserved from main forest products like temper fuel wood and fodder.

### **Chisapani**

Chisapani is located in the west bank of Karnali rive, which is around the middle (90 km) of district headquarters of Banke and kailali 90 km east of Dhangadhi and 90 Km west of Nepalgunj on the East-west highway. Because of cold water and delicious fish dishes, people prefer to visit this place. Rafting and boating sports have been introduced in the Karnali River and thus a excellent tourist destination in the district. Moreover, Jalpa Devi Temple of Dhulikot Danda located at the western side of Chisapani market has an annual fair during Dashain which allures domestic tourists

### **Pilgrimage**

Far West Nepal contains many predominantly Hindu sites and temples visited by the devout followers. Each temple is attached to a legend or a belief that glorifies the miraculous powers of its deity. Moreover, Far-west Nepal has many r ancient small and big temples of Hindu gods and goddess. The temple of Beheda baba, Ramjanki temple, Nainadevi Temple, Bandevi temple, Tripura Sundari temple, Baudha Gumba, Ghodagodi temple etc are most visited by the thousands of devotees every year.

### **Tharu Village Experience**

The tharu people live in the Terai, next to northern India. The land is forested and fertile. The Tharu people are divided into several subgroups.

The Rana Tharu people live in the southwestern corner of Nepal. Ethnically, their background is Rajput. Legend has it that after the Mughals invaded India in the 16<sup>th</sup> century, a Mughal's king wanted to marry one of their women. The women and children fled east and settled in this forested region while men stayed behind to fight the Mughals. When the women heard that all their men had been killed, they married the slaves who had attended them on their travels and settled permanently in their new home. Over the next four centuries, their own unique culture and language emerged. In the Tharu village Tours one has the opportunity to experience Nepalese rural life, enjoying wonderful flat land landscapes. There is a range of activities that are both informative and enjoyable. Exploring the surrounding village on foot or by bullock cart is one of the best ways to experience rural life in Nepal and absorb the simplicity of farming community. Visitors can enjoy the rhythms of the madal (musical instrument), watch the unique ethnic dances or even join the dancers.

### **Tikapur Park**

Tikapur Park is one of the most beautiful and biggest parks and is situated at Tikapur Municipality of Kailali district. This park was built during the reign of Mahendra Bir Bikram Shah Dev, when the king's health condition became worse and the doctor advised to take rest, so this park was built. This park is also known as 'rest park' and 'healing park' also. Everyday many tourists come here for the purpose of entertainment, picnic, rest and recreations. Besides, a very mass of people from in and outside of the country come to visit this place for their soul peace and satisfaction with its pleasant and cool environment.



# **CHAPTER VI**

## **PROSPECTS AND PROBLEMS OF TOURISM IN KAILALI DISTRICT**

### **6.1 Prospects of Tourism in Kailali District**

FWDR has huge possibilities in the tourism sector. FWDR is famous for its natural beauty: national parks rich in flora and fauna, exceptional trekking routes, wonderful lakes and welcoming people. FWDR is rich in its cultural and religious diversity as well. Possessing eight of the highest mountains above 7000 m in the region, FWDR is a tremendously attractive location for mountaineers, rock climbers and adventure seekers. Apart from being an attractive destination for adventure, FWDR pleasant climate and ever welcoming nature of Nepalese show there is a tremendous prospect of tourism ahead in Nepal.

Kailali commands immense possibilities of developing tourism industry. The basic requirements for its development are geographic attraction. In Addition to natural beauties, Kailai has also a host of cultural and religious implication for attracting tourists. The fundamental bases for developing this industry in Kailai are outlined below.

#### **Cultural/Festival**

The ethnic and cultural diversity of Kailali is unparalleled considering its size in Nepal. There are 15 ethnic groups who speak 12 different languages and follow more than 4 different religions in the tiny part of this region. Kailali shows unity in diversity. There are several cultural beliefs and customs of the region. one of the interesting ways of understanding the beauty and richness of Kailai culture is through its

festivals. Participating in the local festivities gives visitors an insight into the life of the local people and makes their stay in Kailai more colorful. Hence, in preserving the large number of cultures and festivals Kailai can promote the future prospect of tourism in the FWDR.

### **Pilgrimage/Spiritual**

Another lucrative area of promoting Nepalese tourism lies in exploring pilgrimage destinations scattered throughout the region. Kailai has numerous ancient pilgrimage sites. Many of famous temples are located in other parts of the region as well. Some well-known pilgrimage sites are: Godawari Temple, Naina devi temple, Ramjanaki temple and Bhedababa temple and so on. Moreover, there is high potentiality of developing spirituality tourism as the Kailali have always been considered the seat of spirituality since few years.

### **Village Tourism**

Village Tourism is such a concept that provides the best way to explore the villages of Nepal. Nepal is a country of villages. Traveling in the villages of Kailali, a traveler can see the way of life which has not changed even at the advent of modern science and technology. Promoting the concept like Homestay in Kailai can transform the economic prosperity of the country. It is in the sense that visitors within this concept spend a few days living with the local people where they will be treated as honored family guests. In doing so, the travelers spend a considerable amount of money in the local area. Besides this, travelers are pretty much interested to look the simplicity, to taste the local food, and to witness local cultural practices. Hence, as a country of numerous villages, there lies the huge potentiality of tourism if village tourism is emphasized properly in Kailali.

## **Sport Tourism**

Sport Tourism is a thriving avenue in which Nepal can seek tremendous potentialities in the field of tourism. Kailai offers some of the finest golf courses in FWDR with magnificent views of the mountains. Likewise, Kailali is also a suitable destination for rock climbing and mountain biking as the outdoor adventurous sports. For the most, Kailai boasts some of the best whitewaters in the world. The river rafting sport in addition to adventure helps to explore the magnificent vistas of traditional houses on hillsides, terraced paddy fields, deep and flat plains of the river side of Kailali. Therefore, sport tourism carries remarkable probability in the field of tourism in Kailai

## **Hospitality Tourism**

The hospitality sector is important bedrock of promoting Kailai in the national and international arena. Despite Nepal's hotel industry is providing world class hospitality to visitors it is not the end of the story. Kailai's remote villagers are well recognized because of their innocent, friendly, hospitable and ever welcoming behaviors. Understanding the etiquette of the traditional hospitality of rural parts of Kailai and receiving them magnificently lure the attention of visitors in Kailali So, exploring those hospitable and friendly behaviors of Nepalese in the remote parts of Kailali can drag the huge crowds of visitors in those regions of Nepal and thereby change the direction of FWDR tourism.

Tourism as an emerging global phenomenon enhances the world travelers to explore the wonders of the world. Kailai is also being an integral part of a global system of tourism cannot escape benefiting from this emerging field. Kailai has enormous tourism prospects. If many unexplored regions of Kailai are identified along with popular tourist

destinations in Kailali district can make remarkable progress in the field of tourism.

### **Adventure Tourism**

Nepal's longest and largest river, the Karnali rises in the southern slopes of the Himalayas in Tibet, in the glaciers of Mapchachungo, at an altitude of about 3962 m above sea level. The river flows south through least explored areas of pristine jungle abundant with wildlife, birdlife and fish. The Karnali Basin hosts some of Nepal's famous national parks: Shey Phoksundo National Park, Rara National Park, Dhorpatan Hunting Reserve, and Bardia National Park. The Karnali River with its graceful class III to awe-inspiring class V rapids, offers a classic expedition with its big volume whitewater combined with short trekking, fishing and jungle safari activities in a remote and unexplored Far West Nepal. This river offers adventurous and remote self-support river expedition with extreme white water excitement, combined with a long, peaceful and relaxing float into pristine wilderness – then rafting in Kailali is the right choice. A jungle safari in Bardia National Park or fishing in the Karnali River can easily be added to tourist.

Nepal, a small mountainous country is blessed with natural beauties. It is also rich in unique cultural heritage. High Himalayas, historical and religious places of Nepal are worth visiting. Nepal is supposed to be a suitable destination for nature lovers, trekkers and mountaineers. Fast flowing meandering rivers are quite suitable for rafting. Nepalese people are hospitable to the guests. They consider their guests as god. So, Nepal has lot of prospects of tourism. Tourism plays very significant role for the economic prosperity of Nepal. Tourism creates various work opportunities that help to lessen the increasing unemployment problem of

the country. It is the chief source of earning foreign currency. Since our unique culture, Social life, Natural and historical heritages are the chief attractions for tourists, development of tourism industry inspires us to work for their preservation and promotion.

In this context, Kailali is one of the newest tourist destinations and therefore still almost untouched and unexplored. The main attractions of Kailai are village life, cultural attractions, adventure and trekking can be a potential option for tourism development here. Kailali can serve as a journey position for the tourism exploring and expanding in the region. Tourist experts, see a high voltage of potential of tourism development in this district and region; they believe tourism can be an important industry for the improvement of the living standard of the people and development of this district giving positive impact on the economy of the districts in this region. If developed and promoted properly, Kailali district has a prospect of developing various types of tourism. Some major are village tourism, pilgrimage tourism, nature based tourism, trekking, adventure tourism, boating, rafting, cycling, biking, home stay tourism, agro tourism, floriculture tourism, ethno tourism.

According to Nepal's Ministry of Tourism, major tourist activities include wilderness and adventure activities such as rock climbing and mountain climbing, trekking, bird watching, flights, paragliding and hot air ballooning over the mountains, exploring the waterways by raft, kayak or canoe, mountain biking and jungle safaris can be great prospects in this region.

Over last few years it is noticed that there has been change in the perceptiveness of the people in tourism. Many new destinations are explored and managed for tourism development. Such new destinations

are Dolphin Zone, Karnali Rafting area, and Aircraft Museum etc have increased the number of domestic tourist. Moreover, establishment of Tourism Development Society has promoted new touristic products in collaboration with the local communities.

Jokar Lake, Ghodaghodi Lake, Godavari, Chisapani, Tikapur Park, Aircraft Museum, Ninadevi Temple, Deuda Dance, Far Western Fair, Kailali Dolphin Zone, Thaaruvillage etc are very important from religious, cultural and tourism point of view. These places have the potential to attract tourist but proper marketing and promotion strategies from both National and domestic level is needed.

## **6.2 Problems of Tourism Development in Kailali District**

Kailali is a very beautiful tourism destination. But there are many problems which affect the tourism development. Unless solved these problems tourism cannot be promoted as we expect. The major problems associated with tourism in the Kailali district are as follows.

- People of this region have not got chance to taste the fruits of modern world. They are in a corner.
- Accommodation is another most effective factor in tourism industry. Accommodation facilities are insufficient and not available in all tourism destinations of Kailali district. Some available lodge and hotel are only in Dhangadhi. Hotel situated in Dhangadhi are presented in table below. Other parts of this district lack these facilities.

**Table 6.1**  
**Situation of Hotel in Dhangadhi**

SN	Name of the Hotel	Proprietor	No of Rooms
1	Hotel Devotee	Krishna Bdr Mahara	41
2	Pokhara Guest House	Dhan Raj Joshi	10
3	Jalsa Hotel	Dinesh Khadka	31
4	Jagdamba Hotel	Maya Prakash Bhatta	36
5	Rubus Hotel	Mahesh shah	30

Source: Field Survey 2016

- Only airport in the district with only two flights from Kathmandu, no regional flights which makes difficulty in the movement of tourists. Bus transportation has been improved than in past but even need some service improvements.
- Insufficient infrastructure development and the facilities like road, electricity, water and sanitation etc.
- Trained guides are required to make the tourists interested to visit new explored tourism destination. The utilization of resources and benefit from them depends on the way they influence the tourists through proper guiding and explanation about unique tourist products. But there is lack of trained guide in Kailali district. Another difficulty for guide is language.
- There should be sufficient bus parks, swimming pool, cultural programmes and other additional facilities which are lacking in Kailali district.
- To attract sizable number of foreigner and Indian tourists, it requires substantial improvement, investment in infrastructure facilities and services. Considering the limited tourist arrivals in

the study area, it may not be feasible for private entrepreneurs to invest in infrastructure development.

- Lack of promotion of the tourism products in local, regional and international level.
- The most of people in the district are illiterate in the villages and lacks the awareness of contribution of tourism for the development of their own village.
- Tourist needs banking facilities at tourist areas. Therefore, bank must be established near tourist destinations. Money exchange facility should be available for tourists. But these facilities could not be managed in Kailali district.
- Neglected by the center for years, the far western region has witnessed some movements on development front in recent years. But the region is still in a crying need for more attention, resources and initiatives to pull out of the quagmire of poverty and backwardness.
- Lack of proper coordination with trekking agencies, resorts, agencies of neighboring districts that can be attracted to Kailali also. But Kailali could not be activated in this manner. Likewise the inefficient administrative procedure of government in implementing tourism policy is also the serious problem.
- The region continues to be characterized by high level of poverty, low human development, increasing migration, stalled development and high gender disparity.
- Road connectivity in Nepal is inadequate; tourists depend on domestic airlines to fly to various destinations, where once again ticket prices act as a restriction.



- Flash protests and strikes by various political parties is also the one of the problem to deter tourists.
- Absence of proper health facilities has been another major problem. The two main hospitals, Seti Zonal Hospital and Nawajivan Hospital, are overcrowded and have been running without specialist doctors for years.
- The Far West region started seeing development very late compared to other regions.

### **6.3 SWOT Analysis for Tourism in Kailali**

Strength is the asset or skill that provides sustainable competitive advantages such as ability to develop a strong promotional program. Conversely, the absence of an asset or skill can represent a weakness (Aaker, 1995). An opportunity is a trend or event that could lead to significant upward changes if appropriate strategic responses are given. A threat is a trend or event that will result a significant downward departure from current sales and profit patterns in the absence of a strategic responses.

#### **Strengths**

Strength can create opportunity and opportunity can leads toward recognition and prosperity

**Friendly people:** Peoples in Kailali are very friendly and their culture of respecting guest as God can be observed as tourism asset. Kailali have vast cultural diversity and ecological diversity, a tourist who visit Kailali will feel these diversity.

**Climate and diversity:** Another important strength of Kailali can be its climate. District has both hilly and Terai climate as it extended up to

chure hills from the terai. The diversity found here is notable because of its diversity in climate, wetlands, lakes, dense forests, hills, terai.

**Geographical location:** Southern boundary of Kailali is India and China is also not so far, as India and China are the growing economy of the present world, the income of medium level people is increasing there, if tourists are attracted from there it can be a great opportunity for the tourism development in the district. This area has many destinations with religious importance also and the huge population in India follows Hinduism which will be an added advantage if the pilgrimages in the district are promoted.

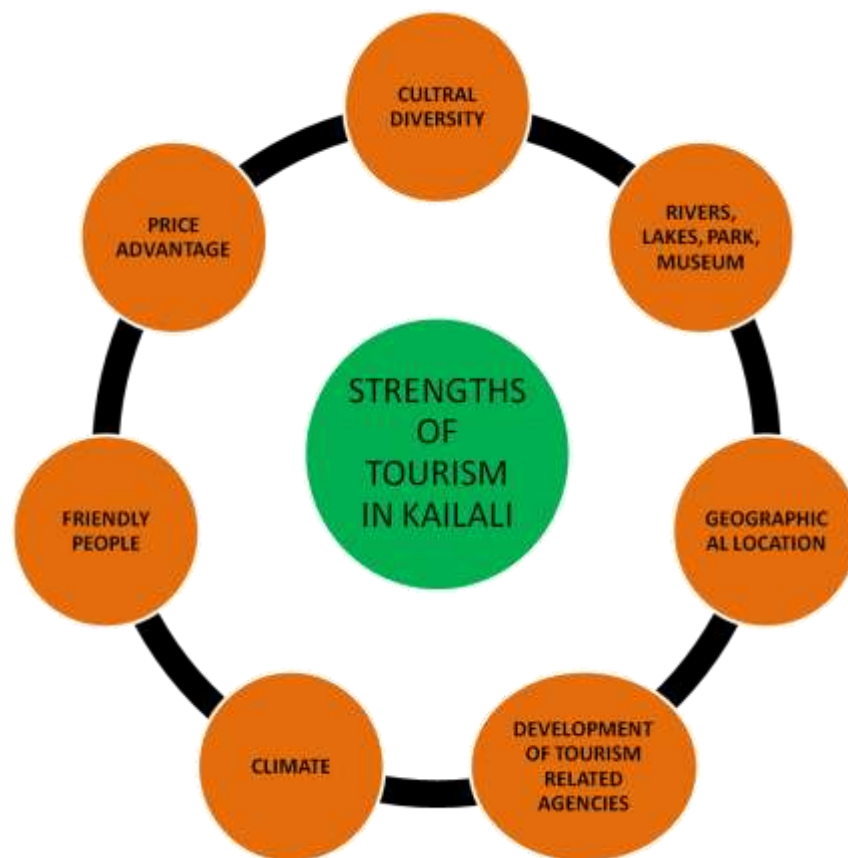
**Cultural attractions:** Kailali has much diversity of people and many different languages are spoken. Due to this diversity, there is practice of different dances, music, paintings, festivals and religious practices.

**Rivers, Lakes, Park and Museum:** The longest river of Nepal-Karnali, has the highest potentiality of generating hydro electricity in Nepal and has possibility of developing rafting, fishing, boating and water related sports. In some of the rivers here we can see dolphins so it can be a means of tourist attraction. Lakes here has importance in different aspects like Lake Ghodaghodi has religious, cultural, ecological and environmental importance, this is one of the famous wetland of Nepal, it has easy access also as Mahendra Highway goes besides it. Lake Behadababa has religious importance; through it pilgrims from different parts of Nepal and India can be attracted. Different beautiful parks have added the beauty of this district, Tikapur Park has its own ecological and environmental importance and is one of the biggest park, King Mahendra and Birendra has used this park for their health improvement and rest. Dewahariya Botanical Garden has its own ecological importance and can

be used as recreational park. Moreover, Aircraft museum the first aircraft museum of its own kind in the region has added more strength in field of tourism.

**Price advantage:** The accommodation and travel is not so expensive in Kailali so tourist visiting Kailali can get an advantage of price also.

**Fig No. 6.1**  
**Strengths of Tourism in Kailali**



Besides, there are many other attractions that support in the development of tourism in Kailali which is furnished in the following points:

- Increasing tourism agencies
- Community based tourism

- Government promotion of sustainable tourism
- Wide array of ecotourism offerings
- Awareness of community level, public private people partnership approach.

### **Opportunities**

- Adding new tourism products like health and wellness tourism, educational tourism, community tourism, sporting vacations, ethnic tourism etc.
- Attracting middle income tourists during off season and from non-traditional markets
- Opportunity of developing city and adventure tourism Kailali district has six municipalities, it has possibility of development of the city tourism by development of shopping tourism, recreation and amusement tourism, and adventure tourism has also a great possibility as district have big rivers, hills and dense forests.
- Strengthen inter sectoral linkages
- Restoring political stability
- New tourism themes, business and conference tourism
- Kailali district is an entry point of region through Mahendra Highway and Dhangadhi Municipality in district is business hub for the region, which can be a good opportunity for the development of tourism.
- Sustainability of nature and cultural heritage through tourism economic development
- Kailali is a district with more rural people. So rural tourism can help in poverty alleviation objective of government and can reduce regional imbalance. TRPAP is implementing program to develop

community-based tourism in different districts of Nepal. The success stories of the program are encouraging.

- Peoples in Kailali have different skills like knitting, ayurvedic medicine preparation, bamboo goods production, different cultural food items, pottery and many more which has great possibility of handicraft promotion.

### **Weaknesses**

Weakness can create threats and threat can lead toward declination and degradation.

- Poor services provided by small restaurants, guest houses and taxis.
- Unable to reap benefits from intra regional tourism.
- Infrastructure limitations in rural region.
- Road network limitations.
- Weak public-private partnerships.
- Less involvement of women in tourism industry.
- Tourism patterns limited to only in a few geographical areas.
- Poor coordination among different agencies.
- Insufficient infrastructures.
- Failure to provide attractive and incentive packages to travelers from India compared to other regional destinations. Lack of package programs to increase average length of stay.
- Limited access to new investments and financing.
- Lack of educated and skilled workforce
- The destinations, religious and cultural assets in Kailali have not been properly advertised in national and international scenario.

- Nation has not given specific importance to the district so the development sector is very poor here and in spite of having great possibility and potential the tourism sector seems crawling here.
- The real threat is traditional culture (dress, songs, musical instruments, way of celebrating festivals) are getting degraded day by day and the deforestation is another big problem, the lakes and ponds are in threat, rivers are getting polluted.

### **Threats**

- Lack of political stability and the status quo bureaucratic structure.
- Political influence in tourism sector.
- Regular bands, road blockades, highway obstruction and landslides.
- Strong competing advisories
- Increasing incidence of theft and violence targeting tourists.
- Pollution
- Threats from the competition especially from close competitors like India and china where the resources constraints like low budget comparing to competitors, slow development of infrastructure also have an important negative role.
- Economic crisis

## **CHAPTER VII**

### **METHODOLOGY OF THE STUDY**

The study employed various methodologies since here is no single methodology being sufficient to this type of research work.

#### **7.1 Research Design**

This study was carried out on the basis of explorative and descriptive research because the study focused to investigate and identify the possibilities and problems of tourism in Kailali district. Both the qualitative and quantities techniques were used depending upon the nature and source of data and information.

#### **7.2 Rationale of Selection of the Area**

Kailali district is situated in Far Western Development Region, Nepal. It is part of tropical Terai and Churiya region having warm climate throughout the year except short winter. The district lies between 28°34'N and 80°34'E and covers an area of 2742 square kilometers with population 142480 (*CBS Nepal, 2012*). The landscape altitude ranges from 179 m to 1957 m above sea level.

Tourism has been recognized priority sector. It is considered as key to strengthening the national economy, improving living standard and reducing poverty as well as helping to preserve cultural traditional and historical monuments (NTB, 2001)

This study covers Kailali district with focusing major destinations of this region. People of Kailali have awareness about the tourism and to promote the industry. They are making infrastructure on tourism industry

to get maximum benefit. Kailali DDC has also being involved to development infrastructure and tourism awareness programs due to gain maximum benefit from tourism industry. But the problem is how to make recognize the possible places of tourism and how to advertise them in national and international level.

### **7.3 Nature and Sources of Data**

**Primary Sources:** Primary data were collected by asking direct question to local community people, hotel owners, local forest users group, tourism experts and tourism entrepreneurs. Primary data of tourist visited in the study area will be collected from daily record book of DDC profile.

**Secondary Sources:** Secondary data were collected from TU central library, annual research report of UNWTO, IUOTO, MoF, MoI, NTB, CBS, Farwestnepal, different websites, books other publications, newspaper and other published and unpublished reports.

### **7.4 Sampling Procedure**

Since all the member of the community is equal beneficiary of the tourism from utilization and conservation point of view every member of the society has equal responsibility as consumer and protector. The sample was taken by using simple random sampling procedure to collect data from general public and also judgmental sampling procedure was used to collect data from key informants. In Dhangadhi total general public 30, in Tikapur is 15, Attariya 10 and Chisapani 10. Sample size has been taken both from general public and tourism entrepreneurs who were directly involved in tourism industry, conservation and protection of the tourist area. The following table shows the sample taken from the study area.



**Table No 7.1**  
**Sample taken in different Areas**

<b>Area</b>	<b>General Public</b>	<b>Tourism Entrepreneur</b>	<b>Total</b>	<b>Percentage %</b>
Dhangadhi	30	15	45	46
Tikapur	15	10	25	26
Attraiya	10	5	15	15
Chisapani	10	2	12	13
<b>Total</b>	<b>65</b>	<b>32</b>	<b>97</b>	<b>100</b>

Source: Field Study 2016

## **7.5 Methods of Data Collection**

Questionnaire was prepared to collect data from the study area. Two different questionnaires were prepared to collect data from the study area. Questions were asked to the local people and also to the tourism entrepreneurs of Dhangadhi, Tikapur, Attraiya, and also the locally elected representative of Kailali district.

### **7.5.1 Household Survey**

Household survey has been carried out to collect the actual information and data from the study area and also to identify the view of local people about tourism development in Kailali and study area. Questionnaire was used to collect primary data.

### **7.5.2 Key Informants Interview**

- To identify the major problems and prospects of tourism in study area.

- To identify the plan and policy to be taken to develop that area as a tourist destination.

### **7.5.3 Focus Group discussion**

To identify the major potentialities and problems of tourism in study area by local people and respondents or households are the focus group.

## **CHAPTER – VIII**

### **DATA ANALYSIS AND INTERPRETATION**

#### **8.1 Introduction**

In this chapter the collected data is analyzed for fulfillment of the objectives of the study. Information available from the primary as well as secondary source is analyzed and interpreted. Generally, the information on the number of tourist arrivals in Nepal, purpose of visit, means of transportation used by tourists, length of their stay, income pattern, investment pattern, role of the government, promotion level, satisfaction level is analyzed in this chapter. The analysis and interpretation is mainly based on questionnaire collected from tourists, key informants and tourism related agencies.

#### **8.2 Present Information about Tourist in Kailali**

During the survey, 45 tourists who have already visited Kailali were interviewed up the questionnaire through internet on which the following result is based.

#### **8.3 Tourist Visiting by Purposes in Kailali**

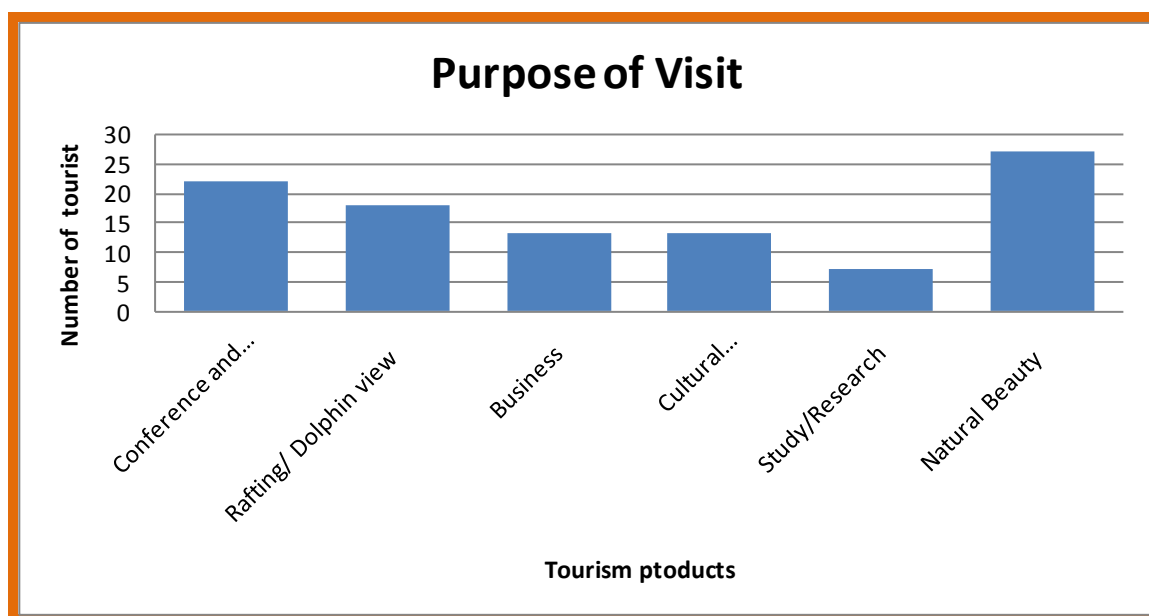
Tourists visit Kailali for different purposes which may be classified into pleasure and relax in natural beauty, sightseeing/boating, rafting, seminars and conference, cultural attraction/home stay, study and research and other purpose etc. For this a set of questions was asked to 45 visitors who have already visited Kailali to identify the purpose of visit.

**Table No. 8.1**  
**Tourist Arrivals by Purposes in Kailali**

<b>Propose of Visit</b>	<b>Number</b>	<b>Percentage</b>
Conference and Seminars	10	22
Rafting/ Dolphin view	8	18
Business	6	13
Cultural attraction and Homestay	6	13
Study and research	3	7
Natural beauty	12	27
<b>Total</b>	<b>45</b>	<b>100</b>

Source: Field Survey, 2016

**Fig No 8.1**  
**Tourist arrival by purpose in Kailali**



From the Table 8. 1 and Figure 8.1 it is clear that most of the tourist visit this district for the natural beauty, then conference and seminars and then comes rafting and cultural attractions and home stay then after tourists visit Kailali for study and research also.

#### 8.4 Tourist Arrivals by Age and Sex Composition in Kailali

Different age and sex group of tourists visited Kailali which is presented below table.

**Table No. 8.2**  
**Tourist Arrivals by Age and Sex Composition**

<b>Age Group</b>	<b>No of respondent</b>	<b>Percentage</b>	<b>Male</b>	<b>Female</b>
0-15 years	7	16	5	2
16-30	10	22	8	2
31-45	14	31	11	3
46-60	11	24	10	1
61 and above	3	7	3	0
Total	45	100	37	8

Source: Field Survey 2016

The table reveals that majority of tourists belongs to 31-45 years has preferred to visit Kailali. This constitutes 31 percent of total. Likewise 46-60 years occupy 24 percent, 16-30 occupy 22 percent, likewise 7percent of visitors are of 61 and above years, and 16 percent are of below 14 years. On the other hand the figure shows that among visitors the number of male is greater than female.

**Figure No. 8.2**  
**Tourist Arrivals by Sex Composition in Kailali**



Source: Field Survey 2016

### **8.5 Means of Transportation used by Visitors/Tourists to reach Kailali**

The various means of transportation like airplane, local buses, cars, bicycle and private vehicles are available for tourist to travel from different part of Nepal to Kailali. Transportation used by the visitors who have visited Kailali is presented in below table.

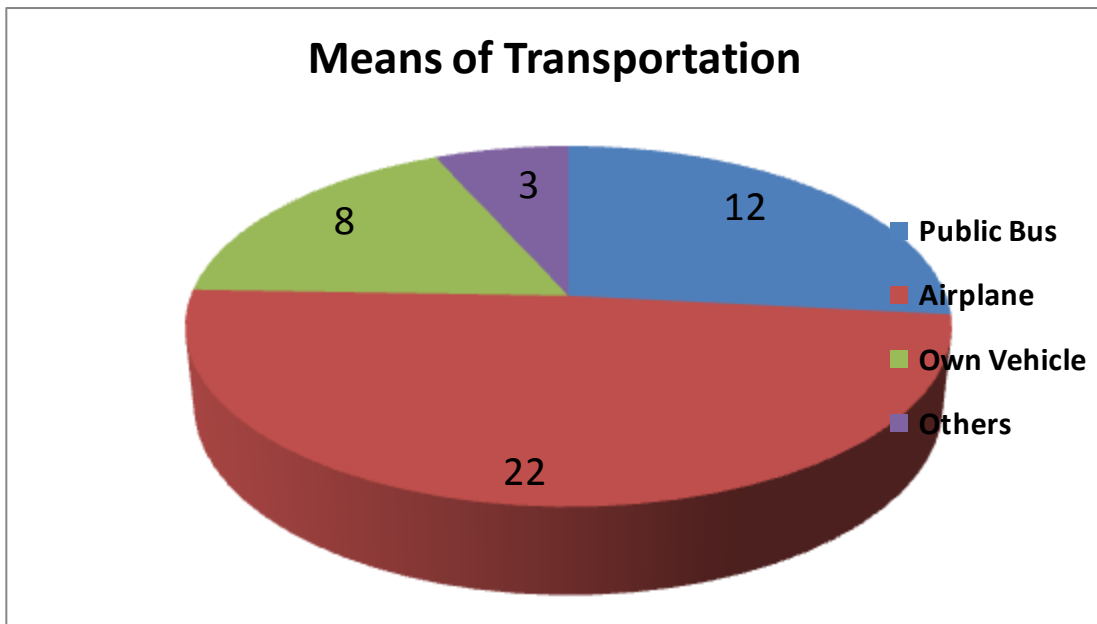
**Table No: 8.3**  
**Means of Transportation Used by Tourists to reach Kailali**

<b>Means of transportation</b>	<b>No of respondent</b>	<b>Percentage</b>
Public Bus	12	27
Airplane	22	49
Own vehicle	8	18
Others	3	6
<b>Total</b>	<b>45</b>	<b>100</b>

Source: Field Survey 2016

**Fig No 8.3**

**Means of Transportation used by tourists to reach Kailali**



Source: Field Survey 2016

**8.6 Length of Tourist Stay in Kailali**

Tourist visits their destination for different purpose and on the basis of that their stay depends.

**Table No: 8.4**

**Length of Tourist Stay in Kailali**

<b>Duration</b>	<b>No of Respondent</b>	<b>Percentage</b>
24 hours	14	31
2 days	18	40
3 days 2 nights	9	20
4 + days	4	9
<b>Total</b>	<b>45</b>	<b>100</b>

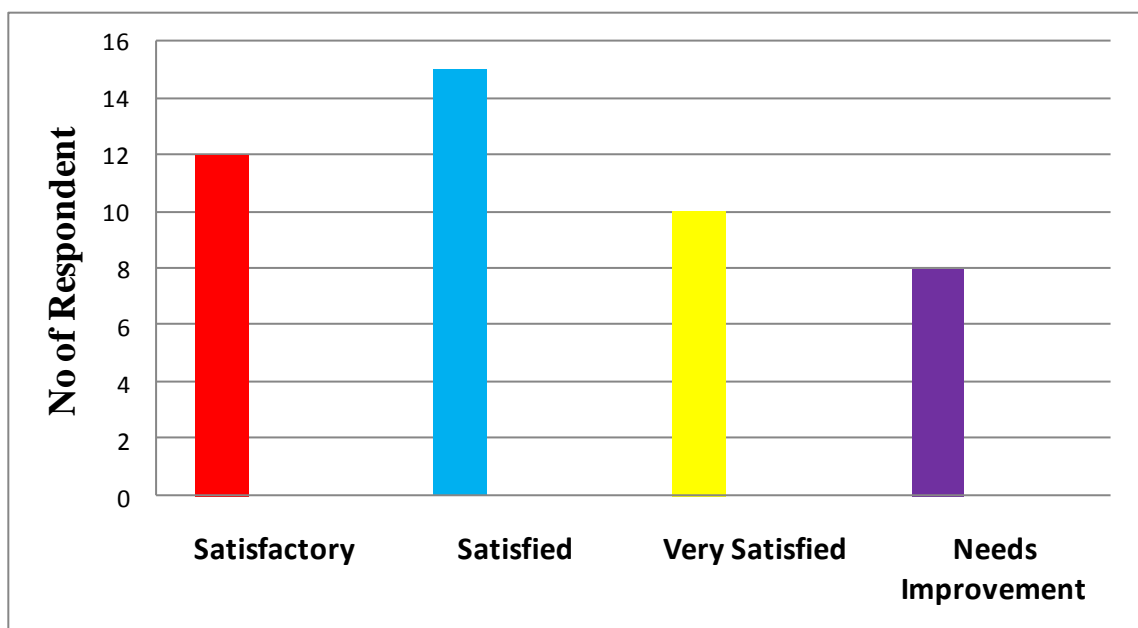
Source: Field Survey 2016

Most of the tourists stays 2 days in Kailali, the table and figure shows it 40 percent, 9 percent likes to stay more than 4 days, 31 percent stays here for 24 hours only, and 20 percent stays here for 3 days and 2 night.

### 8.7 Level of tourist satisfaction in Kailali

Guest’s satisfaction is very important for the host country, the industry depend on the service to the guest and their satisfaction.

**Fig No 8.4**  
**Level of tourist Satisfaction in Kailali**



Source: Field Survey 2015

### 8.8 Level of Infrastructures and Facilities in Kailali

Infrastructure and facilities development, improvement are the key for the tourism industry.



**Table 8.5**

**Infrastructures and Facilities Development in Kailali**

<b>Level</b>	<b>No of respondents</b>	<b>Percentage</b>
Satisfactory	20	44
Not satisfactory	16	36
Constant	9	20

Source: Field Survey 2016

Above tables indicates that most of tourist are satisfied with facilities available in the district particularly in and around Dhangadhi area based on the availability respondents believed it to be satisfactory.

**Fig No. 8.5**

**Views of tourist based on infrastructure and facilities in Kailali**

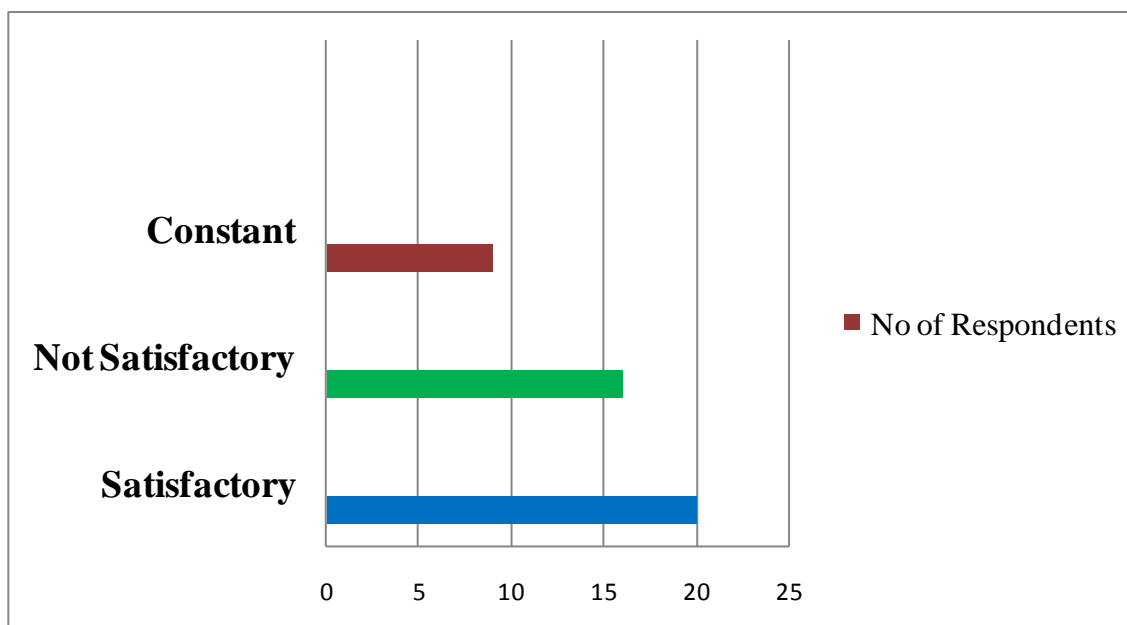


Figure and table shows that 36 percent of the agencies are not satisfied on the work on infrastructure development and the facilities improvement

which is the clear indication that it really needs special consideration and improvement.

## **8.8 Tourism Marketing in Kailali**

There are a number of definitions of tourism marketing. Tourism marketing could be defined as the ‘ ’ systematic and coordinated efforts exerted by the NTOs and the tourist enterprises on international, national and local levels to optimize the satisfaction of tourists, groups and individuals in view of a sustained tourism growth. To satisfy tourists, Kailali has many natural and cultural products. It is a main point of Far western region.

Most of the respondents have positive answer in interview and questionnaire concerning to marketing. But, the tourism marketing is still back to export its products in the tourism. Although current developed facilities are there, management sector is weaker for practical application; mostly marketing is hardly influenced by the lack of awareness, poverty, illiteracy, proper infrastructures.

**Table No. 8.6**  
**Tourism Marketing in Kailali district**

S.N		Acceptance (Yes)	Rejection (No)
1	Tourism marketing plan	80	20
2	Recently developed tourist	90	10
3	Natural resource and other attraction	100	0
4	Does society know about tourism assets?	100	0
5	Does society know that visitors are coming?	100	0
6	Does community evaluate marketing efforts?	100	0
7	Community is viewed positively by LCO	100	0

Source: Field Survey, 2016

### **8.9 Promotion of Tourism Products of Kailali**

To sell any products in current situation, advertisement and promotion play the key role in the business of tourism industry.

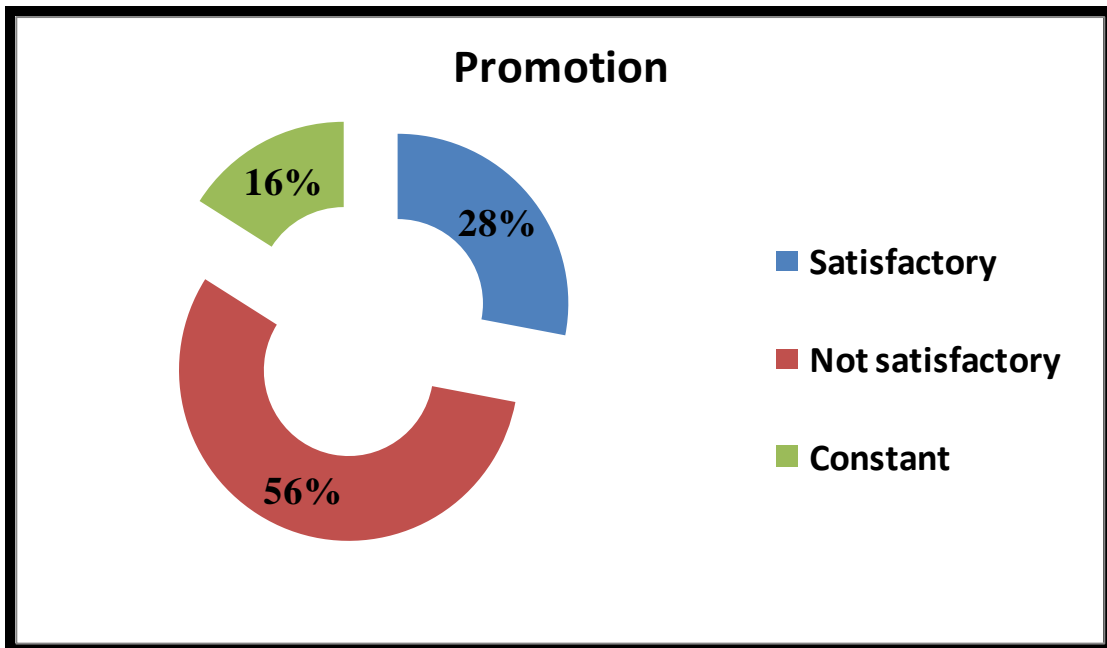
**Table No. 8.7**  
**Promotion of tourism products in Kailali**

Level	No of respondents	Percentage
Satisfactory	13	28
Not satisfactory	25	56
Constant	7	16

Source: Field Survey 2016

**Fig No: 8.6**

**Promotion of tourism products in Kailali**



Source: Field survey 2016

## **CHAPTER IX**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **9.1 Summary**

The contribution of foreign tourism sector in the national development of Nepal has been quite significant. However Nepalese tourism sector has not been developed as expected. In the scenario of low productive in agriculture sector, the condition of having no abundant resources for industrial development, tourism can be a high productive sector to compensate the unemployment and disguised unemployment prevailing in the country. Nepal as a whole can be a means for development in rural areas already rich in natural and cultural resources. It has comparative advantages than other industries such as, it has low opportunity cost. It takes low gestation period to give returns it can involve the lower start of the people of all ecological zone, involves women and ethnic groups and bears direct relation to all dimension of life like, culture environment, nature, behavior of people. Tourism also has a very significant contribution to GDP, foreign exchange earnings, government revenue, employment and its indirect and induced effect. In this basis tourism can be a leading sector and socio-economic force in the economy of Nepal.

Far Western Region of Nepal being far from the capital of the country is not getting attention from the very past, have a lot of possibility for the tourism development because of its national park, conservation area, wildlife reserve and ecological, environmental, cultural, religious, social, ethnic diversity which are the rich source for the tourism development. Tourist can be attracted here for sightseeing, trekking, wetlands

exploring, village life exploring, home stay, agro tourism, healing tourism, market tourism, adventure tourism etc.

The objectives of the study are to highlight the natural sceneries of Kailali district and to analyse the potentialities of adventure tourism of the respective area, to show the potentialities of agro based tourism and to highlight the potentialities of religious tourism. To meet the mentioned objectives various methodologies were used in the report. Primary and secondary both type of information were used but due attention is given to primary information. To obtain primary data, various tools (such as interview, questionnaire, sampling group discussion and observation) were adopted. For secondary information, various published and unpublished materials were also consulted.

The study shows that 64.11 percent of sampled population is not interested in tourism industry. In short, it can be concluded that there are numbers of problems, challenges and constraints in tourism development in the Kailali district. Low level of infrastructure development, lack of awareness, entrepreneurship and investment and lack of marketing to the previous tourism products are existing as challenges for tourism development in Kailali. Nevertheless, all these problems and challenges can be overcome with concrete efforts of public private partnership. If tourism destinations of Kailali district are linked with famous tourism destination other places in Nepal, tourism development of tourism will be success. There are various types of tourism models which could build up in this district like commodity based tourism, Home Stay Tourism, Farm tourism, Cultural Tourism; Religious Tourism etc. there are great potentialities of trekking, Rock-climbing, Rafting and other Adventure tourism in this district.

## 9.2 Conclusion

There is a huge growth prospect of tourism sector development in Far West part of Nepal. Nature product motivates to visit and experience certain things in destination for the visitors. Far western part is also known for its natural beauty; it is not only limited on its natural beauty but also rich in cultural and religious diversity as well. Far west is one of the best attraction places to those who are mountaineers, rock climbers and adventure seekers. Far west is an attraction destination in Nepal not only for adventure tourist, but also its pleasant climate and hospitable people. Having the unique topography equipped with every prospect of natural sceneries, mountains, herbs, heritage, and cultural differences etc. tourism prospects of Far West seems very sound. But being the politically unstable country, extend of the tourism of Far west has not exploited till date however various remarkable initiation has already been started from state and local level. If adequate infrastructure can be developed, no doubt Far West will have the possibility to hike the tourism as one of the best.

Kailali a district with plain Terai and Chure hills have huge potential of tourism development because of its diversity, lakes, ponds, rivers, greenery, pastures, and breathtaking views, and cultural attractions, historical and religious sites. Kailali have potential for adventure tourism, market tourism, healing tourism, trekking, sightseeing, home stay, cultural tourism, religious tourism, agro tourism etc. Infrastructures and facilities development should be given high priority for the central and local level.

If Kailali became able to route the major tourist flow from land there will be lot of prospects to increase cross businesses. The accommodation

trend will increase along with number of tourism related service providers contributing further in increasing employment rate of Kailali. Similarly, eastern, western and mid-western region are focused for hygienic living standard, rest two regions are far from such arrangement but these two regions also hold the significant prospect of tourism development. Therefore, government should focus on integrated development on far western part of Nepal. Major chunk of foreign tourist movement is shared by Indian and Chinese. Only tourism promotion to the rest part will definitely support to bust the footfall in Nepal.

### **9.3 Recommendations**

After analyzing the facts and figures obtained from the field survey, some important finding and conclusion are made those findings and conclusions reflect some issues that are to judged and considered. On the basis of the conclusion and findings, the following recommendations are made to enrich the tourism in Kailali district.

- Earthen and gravel road network to be converted into blacktopped to facilitate the convenient and luxurious travel.
- Additional trekking trail to be explored and promoted to attract the trekkers.
- Conduct mass awareness programs to create conducive environment for tourism development.
- Seasoned airport network to be converted into all weathered airport for the dependable air transport.
- Neglected zone to be highlighted to exploit the prospects to the area. National and international level campaign to be carries out for the focused promotions.



- Trend of new entrant in the tourism service provider is seemed at increasing trend dependency of tourist arrival in Nepal from India and china
- Security and safety and also more airway connections too many countries are also vital in tourist attraction. Similarly special packages can be developed to attract the tourist toward the roadways travel. Information's relating with the major tourist destination to be made widespread. hassle free counseling approach to be carried out to attract the tourist toward the
- Local entrepreneurs should involve and step on for the overall development, the concept of the people should be positive.
- Encouragement through the focused packages for domestic tourist.
- Priority should be given to the development of rural tourism destination in order to alleviate poverty.
- Establishment of hotels and lodges in and around tourist areas.
- Provide education and training activities that encourages local skill enhancement and natural resource management capacity of local people.
- An integrated approach among government agencies, NGOs, INGOs working in the Seti Zone is needed in order to make resource enhancement program effective.

## REFERENCES

- Aryal, B. R. (2002). *Problems and Prospects of Tourism in Nepal*. MA (Eco). Kirtipur (Tribhuvan University).
- Aviation, Ministry of Tourism and Civil. *Tourism Vision 2022*.
- Bhatia, A. K. (2002). *International Tourism Management*, New Delhi: Sterling publishers Private limited.
- Department of Tourism, Government of Nepal, Kathmandu: Ministry of Tourism and Civil Aviation,
- CBS. (2015). *Nepal in figures*, Kathmandu: Central Bureau of Statistics.
- Dhakal, R. N. (2015). *'Overview of Tourism Development in Nepal'*. Master's Thesis, Laurea University of Applied Sciences, Kerava.
- Gautam, B. P. (2011) . *"Tourism and Economic Growth in Nepal"*, NRB Economic Review, Kathmandu: Nepal Rastra Bank.
- Government of Nepal . *Ministry of Physical Planning Works and Transport Management*. Government of Nepal. 2015.
- Government of Nepal. *NEPAL LIVING STANDARDS SURVEY*. Statistical report, Kathmandu: CENTRAL BUREAU OF STATISTICS, 2015.
- Government of Nepal. *The Policies and Programmes for FY 2073-74*
- Jensen, M. T. (2011). *The Bystander Effect of Trekking Tourism: Proposing a Typology of Environmental Ideal Types*, Kathmandu: Nepal Tourism Board.

- Joshi, K. (2013). *Problem and Prospects of Tourism in Dolakha District, An unpublished thesis, submitted to Central Department of Rural Development, Tribhuvan University, Kirtipur, Kathmandu, Nepal.*
- Maharjan, N. P. (2004). *Tourism planning in Nepal.* Doctor Dissertation, Department of Economics (Banaras Hindu University)
- MoCTCA, 2014, National Tourism Strategy Plan for Nepal, 27 May
- Ministry of Finance. 2015. Economic Survey 2015/16. Kathmandu: Ministry of Finance, Government of Nepal.
- MOCTCA (Ministry of Culture, Tourism and Civil Aviation). (2011). *An introductory book.* Kathmandu: Ministry of Tourism and Civil Aviation.
- NPC (National Planning Commission). (2012). Three Years Plan (2010-2013). Kathmandu: National Planning Commission.
- NTB (Nepal Tourism Board). (2012). *In Focus, Naturally Nepal, Once is not Enough,* Kathmandu: National Planning Commission.
- Paudyal, S. (2012). “*Does tourism really matter for economic growth? Evidence from Nepal*”, NRB Economic Review
- Shrestha, P. (1999). *Tourism in Nepal, Problem and Prospects,* Doctoral Diss. , India (Banaras Hindu University)
- Upadhyay, R. & K. G (2006). *Tourism as a leading Economic Sector of Nepal.* HAN publication on the occasion of Annual General Meeting, Kathmandu.
- SAMARTH (USAID), Tourism Strategic Marketing efforts, May, 2016

UNWTO. *Tourism Highlights*. Madrid: World Tourism Organization, 2016

UNWTO. 2016. World Tourism Barometer. World Tourism Organization. Source: <http://www.unwto.org/index.php>,2016

USAID, 2015. Periodic District Development Plan of Kailali (F/Y 2072/73 - 2076/77)

WTCC, Travel and Tourism Economic Impact 2015, London

[www.wikipedia.org](http://www.wikipedia.org)

[www.farwestnepal.com](http://www.farwestnepal.com)

[www.beautifulfarwestnepal.blogspot.com](http://www.beautifulfarwestnepal.blogspot.com)

[www.welcomenepal.com](http://www.welcomenepal.com)

[www.tourismdepartment.gov.np](http://www.tourismdepartment.gov.np)

[www.tourism.gov.np](http://www.tourism.gov.np)

[www.google.com](http://www.google.com)

[www.ntb.gov.np](http://www.ntb.gov.np)

[www.unwto.org](http://www.unwto.org)

## APPENDICES

Respondent's Name:

Destination:

Institution:

**1. Do you have information about Tourism place in Kailali District?**

- a) I have sufficient information. ( )
- b) I have Few Information. ( )
- c) No Information I have. ( )

**2. What is the major Occupation of local people of Kailali district?**

- a) Tourism Industry. ( )
- b) Livestock raring. ( )
- c) Agriculture. ( )
- d) Herbs Farming. ( )

**3 What type of vehicle have you used to reach Kailali? Please tick (√) the appropriate option below.**

- (a) Public bus ( )
- (b) Aero plane ( )

**4. How many tourists visit this area every year?**

Ans. ....

**5. From which country tourist come to visit the Kailali Area?**

Ans. ....

**6. How much time have you spent in Kailali? Please tick (√) the appropriate option below.**

- (a) 24 hours ( )
- (b) 2 days 1 night ( )
- (c) 3days 2 nights ( )
- (d) 4 + days ( )

- 7. What is your level of satisfaction from Kailali? Please tick (√) the appropriate option below.**  
 (a) Satisfactory ( )      (b) Satisfied ( )      (c) Very satisfied ( )
- 8. What are the purposes of visit of the tourist?**  
 a) Trekking. ( )      b) Site seeing. ( )  
 c) Study. ( )      d) Entertainment. ( )  
 e) Others. ( )
- 9. Do you think tourism sector plays an important role in national economy of Nepal?**  
 a) Yes ( )      b) No ( )
- 10. Do you consider, Nepal as an important tourist destination in South Asia?**  
 a) Yes ( )      b) No ( )
- 11. What do you think about the present situation of tourism industry in our country?**  
 (a) Excellent ( )      (b) Satisfactory ( )      (c) Non-satisfactory ( )
- 12. How can Nepal receive higher benefit from tourism?**  
 .....
- 13. How Kailali District can be developed as a popular tourist destination like Pokhara, Chitwan and Kathmandu?**  
 Ans. ....
- 14. Why Kailali District is lagging behind in spite of its huge tourism potentialities?**  
 a) Lack of people awareness. ( )      b) Lack of infrastructure. ( )  
 c) Wrong tourism policy. ( )      d) All of the above. ( )  
 e) Others specify, if any...
- 15. In your view, what our government should do to promote tourism in Kailali District?**  
 a) Establish Tourist offices in Dhangadhi ( )

- b) Expand Hulki Highway ( )
- c) Encourage Pvt. Sector establish star and non-star hotel in different place of Kailali District. ( )
- d) Marketing and Promotion of tourist areas of Kailali. ( )
- e) Others specify, it any.....

**16. As a tourism expert, what tourism activities are to be promoted to make Kailali District and alternative tourist destination?**

- a) Exotic scenes. ( )
- b) Adventurous activities. ( )
- c) Ethnic culture. ( )
- d) Shopping facilities. ( )
- e) Friendly and Hospitable people. ( )
- f) Others specify, if any

**17. What are the Major bottlenecks to promote tourism industry in Kailali district?**

Ans. ....

**18. Please, would you enlighten the prospect of tourism in Kailali District?**

Ans. ....

**19. What is the main source of income from tourism sectors?**

- a) Guiding. ( )
- b) Hotel Business. ( )
- c) Handicrafts. ( )
- d) Cultural Heritage. ( )
- e) Others .....

**20. Is tourism sectors is a main source of income generating activities in Kailali District?**

- a) Yes. ( )
- b) No. ( )

**21. Is, there local people income is directly affected by in tourism sector?**

- a) Yes. ( )
- b) No. ( )

**22. Is the local culture affected by tourism?**

- a) Yes. ( )
- b) No. ( )
- c) I do not know. ( )





- 23. What do you feel how the infrastructure and facilities development going on in Kailali district? Please tick (✓) the appropriate option below.**
- (a) Satisfactory ( )                      (b) Not satisfactory ( )  
(c) Constant ( )
- 24. What do you feel about the present level of promotion of tourism in Kailali district? Please tick (✓) the appropriate option below.**
- (a) Satisfactory ( )                      (b) Not satisfactory ( )  
(c) Constant ( )
- 25. What do you feel about the role played by the government for the tourism development of this district? Please tick (✓) the appropriate option below.**
- (a) Satisfactory ( )                      (b) Not satisfactory ( )
- 26. Does the local community provide any leadership to regional or national organization that engage in tourism development**
- (a) Yes                                      (b) No
- 27. The community knows what its tourism assets are:**
- (a) Yes                                      (b) No