

# **CHAPTER- ONE**

## **INTRODUCTION**

### **1.1 Background of the Study**

The word Tourism of its origin dates back to the years 1292 A.D. It is derived from the Latin 'word' that means a tool for describing two circles or a turner's wheel. (Bhatiya, 2004).As the proposal is meant for analyzing its full form of Tourism in Chitwan District / Nepal, there lies much to be introduced of the study area 'Chitwan' trailing back to the days when Rana and Shah dynasty had tagged for a pride of victors in sweeping up the big cats of jungle-the king of woods that they used to demonstrate in the country.

There lie Mahabharata, Churiya hills and Makawanpur district with Parsa wildlife conservation-regions. It's centrally located in the middle part of Nepal. Chitwan has tropical and sub-tropical monsoon climate with high humidity and three main seasons: summer, monsoon and winter. It is endowed with rich basins and valleys. The valley consists of outer most series of low-elevation hills and mountains of the Himalayas and the mosaic of different forest and grass lands and sub-tropical Sal (*Shorea robusta*) forest supporting a wide diversity and native flora and fauna including endangered animals and wildlife species. Chitwan valley is uniquely endowed with rich natural cultural and religious heritages.

It is one of 75 Districts of Nepal, and is located in the western part of Narayani Zone with Bharatpur, the 5th largest city of Nepal, as its district headquarters. It covers an area of 2,218 km<sup>2</sup> (856 sq mi), and in 2011 had a population of 579,984 people. Bharatpur is a commercial and service center of central south Nepal and merger destination for higher education, health care and transportation for the region.

Sauraha is 166 km. south west away from Kathmandu. It has gone up to an altitude of 150m (492 feet) from the sea level. Its shape is rectangular and speared with east west direction and located in the close proximity of the Chitwan National Park that is connected to Tandi and Chitrasari by 6 and 3 km. respectively. Tandi, the entry point to Sauraha comes on the east west highway, 10km. from the main city of Bharatpur.

Lots of study areas are implied to 'Tourism' in Nepal. However, most of the studies on tourism are best in macro levels that centralize in the country. As a result, still the study as such straightaway represents unable to investigate into the promotion of tourism in different parts of the country as selected tourist areas. Often attractive touristic areas scattered throughout the country lack its appreciation in Nepal. This study is related with the promotion of tourism at the micro level in the selected area namely 'Sauraha' located at the Royal Chitwan National Park district. Today, Royal Chitwan National Park stands for a successful proof of nature conservation in South Asia. Chitwan National Park (CNP) is so important that UNESCO declared it to be of world heritage site in 1984.

- Concept and Definition of Tourism

Digital technology in the modern word has made possible for travelers to visit from one country to country to another.

"Tourism" is derived from the French word, "Tour". Webster's new international dictionary defines it as: "travelling for recreation".

In 1910 A.D., an Austrian Economist Herman Uonschullard defined tourism as "the sum of operations, mainly of economics nature which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city of region".

A famous economist Herman V. Schullard the year book of national economy and static's enlgio, he defined "tourism as the sum total of operation, mainly of one economic nature which directly related to the entry, stay and movement of foreigners inside and outside a certain country, city or region."

Tourism sector is one of the most important sectors and source of foreign exchange but also a major employment generators; effect on balance of payments, external economies and inter-sector linkage. Among these advantages of tourism, the earning of foreign currency is the most important advantage income. It has become one of the most important sources of earning foreign currency at present in Nepal. Directly and indirectly it generates two types of employment in community. Direct employment is created for those people working in various sectors of tourism industry like, travel and tourism, accommodation, catering services, handy craft, etc. Indirect employment created by tourism refers to the job of those people who manufacture the goods and provide services which are purchased by business

men and organization to serve the tourist directly. It has brought changes in economic, socio-culture and environment. It helps to develop the infrastructure like road, electricity, water supply, health, education, telecommunication and brings changes in living standard of people, behavior pattern of peoples dress, life style, family structure, language, social structures, social norms and value, food habit, and traditional custom as well as. It helps to increase awareness for nature conservation. Tourism industry helps to increasing national income. In poor country like Nepal, every people gains new knowledge and new technique. Thus transformation of agriculture sector into industrial sector. Tourism industry plays vital role in the economy because it is main source of foreign exchange earnings by which any nation could meet the favorable balance of payments. It creature that the key of modernization for developing countries is their internal transformation from traditional agriculture economics into industrialized economics. Today underdeveloped countries like Nepal is on the way to accepting foreign aid and so it has high revenue of national resources in what we call it as modern tourism.

## **1.2 Statement of the Problem**

As tourism started flourishing in Nepal after 1952 foreigners' entry was restricted during the early years in the country and had no infrastructures, including transport facilities that could make tourism attractive in Nepal.

During Rana's regime British were come to Nepal prior to 1952, the foreigners did visit Nepal by different purpose. Generally, we can think of their intention of traveling Nepal may be trade purpose or hunting purpose or political motivation or visiting and looking new scenarios and natural beauty etc. Nepal is facing the lack of resources to generate employment, poverty reduction, uplifted of marginalized community, maintenance of infrastructure such as roads, bridges, and irrigation, development of educational infrastructure, health infrastructure, preservation and planning and it is huge problem of country to meet the huge amount of requirements of rapid increasing population, the agricultural economy should be transformed into industrialized economy. Although Nepal is economically poor country yet she is very rich in natural scenarios. Mountain and hills provide a lot of attraction: Mount Everest the highest peak in the world is pride of Nepal. Varieties of Flora and Fauna are found here.

The district of Chitwan has been shaped up as an important tourism center, in Nepal. Many wildlife center and sanctuaries have been developed Chitwan National Park, Elephant camps

and large number of tourism centers. People of indigenous origin like Tharu and others have also endeavored to show their different cultural programmes to the tourist.

There are also some problems for tourism industry such as weak status of infrastructural and international marketing, lack of trained and cordial hospitality, lack of government activities, political, instability, security of tourist. And so the study as such as some issues in terms of bringing better environmental reformations.

### **1.3 Importance of the Study**

Lots of comparative advantages on tourism lie in Nepal . Tourism is an industry, which affects socio-economic and environmental condition of local community. The importance of tourism sector is increasing day by day as a basic of development because of its importance as a source of foreign exchange earnings as well as its contribution to create employment opportunities. It has generated economic benefit to those directly or indirectly involved in tourism. Taking it in the account Nepal Government has adopted policy of expanding and promoting activities related to various kinds of tourism activities.

Sauraha is the most important tourist site because it lays the central part of the Chitwan National Park on the northern edge. Nowadays, Chitwan National Park stands a successful testimony of nature conservation in South Asia. This park is further important because UNESCO has included this preserve area on the list of "World heritage site" in 1984. It is attractive place with rare flora and fauna. People have different language and cultures, which are another attraction for tourist.

Studies on tourism have vastly been done. Almost all these studies indicate that the tourism is very important in Nepal because it plays a great role in earning foreign currency and it helps to support the economic development of Nepal. But most of the studies on tourism are based on macro level and centralized on the country. Studies as such lack to investigate promotion of tourism industry in different parts of our country as selected area. Although attractive tourism areas scattered through- out Nepalese regions, Chitwan is one of the pivotal tourism sectors in Nepal.

### **1.4 Objectives of the Study**

The principal objective of this study is to assess briefly about Nepalese tourism and Social, cultural and economic impacts of tourism in Sauraha, Chitwan District.

The specific objectives of the study are as follow:

1. To analyze the economic impact on local people.
2. To analyze the prospect of socio-cultural tourism.
3. To identify issues and problems of tourism in Sauraha.

## **1.5 Limitation of the Study**

Every study has its own limitation due to the time and resources availability so the study will be limited as followed:

1. This present study is focused only in ChitwanSauraha.
2. This study is focused on Social, cultural and economic impact and existing status of tourism.
3. The study is based on sample survey.
4. The interview has been conducted with local people.
5. Simple statistical tools are used to analyze data.
6. Time and resources constraint in the study.

This study is limited to itself because of the statistical data on tourism at Sauraha is not sufficiently available at the central as well as in the study area and it is very difficult to convince the tourist as well as the hotel owner and local people to fill the questionnaires.

## **1.6 Organization of the Study**

The study is divided into six chapters. The first chapter deals with Introduction (Background of the Study, Background of Nepalese Tourism, Statement of the Problem, Importance of the Study, Objectives of the Study and Organization of the Study). Following this introductory chapter, literature review is presented in chapter two. Chapter three describes the Research Methodology, which includes Introduction, Research Design, Rational of the Selection of study area, Nature and Source of Data, Universe and Sampling, Data Collection Techniques and Tools. Chapter Four includes background of the Study Area and the Chitwan National Park, includes the Data Analysis and Interpretation. Chapter five describes the Prospects and Problems of Tourism in Sauraha. The Impacts of Tourism in Sauraha which includes the Positive Impacts and Negative Impacts. The Last six chapters consists the Summary of the Findings, Conclusion and Recommendations.

# **CHAPTER-TWO**

## **REVIEW OF LITERATURE**

### **2.1 Concept of Tourism**

The word 'Tourism' is derived from French word 'Tourisme' has a simple meaning related to travel and profession. As the word 'Tourism' directly concerns with "Tourist" and the term tourist as defined according to the time change. "A tourist is a person who stays for a period of more than a day and less than six months in a country he or she visits." As defined by Swiss Professor Walter Hunziker and Kurt Krapf. "Tourism is the sum of the phenomenon and relationship arising from the travel and stay of non-resident, in so far as they do not lead to permanent resident and are not connected with any earning activity." Thus traveling has been a human phenomenon since the dawn of the human civilization.

### **2.2 Development of Tourism**

Man has been traveling throughout ages. Traveling is a human character but tourism is a new phenomenon. Since the beginning of human civilization, man is traveling. Travel has had a fascination for man. Travel in the past was not undertaken for the purpose of pleasure and it was not taken during the leisure time. At that time the motive of their travel was not to seek holiday from the working situation. It was undertaken as a part of profession or job. So traveling is a human nature whereas tourism is a recent phenomenon (Ghimire, 1997).

Before the development of transport, travel was limited to certain people and to certain places. Mechanized transport has made it possible significantly for more number of people to travel to the different places. Transport is the necessary pre-condition of tourism. But the precondition of travel is movement and movement asks for transport. Tourist and tourism is so much connected with transport system that many historical study of tourism will be concerned with the development of modern transport.

Nepal is a country of unique mosaic of green landscape and diverse cultural heritage, situated in the lap of mighty Himalayas. It is a country of amazing and extreme diversity is potentially rich in prospects for attracting tourist from all over the world. There is an unlimited potential

of development of tourism industry in Nepal due to its natural beauties, cultural and artistic heritage and geographical diversities.

Nepal is the birthplace of Lord Buddha and Goddess Sita, Land of Pashupatinath, which is the holiest Hindu temple in the world. Nepal has become the destination of tourist all over the world due to the existence of world's highest mountain Mount Everest and other snow-peaks. All these things are attracting the tourists. That is comparatively tourism has been advantageous industry and it has contributed to growth in employment of the country. Many types of tourism visiting Nepal have different purposes e.g. holiday/pleasure, business, pilgrimage, trekking and mountaineering and others. We simply classify the tourism in six headings:

### **I. Pleasure Tourism**

While referring such a type of tourism, people will go on holiday for a change of air, to take rest, know something new and so on. It basically depends upon the taste and interest of an individual. A large number of tourists visit Nepal every in favor of pleasure tourism

### **II. Recreational Tourism**

This type of tourism is concerned with leisure and rest and to recover physical and mental burden. This type of duration of a visit is relatively longer.

### **III. Cultural Tourism**

Basically this type of tourism is concerned with the learning the language, customs and habits of people. Tourists are wanted to visit at galleries, religious centers and participate in art, music, theatre, folk dance and folklore festivals.

### **IV. Sport Tourism**

In this type of tourism, tourist visit for the purpose to involve in sports. Here are two types of sporting:

- a. Visiting sports events like Olympic Games, World Cup Football, Boxing, Cricket etc.
- b. Well organized sporting events in countries that have specialized facilities such as winter sports, natural sports, mountain climbing, hunting, fishing, trekking etc.

## **V. Business or Technical Tourism**

These types of tourist are visited mainly for business purpose. Businessman and professional visits to fairs and exhibitions or places of technical achievements are included under this classification.

## **VI. Conference (Workshop, Seminar, etc.)**

This category mainly includes those tourists concerned with conference, workshop and seminars. International conferences are organized in big cities. Where, such convention facilities are available. This type of conference tourism is increasing nowadays.

## **Historical Background of Nepalese Tourism**

Nepal quite for a long time remained under the rule of an autocratic system fearing foreign interference that kept the door closed to foreigners, except a very few British individuals who came for wildlife exploration and hunting. In the modern sense, tourism started in Nepal only after democracy was initiated in the 1950s, when Nepal's frontiers were opened for foreigners. The airport was built and the Tribhuvan highway constructed.

Tourists during 50s were primarily motivated by the natural attractions, especially the highest mountain peaks such as Mount Everest. The first visitors, group of mountaineers and expeditionary, were brought to Nepal in 1955, by Thomas cook Once in the country, they were captivated by the friendliness of the Nepalese people fascinating arts and culture. On-return to their homes, they started their discoveries with other western people and thus served as messengers for Nepal's immense cultural heritage. In the same way, visitors have continued to influence a change from nature tourism to culture tourism. Tourists visiting Nepal during the 1960s were motivated by Nepal's indigenous people and culture. The tourism package to Nepal was most often part of a trip to India, and the main sites visited were situated in the Kathmandu valley. The first tourism Act was endorsed in 1964.

A large number of hotels were being constructed during 60s and 1975 that Nepal is a country of amazing extremes. It offers a panorama of widest snowcapped mountain ranges, Himalaya's exotic wild-life, exciting water ways, fascinating temples the supreme peak in the world.



Tourism is also a source of employment. It is a highly labor-intensive industry offering employment to both the semi-skilled and the unskilled. Being a service industry, it creates employment opportunities for the local population. It is a major source of income- an employment for individuals in many places deficient in natural resources, which cannot readily contribute to the economic prosperity of the area except through the medium of tourism. This aspect of provision of employment becomes more important in a developing country where the level of unemployment and redeployment tend to be high.

Tourism is one of the most successful industries in Nepal having a source of huge it is the large foreign currency generators basically of nature-tourism.

For the purpose of studying development of tourism it can be divided into three phases:

### **1) The First Phase: (up to 1840)**

Before industrial revolution, travel was primarily related to trade, commerce and pilgrimage. The travelers' during that time were, therefore, traders and merchants looking for merchandise. At that time travel was possible only for the aristocratic class of people. They were small in Number, the vast majority of the population hardly traveled beyond their village and the nearest market town. For this majority, the idea of leisure and holiday did not exist. Life was not divided into work and leisure. The traveler requires accommodation at his destination and for his journey. When a journey cannot be concluded in a single day it requires overnight accommodation, only wealthy people equipped with all the lodging and flooding equipment. In this stage, most of the people travel commercial interest, religious purpose and seeking knowledge etc.

### **2) Second Phase (1840-1945)**

Industrial development of the second half of Nineteenth century changed the social system and developed urbanization. The urbanization led to mental tension. At the same time it increased the income and the living standard of the people. And these people in the industrial countries felt the urge to travel for the purpose of rest and relaxation. At that time people felt the need of same relief from their work. The increased income helped them to fulfill their desire. Similarly, the introduction and development of railways had a profound effect on transport. It helped cheap, swift and easy travel possible for the new middle and working

class, which resulted in the growth of travel, e.g. the first rail link between Liverpool and Manchester was started in the this century.

The introduction of organized rail travel and the concept of tourism came in the year 1841. The man behind this idea was Thomas cook, who is known as a pioneer and the greatest travel organizer of that time. He booked rail seats, published a tour program and sold the tours at especially reduced fares. He collected as many as 570 passengers. By the process of booking and selling of the railway seats he learned that services is a product; it can be sold as product and selling of the services can be a business- *tourism business*. Then after, encouraged by the success of his venture Thomas Cook arranged similar ventures by chartering trains. He arranged many more excursion trips on a fully commercial basis and start to published guidebook, periodical and Cook's Excursionist and tourist Advertiser. Now, the travelers do not need to carry big amount and worry about them- *travel for pleasure*. The voucher system supported the basic concept of tourism '*pay here get there*' and '*pay now gat later*'.

### **3) The Third Phase (After the Second World War)**

It seems by twentieth century all the main characteristics of modern tourism were evident. Changes in mental attitude towards pleasure seeking, the realization of the importance of travel for education, increases in material wealth, a growing need to find relief from working routine, and improvement in passenger transport system-all these factors produced a fertile ground for the development of tourism on a large scale.

After the Second World War the standard of living of the working and middle class, rose in the industrial countries. Tourism began to appear in the countries where it had been practically unknown a few years earlier. The war also changed the concept of people especially in Europe. It broke down the international barriers and peaceful internationalism developed. This is the most favorable climate in which tourism flourished.

Enormous expansion of tourism has taken place primarily in the advanced industrialized countries, where travel has become a part of the life style thus the twentieth century and onward can be called "*the century of Mass Tourism*".

In the past, tourism was limited-to-limited countries and destinations. Now every country is directly or indirectly involved in tourism. All countries compete with each other to attract tourists.

### **2.3 History of Tourism in Nepal**

Traveling as such come very ancient phenomenon. Travel has existed since the beginning of time when primitive man set out. Often traveling great distances in search of game provided the food and clothing necessary for his survival. Throughout the course of history, people have traveled for purposes of trade, religious conviction, economic gain, war, migration and other equally compelling motivation. Thus, in ancient time, great motivations for travel were political or commercial interest, curiosity to know the custom and the habits of other people and finally religious sentiments.

Systematic tourism in Nepal obviously gets operated stated from 1966 with the establishment of a few hotels. The industry was farther strengthened and established after the formation of tourism master plan in 1972. The master plan gave emphasis of tourism market development, sightseeing, trekking, eco-tourism, recreational and adventure tourism (Baral1998). Following this different support services such as accommodation facilities and resort centers in different important tourist sites were also established.

A famous Austrian political economist Herman Von Schoolyard "Tourism is the sum total of operators meaning of an economic nature which directly related to the entry, stay and movement of foreigners inside and outside a certain country, city or region".

Swiss Professors W. Hunziker and Krapf "Tourism is the totality of the relationship and phenomenon arising from their travel and stay of strangers provided the stay does not employ the establishment of a permanent residence and is not consulted with are moderated actively".

Burkart and Medlik "Tourism denotes the temporary and short term movements of the people to destination outside the place where they normally live and work and their activities at those destination".

Cohen,"Voluntary, temporary travelers, traveling at the expectation of pleasure for the novelty and change experience on a relatively long and non-recurrent round trip".

Owing to have activities as such, it is clear that temporary movement of people to destination outside their residence and working places is known as tourism. Their activities during the stay would be different from the activities of the residents and spending money that is earned elsewhere. The main motive of participation in tourism is not to seek permanent residence at destination that distinguishes it from migration. The journey and stay of tourists give rise to various demands such as transport, accommodation, safety, medical services, entertainment and other specific services. The destination should be in a position to supply. Therefore the place visited or destination is considered as the supplying sector of tourism services and the visitors denoted the demand sector is tourism.

Local life of indigenous people Natural beauty and the traditional culture have become the most valuable wealth. An American geographer JR noted that for meeting one's basic requirements and trading of cultural importance becomes necessary and here is no alternative to tourism. In fact this can surely be a thing of benefit as long as the mountains don't become smaller of tourists will keep on growing, judging from the stand point of tourism, the Himalayan region can ensure more advantage. The experts in planning and people have to improve management as well as preserve the opulence of the Himalayas. In many places especially in the delicate environment of the Himalayan region the unrestricted entrance of tourists has become a threat. The mountain treks where nearly about five thousand on foot tourists move become hateful with the useless articles, plastic bags, cans and other waste materials. In Khumbu of the mid-mountain region of Nepal, due to trekking on foot the adjoining dense forests have been badly damaged (Baral, 1998).

The area of tourisms, being an important activity, plays not only an instrumental role in alleviating poverty but also improves socio-economic status of a community. It helps to earn foreign currency and provides a sustainable way of conserving environment and culture through integrated local participation. By all means, it's people industry: it is run by the people for the people at the core be they guests or hosts, and it is their well-being and enrichment which should be the primary goal of tourism development (Kunwar, 1997). If the

local people understanding contribution of tourism at local and national level, they automatically initiate promotional programs in rural areas (Adhikari, 2005).

It conducted a study about the economic benefit of tourism and its role in further promote of local arts and crafts of Bhaktapur. The study suggested increasing sightseeing excursionists so as to make them stay longer by offering restaurant facilities and cultural attractions (Nepal, 2003). Tourism is a forefront industry in context of globalization. Globalization helps us to put forward our unique products to international market that can generate income and employment. Curiosity about unheard, unseen and unknown is a basic human nature. This type of behavior leads human being to new places and people. For through long time immemorial people have traveled along with way from their home to explore new places and people. Later on, these types of activities were termed as tourism. Basically, tourism is a leisure activity of temporary nature, and does not involve earning related activities (Adhikari, 2005).

There is no alternative of especially saving Nepal from tourism and big shots of westernization. We have to lose something to gain something. In order to digest external culture rather more contact policy is to be taken up since the country can't move ahead without income derived from tourism by talking about replacement of culture and present context (Baral, 1998).

(NTB, 2014), After the development of tourism since 1962, The number of tourists visiting Nepal has gradually increased over the period. Nepal received a total of 6,179 tourists in 1962 and the arrival reached 92440 in 1975 which showed an increase by 15 times. In the following one and half decades i.e. in 1990, the total number of tourist arrivals reached 254885. This figure was 41 times higher that of 1962 figure. The number of total tourist arrivals reached to a maximum 491504 in 1999 registering a tremendous growth, which showed an increase by 79.5 times as compared to 1962 figure.

Table 2.1

## History of Tourism

Year	Total		By air		By land		Average length of stay
	Number	Annual Growth Rate	Number	Percent	Number	Percent	
1962	6179	0.00	-	-	-	-	-
1965	9388	-1.4	8303	88.4	1085	11.6	-
1970	45970	31.7	36508	79.4	9462	20.6	-
1975	92440	2.9	78955	85.5	13445	14.5	13.05
1980	162897	0.4	139387	85.6	23510	14.4	11.1
1985	180989	2.5	151870	83.9	29113	16.1	11.3
1990	254885	6.2	226421	88.3	28464	11.2	12.0
1995	363395	11.3	325035	89.4	38360	10.6	11.27
2000	46364	-5.7	376914	81.3	86732	11.7	11.88
2005	375398	-2.6	277346	73.9	98052	26.1	9.03
2006	383926	2.3	283819	73.9	100107	26.1	10.20
2007	526705	37.2	360713	68.5	165992	31.5	11.96
2008	500277	-5.0	374661	74.9	125616	25.1	11.78
2009	59956	1.9	379322	74.3	130634	25.7	11.32
2010	602867	18.2	448800	74.4	154067	25.6	12.67
2011	736215	22.1	545221	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

Source : Nepal Tourism Statics, 2014.

Whatever be the season, the trend showed a major setback in arrival starting from the year 2000, the number decreased to 463,646 registering a negative growth of 5.7 percent, It further declined to the lowest of 275,466 in 2002 registering sharp decline of more than 23 percent. The major reason behind this was the ever spreading terrorism in the world, Narayanhiti Royal Palace Massacre and the Maoist insurgency inside the country. Afterwards, some improvements were seen, as the tourist arrivals started to increase albeit at slower pace, and reached to 338,132 and 385,297 in 2003 and 2004 respectively. However, hi 2005, it again witness a decline by 2.6 percent and limited only to 375,398. In contrast to the decline of 2,6 percent in 2005 it grew by 2.3 percent in 2006. The tremendous increase of 37.2 percent was observed ir1 2007 and the number of tourist arrivals in Nepal reached 526,705. However this figure could not maintain in the following year. Again the number of tourist arrival decreased to 500,277 in 2008. It may be the result of worldwide recession. Further, the number of tourist arrivals increased slowly in 2009 and significantly in 2010 reaching the number of tourist arrivals to 509,956 and 602,867 respectively. The number of tourist arrivals increased by 18.2 percent in 2010 over 2009.Flow in such a way, the number of tourist-arrival increased by 22.1 percent in 2011. It was the highest rate of tourist growth or its arrival till date. In 2012, tourist arrivals increased percent was 9.1(803092) but in 2013 & 2014 the tourist arrivals no. was 797,616 and 790118. It was decreased percentage 0.7 in 2013 and

0.9percent in 2014. There were many causes in decrease of tourism such as political instability, environment degradation, due to government policy and more...

#### a) Record of Tourist Arrivals by Major Nationality

Changes have always been recorded in the patters of tourist in Nepal in the recent past. The percentage share of tourist arrivals has been increasing from different countries, particularly from India, China, U.S.A., Shree Lanka, U.K. For example, the increase in tourist arrivals from India is highly remarkable. The absolute number of tourist arrivals from India was only 86,363 in 2003, which increased to 135343 in 2014. India contributed to25.5% percent of total tourist arrival in 2003 which is decreased to 17.7 percent in 2014. However, India was at the 1st rank in every year.

**Table No. 2.2**

Tourist Arrivals by Major Nationality

Nation ality	200 3	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Austra lia	7,9 16	9,67 1	7,09 3	8,23 1	12,3 69	13,8 46	15,4 61	16,2 43	19,8 24	22,0 30	2046 9	2451 6
%	2.3	2.5	1.9	2.1	2.3	2.8	3	2.7	2.7	2.7	3.5	3.1
Austri a	3,0 25	4,34 1	3,00 7	3,47 4	4,47 3	3,54 0	3,24 5	3,38 9	3,99 8	3,79 7	3131	3,32 0
%	0.9	1.1	0.8	0.9	0.8	0.7	0.6	0.6	0.5	0.5	0.3	0.4
Canad a	4,1 54	4,82 5	4,16 8	4,73 3	7,39 9	8,13 2	8,96 5	9,32 2	11,4 04	13,5 07	1213 2	1161 0
%	1.2	1.3	1.1	1.2	1.4	1.6	1.8	1.5	1.5	1.7	1.7	1.5
China	7,5 62	13,3 26	22,3 77	17,5 38	28,6 18	35,1 66	32,2 72	46,3 60	61,9 17	71,8 61	1131 73	1238 05
%	2.2	3.5	6	4.6	5.4	7	6.3	7.7	8.4	8.9	12.4	15.7
Denma rk	2,1 78	2,63 3	1,77 0	1,95 6	3,15 7	3,84 7	4,46 4	4,35 9	6,13 8	7,11 8	5320	5150
%	0.6	0.7	0.5	0.5	0.6	0.8	0.9	0.7	0.8	0.9	0.9	0.7
France	15, 865	18,9 38	14,1 08	14,8 35	20,2 50	22,4 02	22,1 54	24,5 50	26,7 20	28,8 05	2184 2	2409 7
%	4.7	4.9	3.8	3.9	3.8	4.5	4.3	4.1	3.6	3.6	3.5	3
Germa ny	14, 866	16,0 25	14,3 45	14,3 61	21,3 23	18,5 52	19,2 46	22,5 83	27,4 72	30,4 09	2226 3	1802 8
%	4.4	4.2	3.8	3.7	4	3.7	3.8	3.7	3.7	3.8	3.5	2.3
India	86, 363	90,3 26	95,6 85	93,7 22	96,0 10	91,1 77	93,8 84	120, 898	149, 504	165, 815	1809 74	1353 43
%	25. 5	23.4	25.5	24.4	18.2	18.2	18.4	20.1	20.3	20.6	23.2	17.1
Italy	8,2 43	12,3 76	8,78 5	7,73 6	11,2 43	7,91 4	7,98 2	10,2 26	12,6 21	14,6 14	9974	1034 7

%	2.4	3.2	2.3	2	2.1	1.6	1.6	1.7	1.7	1.8	1.2	1.3
Japan	27,412	24,231	18,239	22,242	27,058	23,383	22,445	23,332	26,283	28,642	26694	25829
%	8.1	6.3	4.9	5.8	5.1	4.7	4.4	3.9	3.6	3.6	3.3	3.3
Netherlands	8,443	11,160	8,947	7,207	10,589	10,900	11,147	13,471	16,836	15,445	10516	12320
%	2.5	2.9	2.4	1.9	2	2.2	2.2	2.2	2.3	1.9	1.3	1.6
Spain	8,265	11,767	8,891	10,377	15,672	13,851	13,006	13,712	16,037	14,549	10412	13110
%	2.4	3.1	2.4	2.7	3	2.8	2.6	2.3	2.2	1.8	1.3	1.7
Switzerland	3,246	3,788	3,163	3,559	5,238	5,186	5,281	5,320	11,020	7,046	49036	6447
%	1	1	0.8	0.9	1	1	1	1	1	1	0.6	0.8
Sri Lanka	13,930	16,124	18,770	27,413	49,947	37,817	36,362	45,531	59,884	69,476	32736	37546
%	4.1	4.2	5	7.1	9.5	7.6	7.1	7.6	8.1	8.7	4.1	4.8
U.S.A.	18,838	20,680	18,539	19,833	29,783	30,076	32,043	36,425	42,875	48,985	47355	49830
%	5.6	5.4	4.9	5.2	5.7	6	6.3	6	5.8	6.1	5.9	6.3
U.K.	22,101	24,667	25,151	22,708	32,367	33,658	35,382	35,091	39,091	41,294	35668	36759
%	6.5	6.4	6.7	5.9	6.1	6.7	6.9	5.8	5.3	5.1	4.5	4.7
Others	85,725	100,419	102,360	99,996	147,694	136,823	140,574	168,590	179,158	214,638	11979	252061
%	25.4	26.1	27.3	26.8	28.5	27.9	28.4	28.4	26.9	27.2	28.6	31.9
Total	338,132	385,297	375,398	383,926	526,705	500,277	509,956	602,867	736,215	803,092	797616	790118
	100	100	100	100	100	100	100	100	100	100	100	100

Source : Nepal Tourism Statics, 2014.

In the Same way, trend is found in the case of Chinese tourist flow as well. Chinese tourist arrivals were insignificant in 2014. The number of Chinese tourist arrivals recorded 7562 in 2003 which was 2.2 percent in total tourist. In 2014, tourist arrivals increased to 123805 in 2014, showing wonderful growth which was 15.7 percent in total tourist record. That was the second position of tourist arrivals.

On the other hand, the percentage share to tourist arrivals from India, China, U.S.A., Shree Lanka, United Kingdom etchad cont. first, second, third, fourth, fifth position in 2014. However, India is still the first tourist generating country for Nepal, the percentage share of tourist arrivals declined very sharply. Similarly, Japan was second tourist generating country



for Nepal in 2000. The absolute number of Japanese tourist arrivals declined from 27412 in 2003 to 25829 in 2014.

#### **b) Mode of Travel**

Travel often constitutes the single greatest expenditure item in a traveler's budget (Smith, 1995). Models of travel are first classified as being air, water or land based. Each of these may further be divided as suggested by WTO (1994).

Nepal can be visited either by air or by land. Being a landlocked country, she does not have a direct access to the sea. The tourists' preference for modes of transportation shows that the majority of tourist visit by air for example, only 74.2 percent travelled by air in 2014.

#### **c) Sex Composition of Tourists**

Richter stated that gender and race issues are more important than nation or class issues in tourism analysis (Richter, 1995; as cited in Pradhan, 2008). Not only women travelers comprise a significant number but they are also the primary-decision makers in the majority of cases. For example, women comprise 40 percent of US business travelers and have been found to handle the stresses of business travel with more aplomb than their male counterparts (Richter, 1995). In Nepal, male tourists dominate the majority of tourists. In the total tourists, male tourists comprised 61 percent in 1990, 58 percent in 2000, 69 percent in 2005, 60 percent in 2010 and 56.4 percent in 2014. The tourist arrivals classified by gender from 1990 to 2014 shows that male tourists exceeded female tourists in all the selected years of the study period.

#### **d) Age Structure of Tourists**

Research on travel and tourism has identified age as an important factor that affects the tourists' choices of destination and activities (Vogt, 1992; Mansfield 1978). Specifically, young tourists place more importance on prestige, novelty and diversity of destination sites because 'doing so satisfied their needs for social consistency and social approval (Pradhan, 2008).

**Table 2.3**

## Tourist Arrivals by sex and age groups

Year	Sex			Age Groups					
	Male	Female	Total	0-15	16-30	31-45	46-60	61 over	not specified
1990	155311 (60.9)	99574(39.1)	254885 (100)	10620 (4.2)	85903 (33.7)	82292 (32.3)	49388 (19.4)	26682 (10.5)	
1995	224769 (61.9)	138.626 (38.1)	363395 (100)	22878 (6.3)	106603 (29.3)	120212 (33.1)	76647 (21.1)	37055 (10.2)	
2000	266937 (57.6)	176709 (42.4)	463646 (100)	19136 (4.1)	119816 (25.8)	148063 (31.9)	125140 (27.0)	51491 (11.1)	
2005	257972 (68.7)	117426 (31.3)	375398 (100)	30429 (8.1)	57115 (15.2)	114103 (30.4)	106077 (28.3)	67674 (18.0)	
2010	361611 (60)	241256 (40)	602867 (100)	4115 (6.8)	120395 (20)	189852 (31.5)	172800 (28.7)	64593 (10.7)	14071 (2.3)
2014	445627 (56.4)	344491 (43.6)	790118 (100.0)	50441 (6.4)	185685 (23.5)	235738 (29.8)	183582 (23.2)	106666 (13.5)	28007 (3.5)

Source : *Nepal Tourism Statics, 2014.*

On the other hand, Mature tourists emphasize the facilities of destination sites because they tend to be concerned with satisfying needs for self-consistency and self-esteem rather than social consistency and social approval (Sirgy and Sue, 2000 ; as cited in Pradhan, 2008). Hence, age factor is particularly important in designing tourism promotion strategies. In Nepal, when the tourists are classified by age groups of 'below 15 years', '16-30 years', '31-45 years', '45-60 years' and '61 years above' through the period from 1990 to 2014, the majority of the tourists are in the age group of 31-45 years. In other words, tourists in the age group of '31-45 years' demand Nepal tourism more.

#### e) Purpose of Visit

Above the table depicts that more than 75 percent of tourists visited Nepal with holiday/pleasure purpose till 1982. This percentage point declined and only 10.5 percent tourist arrivals were for holiday/pleasure purpose in 2010. But in 2012 (47.3 %) and in 2014 (50.1%) most of the tourist came in Nepal for Pleasure/Holiday purpose. In the initial period up to 1982, the tourists visiting Nepal with trekking/ mountaineering purpose were less than 15 percent of the total tourist arrivals. This percentage part increased to more than 20 percent

of the total tourist arrivals, except in 2005 and 2010. In 2014, 97185 tourists (12.3%) came in mountaineering and trekking purpose. But in 2012 and 2014 most of the tourist came in Nepal (47.3% and 50.1%) for pleasure and holiday purposes.

**Table 2.4**

**Tourist Arrivals by Purpose of Visit (1990-2014)**

Year	Holiday/ Pleasure	Trekkling /Mountaine- ering	Business	Pilgrimage	Official	Conv/conf.	Others	Not Specified	Total
1970	41881 (91.1)	556 (1.2)	918 (2.0)	-	1528 (3.3)	-	1087		45970
1974	67748 (75.4)	11710 (13.0)	3896 (4.3)	-	3707 (4.1)	-	2777 (3.1)		89838 (100.0)
198	124465 (79.7)	17304 (11.1)	6624 (4.3)	-	5660 (3.6)	-	2052 (1.3)		156123 (100.0)
1982	136693 (77.9)	22507 (13.4)	7374 (4.2)	-	7166 (4.1)	-	708 (0.4)		175448 (100.0)
1985	128217 (70.8)	28707 (15.9)	10416 (5.8)	-	9230 (5.1)	-	4419 (2.4)		180989 (100.0)
1990	161839 (63.5)	39999 (15.7)	11728 (4.6)	6713 (2.6)	26578 (10.4)	2838 (1.1)	5190 (2.0)		254885 (100.0)
1995	183207 (50.4)	84787 (23.3)	21829 (6.0)	5257 (1.4)	20090 (5.5)	5272 (1.5)	42953 (11.8)		363395 (100.0)
2000	225889 (55.2)	118780 (25.6)	29454 (6.4)	1580 (3.4)	20832 (4.5)	-	67179 (17.9)		375398 (100.0)
2005	160259 (42.7)	61488 (16.4)	21992 (5.9)	47621 (21.7)	16859 (4.5)	-	67179 (17.9)		35398 (100.0)
2008	148184 (29.6)	104822 (21.00)	23039 (4.6)	45091 (9.0)	43044 (8.06)	6938 (1.4)	129163 (25.8)		500277 (100.0)
2010	63082 (10.5)	70218 (11.6)	21377 (3.5)	101335 (16.8)	26374 (4.4)	9627 (1.6)	252473 (41.9)	40098 (6.7)	602867
2012	379,627 (47.3)	105015 (13.1)	24785 (3.1)	109854 (13.7)	30460 (3.8)	13646 (1.7)	48540 (6.0)	91165 (11.4)	803092 (100)
2014	395,849 (50.1)	97185 (12.3)	24949 (3.1)	98765 (12.5)	32395 (4.1)	13432 (1.7)	53728 (6.8)	74271 (9.4)	790118 (100.0)

*Source : Nepal Tourism Statics, 2014.*

The number of tourists visiting for religious purpose was not recorded till 1985. The tourists are visiting with religious purpose after 1985 was less than 10 percent except in 2005 (i.e.

12.7 percent). Although a large number of tourists are found to have visited different religious places such as Pashupatinath, Lumbini, Muktinath, Janakpur, Davghat, BarahaChhetra, Gosaikunda etc. As for example, 99,508 tourists visited Lumbini alone in 2010. Similarly, the number of tourists visiting Nepal with business, official, convention \ conference purposes also increased between 1970 and 2014 significantly. But in 2014, 4.1 percent of the tourist visited Nepal with official purpose, followed by business (3.1 percent) and convention \ conference purpose (1.7 percent) respectively.

#### **f. Seasonality in Tourist Inflows**

Tourism activities are directly or indirectly impact by the season. Tourists visit different parts of the world in their favorable time and month. March, October and November are the favorable months due to the pleasant weather in Nepal. Table shows the tourist arrivals in Nepal by month wise in the period of 2012, 2013, and 2014.

**Table 2.5**

Seasonality in Tourist Inflows

Year	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
2012	52,501	66,459	89,151	69,796	50,317	53,630	49,995	71,964	66,383	86,379	83,173	63,344	803,092
2013	47,846	67,264	88,697	65,152	52,834	54,599	54,011	68,478	66,755	99,426	75,485	57,069	797,616
2014	70196	69009	79914	80053	62558	50731	46546	59761	52894	80993	76305	61158	790,118

Source : Nepal Tourism Statics, 2014.

Various aspects of tourism and Nepalese economy product development programs for Nepal Tourism Development Program has incorporated marketing strategy, environmental impact, importance of education and training, institutional framework for the development of tourism, incentives to be given to tourism industry has been dealt with the report. The study has observed that the basic economic strategy of the tourism industry should be to earn net foreign exchange for the country other aims such as employment generation, income generation region distribution are subsidiary aims but where conflicts arise these subsidiary aims much not detract from the main aim. At the same time, the tourism industry must active proper returns on the capital invested so that it can be mobilized for future investments.

#### **2.4 History of Tourism in Sauraha**

Tikauli forest was declared *amargakunja* (deer sanctuary) in 1959, 175 sq. km area of it and

in 1963 the area south of the Rapti River was declared *againdakunja* (rhino sanctuary), which is now located on the edge of the Chitwan National Park. In 1962, safari tourism was introduced in Chitwan National Park by the state, and tourists started landing on the small landing strip near Meghauli, which was constructed in 1961 on the occasion of the visit of Queen Elizabeth from the UK (Muller-Boker, 1999). Before the establishment of Chitwan National Park in 1973, infrastructure in the area was not well developed, as only the state elites and their counterparts visited the area to hunt wild animals and for recreation. Tourism in Chitwan National Park was started in 1962 by Mr. Copeman, the Director of Tiger Tops, who set up a four-bed tented camp.

The number of visitors to Chitwan National Park in 1974 was 836; however, this had reached 85,753 by the year 2007. The number of tourists coming from foreign countries out-weighs domestic tourists and those from South Asian Association for Regional Cooperation (SAARC) countries. Tourists come from Western countries mainly to observe the nature and wildlife of the National Park.

**Table 2.6**

Tourist Arrivals in Chitwan National Park (2002-2010)

Tourist	2002	2003	2004	2005	2006	2007	2008	2009	2010
Foreign	29349	40096	30204	35838	51164	56888	56988	57063	57131
SAARC	6986	6954	2904	3580	5121	3959	4030	4105	4173
Total	48921	57876	42654	54395	81175	85753	86926	87151	87358

Chitwan National Park	2008	2009	2010	2011	2012	2013	2014
Total foreign Tourist	82723	78682	84518	122332	126484	153,776	173425

Source: Chitwan National park

There are now seven concessionaire hotels and three tented camps operating inside the Park, with a total of 492 beds available. Tourism has developed in the eastern, central and western sectors of the Park up to Amaltari. There are nine park entry gates that issue park entry permits to visitors all along the northern border; however, there is no tourism in the southern sector of the Park. The highest amount of tourism is in eastern sector of the Park, followed by the central and western sectors.

The Introductory non-commercial lodge was built at Kasara in 1939 for the visit of King

George VI of England. This lodge was the first building in the Terai to be made of concrete (Mishra & Jefferies 1991, cited in Kunwar 1997). The first safari hotel opened in 1965, even before the National Park had been created, and there was only one simple lodge by 1977 in Sauraha. Tourism did not increase rapidly between 1980 and 1990 in Sauraha; however, after the restoration of democracy in Nepal in 1990, tourism increased quickly. The total number of hotels, resorts and lodges is 70 at present in Sauraha, based on my interview with the Regional Hotel Association of Sauraha. The number of hotels and resorts has increased rapidly since 1990. Prior to 1994, most of the resorts were designed in line with the traditional Tharu hut - with thatched roofs, but since 1994 most of these have been replaced by concrete buildings, with the thatched roofs replaced by zinc plates.

When it comes to tourism it is highly concentrated in the central sector of the Park in Sauraha, and several types of tourism activities are conducted there, the most popular being elephant rides (85% of tourists), followed by boating/canoeing at 80%, jungle walks at 80% and jungle drives at 60%.

## **2.5 Review of Ph.D. Thesis**

Arya (1999) presented another important study in planning models for Tourism Development with reference to Nepal. This study has attempted to highlight that traditionally tourism development plans have focused on increasing the number of tourists. It is presented that it results in increasing earning. However, it has not been so, different sites have their own attractions. Due to certain advantages of selected sites, it is a natural tendency to develop these. Thus, Arya tries to suggest that it is not necessary that development of tourism in all areas are equally rewarding.

Tuladhar (1993) in his Ph.D. thesis aimed to study the development of international tourism in Nepal, his main findings were, tourism is a subjective phenomenon and equally valid in resource management. Visitors continuously seek to see the combination of unusual events from more and more exotic land. In this case, Nepal is fascinating, exciting, mystic and exotic venue. For the mountain lovers, it is a red dreamland. Practically tourism is a dream industry, in this business one sells fantasy, sky is the only limit. Turning visions into missions is the prime key to success in tourism which is never ending and ever changing.

Upadhyaya (2003) in his Ph.D. dissertation entitled "Tourism as a Leading Sector in Economic Development of Nepal" had opined that many countries have made various attempt to promote tourism industry as a means of economic progress. The economy of Nepal lacks in terms industrialization, some further alternative is to be found which can induce the process of industrialization to put the path of rapid economic development. To study the scope for global linkage of the Nepalese economy with special reference may be a tourism industry. He has suggested that tourism sector has the potential to link the backward Nepalese economy with the forward economics and to induce the other sector of the economy.

## **2.6 Review of Research Report**

Economics of tourism in Nepal (1981) is one of the studies done by Development Research and Communication Group. This study shows that tourism is one of the crucial, potential and fastest growing sectors of the Nepalese economy. The continuous increase in the volume of tourist flow has direct and indirect impacts on the process of Nepal's economic development. Despite enormous potentiality tourism has very late beginning in Nepal. It was not until the 1950s that the country had started witnessing the development of tourism in an organized manner. The study has worked out tourist arrival and expenditure. Of the total tourists nearly 80-87 percent were found visiting for pleasure purposes followed by trekking and mountaineering purposes. Almost 85-96 percent of the tourist were visited Nepal for purpose to travelling by air. Of them, 51 percent came via India, 28 percent via Bangkok and 12.5 percent via Dacca. Both India and non-Indian tourists have a seasonal bias, with a relatively lower preference for visiting Nepal during rainy season.

Nepal Rastra Bank has studied (1989) on the heading "Income and Employment Generation form Tourism in Nepal". This study deals the composition of tourist, duration of their stay, tourist expenditure and the impact of tourism industry on income and employment generation. This study has identified the proportion of younger tourists, under the age group of 21.4 years shared as high as 67.4. The study also finds the majority of tourists (61.8) visited this country for pleasure followed by trekking (19,1%) and pilgrimage 10 percent. This study indicates that 32.1 percent of total tourist are visited in this country. The percentage of tourist spending Rs. 301 to 1500 per day was 36.7 percent and more than Rs. 1500 was 31.2 percent. It has been estimated that tourism and related industries have earned Rs. 2505.3 million of the amount earned by tourism sector, earning of hotel consist 24.6

percent travel agencies 17.3 percent. This study also determines that tourism industry has provided jobs to 11,176 person among which 61.7 percent were of basic level manpower 29.2 percent middle level and the rest 9.1 percent top level manpower. Among the employers 10.8 percent were female.

## **2.7 Review of Books**

Tourism and Economic Development in Nepal (2006), written by Manoj Kumar Agrawal and Rudra Prasad Upadhyay, is a comprehensive book in Nepalese tourism literature. This book has attempted to find out role of the Tourism sector in economy of Nepal. This has been attempted with the view of find out activities of the tourism sector in broaden perspective to speed up the process of economic development of this Himalayan country. It has also been found that through the promotion of tourism sector the Nepalese economy can be moved faster on the path of globalization. It implies that tourism sector has the potential to link the backward Nepalese economy with the forward economies of the world. On the whole it can be argued that the tourism sector has the potential to induce the other sectors of the economy. In a way the tourism sector could be considered to play the role of leading sector in the economy. Tourism sector has strong inducement effects on other activities of the economy. Besides, the foreign exchange earning form tourism has been found to be an important determinant of governments development expenditure and regular expenditure (Agrawal and Upadhyay, 2006; 313-322).

Chand (2000) was focused on his book "Nepal's tourism uncensored facts". He explains that the tourism in the context of Nepal emerges as one of the major economic sectors which unlike the other sectors has managed to tourism itself. It has covered half of a century and therefore has accomplished a lot of maturity of now. Tourism has contributed to the overall growth of the economy therefore any measures that tend to negatively affect the tourism sector will affect the performance of the entire economy of the country. The sector of influence of tourism has expanded tremendously and if better plans; more enduring support form the government and if more investment is ploughed into this sector it can its area of influences.



## **CHAPTER -THREE**

### **RESEARCH METHODOLOGY**

Methodology is the key factor of the study. So, it needs to be well defined to conduct the study. Therefore in this study the following methodology were adopted to fulfill the objectives

#### **3.1 Research Design**

It is the redbook for the collection of data. It is a work plan owing to the objective of the research. For this study, a descriptive and exploratory research design was followed. The purpose of the study was to describe the role of tourism in the various parts of the study area in the household level of Ratnanagar Municipality of Chitwan district. The descriptive method was used for the qualitative data obtained during the study. The data's that were not quantifiable was explained literally. On the other hand, I analyzed and discovered degree of interdependence between various characteristics/activities that were influenced by tourism in such cases the exploratory research design was used. I also looked into the problem by exploring the views of different set of respondents, as well as by exploring different literatures related with the study.

#### **3.2 Rationale of the Selection of Study Area**

Since last decade tourism has emerged as an important source of income in case of Nepal as well as Ratnanagar Municipality specially Sauraha a part of Chitwan district. So the present study was carried out in Ratnanagar Municipality. This Study area lies in the south-east part of Chitwan.

The reason to select this area was that the development was heard very much in the local newspapers about the benefit the people are receiving from the tourism. The researcher herself is the well knowing about this district, so the researcher is familiar with the local culture and practices about tourism. All in all the researcher was well convinced that by the selection of this study area, it could get more accurate information to fulfill his objectives easily and effectively under any circumstance than any other study area.

### **3.3 Nature and Sources of Data**

This study is mainly based on the primary as well as secondary data. For this purpose questionnaire was served to local people to collect the primary data. Furthermore data has been taken from secondary sources.

### **3.4 Universe and Sampling**

In Sauraha, there are 540 households and total population is 2700 out of which male and female population is 1375 and 1325 respectively. (Population and Housing census, 2011). Among them, 60 households were taken which is about 11 percent of the total households.

Random and non-random both types of sampling were used for the selection of sample population. Under non-probability sampling, the quota sampling was used to select the samples from local people. For this study total 60 household were taken by researcher from different caste and ethnicity. Tharu, Newar, Gurung, Brahmin, Chhetri the number of respondents were decided proportionately from each category. 19 Tharu, 16 Newar, 15 Gurung, 6 Brahmin and 4 Chhetri were selected using in the random technique. The total population was taken from Municipality register list. The information was collected from 3-12 December in 2015 in Sauraha/Chitwan.

### **3.5 Techniques and Tools of Data collection**

This research is dependent on both primary as well as secondary data. The primary data were collected from the fieldwork conducted during household survey and observation whereas the secondary sources of secondary data were collected from subject related books, journals, reports, institutional publication and website, Member groups, stakeholders, Social workers, NGOs, and women groups of Sauraha, Chitwan).

#### **3.5.1 Households Survey**

The name list of the household head was obtained from the Municipality office and house to house survey was conducted. Questions were prepared and the questionnaire forms were filled up by the researcher interviewing with household heads using structured questionnaire tool. In the absence of household head, another senior person present at the home was taken as the respondent.

### **3.5.2 Observation**

Some information was collected by the means of observation. At the time of survey different activities were observed, which are related with tourism development through notepad.

### **3.5.3 Key Informant Interview**

During field study, informal interactions with a number of people were made. They were asked about problems and prospects of tourism development in Sauraha. This technique is useful to provide essential information about the active members. The researcher had taken key informant interviewer like Municipality Meyer, Chitwan tourism board staffs, buffer zone chairman and national park chairman by using checklist.

### **3.6 Data Analysis**

The data obtained from the field survey were coded and categorized according to the requirement. This thesis used purposive method. Bar diagrams were used for visible analysis of the statistics. Important information was tabulated in the table. To reach final, many methods used to find the relationship between local people and culture health and people in this study. Questionnaire, interview, observation are used to find out the conclusion. This study emphasis the data analysis both qualitative and quantitative methods.

# **CHAPTER- FOUR**

## **ANALYSIS AND INTERPRETATION OF DATA**

### **4.1 Background of the Study Area**

This research was conducted in Sauraha which is the part of Ratnanagar Municipality in Chitwan District, located in central part of Terai region of Nepal. The distance from Kathmandu to Sauraha is 165 km. The total area of Sauraha is 23.96 sq.km and the total population of Sauraha is 10,905 that have 2321 households (CBS,2011). Among them, the number of population of Tharu is 5,256 i.e 48.2% of total population. Sauraha is one of the main entrance gates that are very close proximity to the Chitwan National Park. Sauraha was declared buffer zone area of the Chitwan National Park in 1996. The total area of buffer zone area of the park is 750 sq.km. After the establishment of Chitwan National Park in 1973, Tharu residing inside the park were taken out and compelled to stay in the buffer zone area. Sauraha is the main tourist hub as it is the main entrance point to the park. The main reason of tourists to visit the Chitwan National Park is for wildlife tourism. The park has 68 species of mammals, more than 544 species of birds, 49 species of reptiles and amphibians and 126 species of fish. One-horned rhinoceros, wild bear, Gharial Crocodile, Royal Bengal Tiger are commonly sighted wild animals in the park. Chitwan National Park didn't take much time to become famous among tourists. After the malaria eradication in Terai and declaration of World Heritage Site, the place saw a massive influx of hill migrants for settlement and business in touristic place. As a result, most of the tourism businesses were concentrated in Sauraha.(CNP, 2015)

### **Chitwan National Park**

Chitwan National Park has occupied important position in South Asia for the conservation of rare animal and plants. It was established in 1973. It preserve the unique animal and plants of the world and it has covered 932 sq. km. area. It is the first national park of Nepal. It was established for nature conservation by government It is situated in the sub-tropical inner Terai low lands of south central part of Nepal. It is included in the world heritage site since 1984 by UNESCO and government established a elephant fertility center in 1986 / 87. After that the work of Rhino counting was started in the year 1992/1993 and they count up that there are 605 rhinos (Rhinoceros Census 2015) in the Chitwan National Park.

## **Physical Feature**

The park contains Churia hills, ox-bow lakes, and the flood plains of Rapti, Reu and Narayani rivers. The Churia hills elevates on increasing order from west to east from 150m to 850m. The lower but more rugged somewhere hill occupy most of the western portion of the park. The plain portion of it contain the fertile land. The park boundaries are delineated by the Narayani and Rapti rivers in the north and west. Somewhere hills in the South part and westernandeastern border is joined with Parsa wildlife reserve.(CNP, 2014)

## **Seasons**

The park has a relatively high humidity tropical monsoon climate. Summer, winter autumn and spring are the four main seasons. The winter season begins with the beginning of October and ends with the ending of February. Spring begins in March and ends with summer in early June. It gets the maximum temperature of about 33<sup>0</sup> - 34<sup>0</sup>C during the summer season at day time. The monsoon season is quite longer one, which begins at the end of June and continues until September. The average annual rainfall is about 2150 mm and during this time most of the roads are impassable due to flood. (DDC, 2014)

## **Vegetation**

Chitwan is decorated by tropical and sub-tropical forest. About the 70 percent of the total vegetation of the park is covered by Sal (Shorearobusta) Forest whereas 20 percent includes grassland, riverine forest, 7 percent, and saal with chair pine (pinusroxburhgil) forest, 3 percent occurring at the top of the churia range. Te riverine forest consists of Khair (A cacia catechu), sissou (Delberagiasissoo) and simal (Bomb axCeiba). The grass land from a diverse and complex community of over so plant species. The sacchaurum species, often called elephant grass, can reach 8m in height the shorter grasses such as imperia are useful for thatching roofs. (DDC,2014)

## **Animals**

The mammals of about more than 68 species have made the park more beautiful. The park is especially renounced for its production of the endangered rare one horned rhinoceros, tigers and (gharial) crocodile along with many other common species of wild animals. About 605 numbers of rhinoceros (rhino census, 2015 CNP) are present in the park. It also has given protection to wild elephant, gangetic dolphin, monitor lizard, python and four horned

antelope, sambar, chital, hog deer, barking deer, sloth bear, common leopard, ratel palm civet, wild dog, longoor and rhesus money's are also present in the park. The park is also decorated by more than 544 species of birds. The endangered and rare birds like Bangal and different species of egrets, herons, kingfishers, flycatchers and woodpeckers are available in the park. The best time for bird watcher is March and December.

More than 56 species of amphibians and reptiles including marsh mugger crocodile, cobra, green pit vipers and various species of frogs and tortoises have made the park more attractive and panoramic. The park is also important for the scientific study of rare flora and fauna. (CNP, 2014)

## 4.2 Structure and analysis of Data

### 4.2.1 Age Structure

Respondents in the questionnaire survey included different groups. The diagram depicts that most of the respondents were taken from economically active age group people. Let us see he respondent's classification according to age group.

**Table 4.1**

The Classification of Respondents According to Age Group

Age Group	Number of Respondents	Percentage
16-25	8	13.33
26-30	15	25
31-45	20	33.33
46-55	9	15
56 and above	8	13.33
Total	60	100

Source: Field Survey 2015

Above table shows that the majority of respondents were taken from economically active age group 31-45 and 26-30. Age group of 16-25, 26-30, 31-45, 46-55, and 56 and above were taken 13.33, 25, 33.33, 15, 13.33 percent respectively.

### 4.2.2 Caste/ Ethnic Group

Caste/Ethnic composition plays an important role to conserve their own culture and society. The respondents were taken accordingly caste/ethnic compositions of the respondents were as follows.

**Table 4.2**

Caste/Ethnic Composition

Caste/Ethnic group	Number	Percentage
Tharu	19	31.66
Newar	16	26.66
Gurung	15	25
Brahmin	6	10
Chhetri	4	6.66
Total	60	100

Source: Field Survey, 2015

Above table shows that majority of the respondents were Tharus (31.66%), Newar (26.66%), Gurung (25%), Brahmin (10%), Chhetri (6.66%).

### 4.2.3 Education

Total number of respondents were taken into consideration for study purpose. The following table and figure show different educational levels of the respondents.

**Table 4.3**

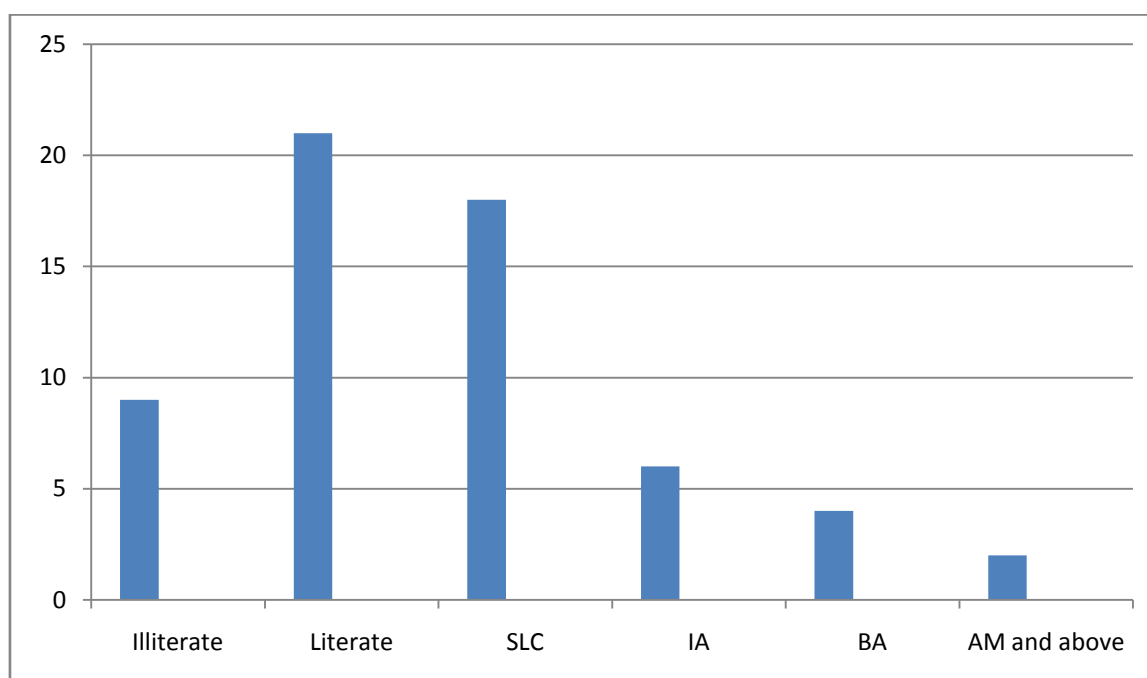
Education Levels of the Respondents

Education level	Number of Respondents
Illiterate	9
Literate	21
SLC	18
IA	6
BA	4
MA and above	2
Total	60

Source: Field Survey, 2015

**Figure No. 4.1**

Education levels of the Respondents



The above table shows that the maximum population (35%) had the education of literacy followed by SLC (30%), intermediate (10%), Bachelors (3.66%) and master and above (3.33%).

#### 4.2.4 Occupation

The respondents were selected from different occupation groups. Occupational distribution of the respondents were as follow.

**Table 4.4**

Occupational Distributions of the Respondents

Primary Occupation	Number	Percentage
Tangas men	2	3.33
Hotel/Lodge owners	20	33.33
Students	14	23.33
Priests	5	8.33
Visitors	12	20
Grocery Shop owners	7	11.66
Total	60	100

Source: Field Survey, 2015



The above table indicates that most of the respondents (33.33%) had hotel/lodge owners as their occupation. Students (23.33%), visitors (20%), Grocery shop owners (11.66%), priests (8.33%) and tans men (3.33%)

#### 4.2.5 Traditional Rites and Rituals

People are of different cultures maintained in different places. By the time they are being amended by the effect of civilization. Such kinds of effect are seen in Sauraha. There people followed their tradition rites and rituals in past age. But in present, they are changing gradually because of the inflow of tourists from different places. In this study different respondents have different views in the study area,

**Table 4.5**

Changing of Traditional Rites and Rituals Patterns of Local Respondents

Statement	Respondent	Percentage
Unchanged	18	30
Slightly	35	58.33
Totally changed	7	11.66
Total	60	100

Source: Field Survey, 2015

Table indicates that in the context of traditional rites and rituals, 30%, 58.33%, 11.66%, from the field area are giving their views on unchanged, slightly changed and totally changed respectively.

#### 4.2.6 Housing Patterns

Before thirty years, there were old type of houses made by straw, wood and grass only in Tharu community. Similarly others made by stone, mud, zinc roof, wood material used. These are tourists' attraction patterns for housing. Now, individuals have built modern and concrete houses, hotel, bars and restaurants. In fact there is drastic change in housing structure, hotel and lodges.

#### 4.2.7 Family Patterns

Quite a few Joint families like other communities of Nepal were observed in Sauraha valley. Now, separate family system has increased due to the effect of time trend. People of study area came to know that separate family and individual family system is much better than joint family system. Every individuals earn the money engaging in different jobs which enhance them to visit different part of Nepal like Sauraha.

**Table 4.6**

Family Pattern

Family Size	Number of Respondent	Percentage
Individual	24	40
Nuclear	30	50
Joint	6	10
Total	60	100

Source: Field Survey, 2015

Field survey shows out of 60 respondents 24, 30 and 30 and 6 respondents have individual, nuclear and joint family system at percentage 40, 50 and 10 respectively.

#### 4.3 People, Culture and Traditions

There are Aryans and Mongolians in the Sauraha valley. This Sauraha is most familiar tourism site of Chitwan as well as Nepal. Tharus are indigenous people in Sauraha valley. Most of them are settled in the southern part of Sauraha because of cultivated land. In present, such indigenous people are shifted in the rural areas. The traditional community of Sauraha comprises mainly peasants. In the military profession most of the recruits are from Gurung, Magar and Kshetri. Newar and Thakali are in the business community. Muslim of Sauraha are also involved in the business field most of the people of Sauraha are Hindus and Buddhists. However, different castes and ethnic groups have their own culture and tradition.

##### a. Brahmin and Kshetri Community

These are dominant communities elsewhere in Nepal. They are strict followers of Hinduism. The general cultural and traditional practices in Nepal reflect that of Brahmin and Kshetri communities.

## **b. Tharu Community**

By cast Tharus are the indigenous habitants of Sauraha . Most of them involved in the fishing and traditional activities and their main concentration areas are Sauraha. They have their own language and very rich tradition and culture. The most significant festival is ‘MagheShangkranti’ (New Year) which is fall in January. Tharu people are considered honest and laborious.

## **c. Muslim Community**

Mostly Muslim communities are from India, Pakistan. They have their own culture conservation and are strict followers of Muslim rules and laws. They are very few in number but increasing faster and involved in business as well as agricultural field.

## **4.4 Infrastructures**

### **4.4.1 Transportation**

Transportation in Sauraha valley facilities are linked to the airways facilities in connecting with Kathmandu as well as road network facilities to different parts of Nepal. Jeeps, Tempos, Buses, Bicycles and Local Cart facilities are also provided. At present, Sauraha has been facilitated also Elephant Safari. Categorically those transportation facilities are divided into as follows.

#### **a. Road Transport**

At Sauraha there is much more road access are available. Everywhere Opening of the cast-west highway as well as joining with Prithvi Highway has thrown the light in the development of the transport network of this area. Many Branch roads connect from the main road of the city. Most of them some are Pitched and some are still non-pitched. These roads are used for the means of transportation like the buses, taxis, jeeps, tempos, cars, motorbikes, bicycles as well as rickshaws and Tangas in the city.

#### **Water Ways**

Sauraha has high potential of water transport from the Rapti river, jet boat, small ship can be used for the transport .of goods from Sauraha to Kasara Now, Rapti river is being used for the entertainment of the tourists

## **b. Elephant Safari**

Now a days very large number of the tourist are coming for Elephant Safari at Sauraha. This transport system are giving much more entertainment for the tourist as well as also transportation facilities. Almost coming tourist are wants to use once this transport. Day by day this elephant safari is going on most popular for the foreign and domestic tourist.

### **4.4.2 Communication**

Nepal Television is relayed from the hight of Kalika temple Gaidakot Nawalparasi. In Sauraha, the wireless telephone, postal service, fax, e-mail internet, mobile service is in practice.

### **4.4.3 Education**

Most of the rural parts mainly hill side of the study area has some government schools and few private schools which are less qualitative than the Bharatpur city. Chitwan city areas are the main education centre of the study area where eight campus, six technical school, One agriculture campus, two teaching hospitals and ten higher secondary schools etc.

### **4.4.4 Health Services**

The urban area of Chitwan valley has the advance health services such as international cancer hospital, two teaching hospitals, one eye hospital, one government hospital, nursing home and some private hospitals etc. But in rural areas health posts and sub-health posts are established a government mechanism. Moreover, the area contains medicals and general health care services as private sector. Now, Bharatpur city stands as a medical city of Nepal.

## **4.5 Major Sources of Tourists Attractions**

The study area of Chitwan is an appropriate site for domestic tourism. The sources of tourist attractions like scenic beauty quiet environment, different temples as religious, jungle safari. Medical treatment, study etc. Given following detail result based on the survey.

**Table 4.7**

Sources of Tourists Attractions

Tourist Attraction	Number of Respondents	Percentage
Pleasure environment	7	11.66
Natural resources	9	15
Wildlife attraction	16	26.66
Cultural attraction	9	15
Above all	19	31.66
Total	60	100

Source: Field Survey, 2015

The table shows that out of 60 respondents, 19 (31.66%) considered the great importance of all components to attract the tourists.

**4.6 Tourist-Arrival in Sauraha**

Sauraha is the popular destination of the Nepal. Chitwan National park is known as second tourist destination in the country. Both domestic and foreign tourists enjoy. Sauraha has many enjoyable things and others give tourist happy and excitement. Table 4.16 presents that the share of tourist from different countries visit in Sauraha.

**Table 4.8**

Total Tourist Arrivals in Chitwan National Park (B.S. 2067/68)

Month	Foreigner	SARRC	Nepali	Total
Sharwan	3388	194	680	4262
Bhardra	2505	269	786	3560
Ashwin	7022	240	1246	8508
Kartik	10791	1049	3792	15632
Mansir	7274	383	3130	10787
Poush	5769	830	6819	13418
Magh	4997	157	3891	9045
Falgun	6461	335	1947	8743
Chitra	8681	502	2615	11798
Baisakha	6676	1213	2722	10611
Jestha	2776	2334	1685	6795
Asad	1348	550	8787	2685
<b>Total</b>	<b>67688</b>	<b>8056</b>	<b>30100</b>	<b>105844</b>

Source: Chitwan National Park, kasara, 2067/68

#### 4.7 Revenue from Tourism Sector in Chitwan National Park

From the tourism activities enhance the economic sector in different ways the Chitwan National park collect revenue from different sector and are mentioned in below pie chart.

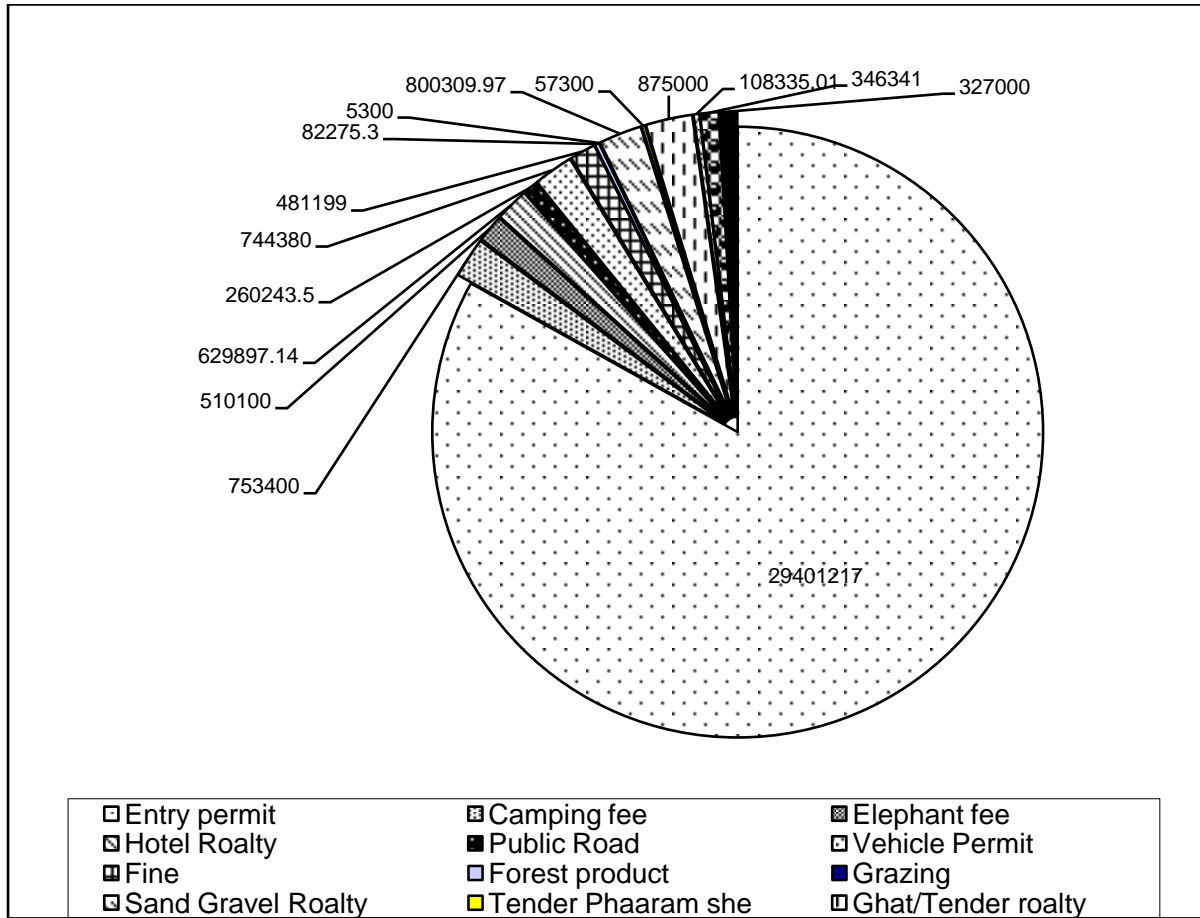
Table 4.9  
Chitwan National Park Kasara, Chitwan Revenue Record  
F/Y 2067/068

S.N	Description	Shrawan	Bhadra	Aswin	Kartik	Mansir	Paush	Magh	Phalgun	Chaitra	Baishak	Jestha	Asad	Total
1.	Entry permit	27700	936830	1192496	2701060	1778470	5410356	2495310	1727980	3605661	3875959	3092196	2557199	29401217
2.	Camping fee	0	0	0	54500	89950	0	33750	0	0	575200	0	0	753400
3.	Elephant fee	0	36200	0	113800	13600	0	22600	0	14200	205100	88900	15700	510100
4.	Hotel Roalty	292562	0	113600	693736	998485	683576.9	0	0	2389521	70000	384054.24	643436	629897.14
5.	Public Road	17883	60579	82226	29984	4623	38357.5	0	7617	1359	6010	10859	746	260243.5
6.	Vehicle Permit	0	50370	21840	32860	70660	104370	43410	98360	39750	68740	34590	179430	744380
7.	Fine	33650	112750	1503	0	0	146525	44925	6520	12801	70600	21300	30625	481199
8.	Forest product	0	0	0	0	0	0	0	0	0	0	22000	60975.3	82275.3
9.	Grazing	0	0	0	0	0	0	0	0	0	0	5300	0	5300
10.	Sand Gravel Roalty	8566.69	27668	29579.7	91696.67	35538	48425.64	0	64287.08	108549	92473	159907.4	133618.79	800309.97
11.	Tender Phaaram she	4500	4500	0	0	6000	36000	0	900	0	0	0	5400	57300
12.	Ghat/Tender roalty	0	17000	0	356250	0	156250	17000	0	0	0	0	328500	875000
13.	Vat	1300.31	3585.54	3871.62	11838.45	5012.02	11365.19	0	9171.5	9102.76	9763.82	25483.64	17840.16	108335.01
14.	Grass cutting(Kharkh)	0	0	0	0	23730	224221	98390	0	0	0	0	0	346341
15.	Miscellaneous	0	0	0	0	0	0	327000	0	0	0	0	0	327000
		386162	1279482.54	1475116.32	4085725.12	3026068.02	6859447.23	3082385	1914835.58	6180943.76	4973845.82	3844590.28	3973470.25	41052071.92

Source :Chitwan Nation Park, Kasara, 2067/68.

**Figure4.2**

**Chitwan National Park Kasara, Chitwan Revenue Record**



Source : Table No. 4.9



#### **4.8 Key informant interview**

The available information was collected from key informants by applying interview in consideration of key notes. The interview was mainly focused on problem and prospects of tourism development in Sauraha and the finding of data have been summarized as:

Flora & fauna, crocodile, python & their habitat, natural environment might be developed as tourism attraction. Similarly Aqua-tourism, fishing art & craft picnic sport, shooting sport etc might be developed as tourist attraction. Likewise the area might be tourist destination for Religious, socio-cultural, & educational proposes and proper management of attraction have been reported as major strength.

Lack of infrastructure, lack of search for prospects, lack of awareness, lack of reinforcement, rewarding & punishment system, cooperation, lack of publicity & promotion, lack of financial support, by government, negligence of related sector etc. have been reported as major challenges/ weakness for tourism development in Sauraha.

Improvement in livelihood, economic & employment opportunities, integrated development of the area, proper utilization of local resources, technological exchange, formation and expansion of market for local products. Physical development and so on have been expected as major opportunities after tourism development in the area.

Proper implementation of polices & rules, mobilization of local resources, conservation of flora and fauna ,establishment of reinforcement, reward and punishment system, development of tracking rout parks & picnic sport, commercialization in agriculture, public awareness, construction of multicultural museum, research of potential destinations, proper management of fisheries & fishing tourism development, emphasis on public participation, establishment of information center, regulation & management of tourist flow, publicity & promotion of attractions, and so on have been reported as major suggestions of informants & participants of group discussion.

## **CHAPTER - FIVE**

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

#### **5.1 Prospects of Tourism in Sauraha**

Sauraha lies in the northern border of the Chitwan National Park. Today Chitwan National Park has become one of the nation's treasures of natural wonders. Recognizing its unique ecosystems of international significance, UNESCO declared CNP a world Heritage site in 1984. It is an important part of the country which consumes the largest number of the tourists in its lap filled with the unique ecosystem. Sauraha helps to increase the national economic growth by drawing tourists to show its unique ecosystem as well as unique Tharu culture. Better infrastructure is essential to foster the tourism properly. There are many prospects associated with tourism development in Sauraha. The major prospects are given below:

- **Scenic Attraction**

The available hotels at Sauraha are situated in the bank of Rapti river. The rhino, Sambar, deer are coming up to the bank of Rapti in threatening it shows a beautiful scene with grass lands.

- **Trekking**

Trekking from Sauraha to Churia hill, Kasara, Khagendramalli, Badreni which is famous spot for rhino are the main destinations of trekkers at Sauraha.

- **Elephant Safari**

Elephant riding is so much attractive factor of tourists to see wild animals like wild boar, bear, rhinos, tiger, bison and leopards. There is 50 elephants for safari from private sector and nearly 57 elephants were used to jungle safari from government sector (CNP).

- **Bird Watching**

CNP is a well known paradise for birds or the world of birds where 450 species of resident and migratory birds live. The tourists encounter with many of them. Pea-cock's courtship dances, wood pecker's rhythmically taps in the branches of trees and beautiful song of cuckoo will catch the tourist attention.

- **Jungle Drive**

An adventurous tour in jeeps into the park will enable the tourists to view some of the rarest species of birds and animals in the wilderness observing various flora and fauna. The ship will also carry tourists to visit the crocodile breeding farm near the headquarters of the park.

- **Nature Walk**

Often naturalist take the tourist across the Rapti river and the area of the park to see nature's gifts, the wild species of birds and animals blended with the surrounding flora and fauna.

- **Elephant Breeding Center**

The another exciting experience is the elephant breeding center. This is the only elephant breeding center in Nepal, where the tourists can see baby elephant with its mother. They can think of their future existence.

- **Boat Riding**

A regular feature of a visit to the park is boat ride on the Rapti river. As visitor walks back to Sauraha after this trip, there may be better opportunities for viewing crocodiles and rhinos.

- **Canoeing**

While taking tourist activities at Sauraha canoeing is also considered as a part of activities in the river Rapti. The Rapti river glides past the jungle, snaking its sunauli way through wide grasslands, over shallow rapids and mandering between sandy banks. A journey down the Rapti river by dug-out canoeing provides the tourists the chance to observe the exotic species of birds and crocodiles basking in the sun at the river banks. Especially the Tharus, Bote (Fishermen) and Kumales (potters) are engaged in this activity.

- **Village Tour**

They usually take tourists by oxcarts or on foot to Tharu villages to meet the unique community of Tharu people. From this kind of tour, tourist can see the settlement pattern, people and scenic beauty of the study area.

- **Tharu Culture**

In the evening the tourists engage in fun making with drumbeats and dance performed by the Tharu people such as harvesting dance, Holidance, Stick dance, Thekara dance and Jhiri dance. The rhymic movements and the exciting drum beats may urge the tourists to joint in their performance. the tourists are most welcomed to join.

- **Museum at Sauraha**

The museum located at the entrance of the park is worth a visit (entrance free) there are exhibits about the park and its wildlife and a number of maps, aerial photo grapes, traditional dresses of Tharus and tattoing etc.

- **Cultural Attraction**

Sauraha is a mysterious place of ancient Tharu tribes as well as migrated hilly people's mix culture. the ancient Tharu tribe represents Tharu stick dance which is popular in Sauraha symbolized the drama of the hunter and his query.

Sauraha is a totally decorated by all the possible beautifying creature. It is famous for endangered rare wild animal and Taru culture. It has different places of visit like Bikram Baba, Lamital, Devital, Kasara Durbar etc. The different places of Sauraha and their distances from head quarter, Kasara, are given below:

**Table No. 5.1**

Interesting Places to Visit from KasarDarbar

Interesting place to visit	Quarter distances in km. from headquarter
KasaraDarbar, Park head quarter	0
Crocodile breeding center	1
Bikram Baba (Religious site)	1
Lamital	2.5
Devital	2.5
ChitwanHatisar, Sauraha	19
Elephant Breeding Center	22

Source: Kasara Head Quarter.

## **5.2 Problems of Tourism at Sauraha**

There are many problems associated with tourism development at Sauraha. Tourist Could not enjoy as they expect due to the cause of lack of sufficient modern facilities. If recreational facilities are totally provided at Sauraha the length of stay of visitors at Sauraha may increase. The major problems associated with the tourism at Sauraha are given below.

### **▪ Electricity**

There is facility of electricity in all hotel and lodges, but due to irregularly of electricity, the hotels or lodges are facing problems. Refrigerators are stop due to the irregular electricity and the perishable items like fish, milk, meat etc. are destroyed. The all hotels of Sauraha are using electric generator by which the environment is further disturbed. .

### **▪ Infrastructure Development**

The transportation and communication development is limited in Sauraha. Most of parts of Sauraha are not linked with the regular motorable roads. As transportation and communication is essentials factor for the tourism development. There is no transportation which can be hired from Tandi Bazar to Sauraha in the evening. This not only affects to the independent tourists but also those which arrive at Tandi at old hours. By this, the independent (free comer) tourists are unable to reach Sauraha as same as there is a syndicate system in horse cart is also another problem in transportation which is limited also. There is great problem in summer season is because of lack of black topped road.

### **▪ Medical Facilities in Tourist Areas**

The health hazards for many tourists at Sauraha are one of the pressing problems facing by the visiting tourist at Sauraha. There are not sufficient health care centers at Sauraha. All the tourists sites need to have health care center due to lack of sufficient health care center tourists afraid to live there for longer time.

### **▪ Trained Manpower**

Trained manpower only can satisfy to the tourist pay proper attention. There is lack of trained manpower like guide, naturalist, cook. Who cannot explain detail about the vegetation and wild animals of Chitwan National park and also cannot to prepare many kind of dish to the

tourist. So the concern efforts should be made to produce the required number of quality staff so as to ensure that the increasing number of tourists visiting the Sauraha get quality services.

- **Sanitary Problem**

Sauraha has not escaped from the sanitary problem. No proper knowledge has been seen in the hotel owners and staffs about the disposal of wastage from the hotels. So the deposition of wastes on the side of river is deteriorating the environment of that area.

- **Fear of Flood**

As the most hotels are situated on the bank of Rapti river. Flood has destroyed the more habitat of animal vegetation and more land has cut by the Rapti river of Sauraha. Now also, there is danger of over flood of the river in every year. Yet no major activities to flood controls as well as forecasting system such as a good and strong dam around the Rapti river.

- **Recreational Facility**

Activities necessary for the development of recreational places for the tourist are not found to initiate in Sauraha. In fact, recreational activities are necessary to increase quantity of tourists' arrival their length of stay in Sauraha. No such recreational places and activities like swimming pool, sports ground, cultural programs etc.

- **Jungle Drive**

The jungle drive for tourist is also disturbing factor for peaceful habitat of wild life. Garbage problem in jungle is also another problem of tourism of Sauraha.

- **Fluctuation of Tourist Arrivals**

In some seasons tourist arrivals in peak point which make hotel owners to added staffs and other goods. But when in some seasons it falls, it discourages the hotel owners to afford by paying to over staffs and fluctuation in tourist arrivals is discouraging the hotel owners to increase their investment for the expansion of hotel.

Besides these all, majority of illiterate, backward, less hygienic poor people may creates bad impression upon the tourist.

- **Accommodation Capacity**

The seasonal fluctuation of tourist arrivals creates a great problem in Sauraha. The autumn season is the peak seasons of tourist arrivals where as summer is the black one by which the hotels become crowded in peak seasons where as the beds are vacant in slack season.

- **Inside Hotels**

Some hotels like are constructed inside the Chitwan national park which create the bad effects for wild animal. It creates the sanitary problem.

- **Marketing Problem**

The traditional way of doing tourism ensures the success as tourists have new abundant choice to choose to destination countries. We have never felt the competitive environment in the world tourism market as we are reserving increasing number of tourism in each successive year in the post. New every country is making vigorous effort to attract more tourists from quality segment of market. In this particular situation, we cannot affront to stick to our traditional approach. Therefore, our tourism marketers have to realize the changing market environment and formulate their strategy accordingly.

- **National Tourism Policy**

Though, the need of national tourism policy is long talked issue and government was also well aware of it, nothing major activities was done till date. It shows that tourism industry in Sauraha has not received good deal of attention and behavior from the government which may be one of the reasons why tourism in our country could not deliver desired result. Tourism policy is essential to provide the required guidance and encouragement to the tourism industry there by helping achieve desired level of achievement.

- **Regular Measure**

Tourist industry in Sauraha is facing many kind of problem. To solve these problems many law have been enacted. Rules and regulation have been established. However, they cannot give the desired result unless they are properly and effectively enforced. Implementation aspect is very ineffective in our country.

### ▪ **Promotional Activities**

Sauraha has not been given proper attention to the promotional aspect of tourism. Tourism business largely depend on the only foreign tourist based at Sauraha. Likewise they are going to be promote tourism activities by leaving domestic tourist interest . To reduce this full depending and to increase the profit margin in the tourism business tourism stakeholder should give more attention about modern tourism aspects as well as adopting domestic culture, religious and tradition. Also it is always essential that we try to reach the final customers by adopting suitable promotional aspect of tourism could be facilitated if the diplomatic mission could be effectively activated in the tourism originating Sauraha.

### ▪ **Government Incentives**

Government should be aware of the need of the tourism sector and provide the necessary incentives for its further growth and development. However, there is regular complains from this sector the lack of incentives for example, tax exemption to tourism sector of economy. To make the tourism business more competitive and ensure the accelerated growth, government should offer the maximum incentives as possible.

### ▪ **People's Awareness**

One of the major problems of Nepalese tourism is the lack of public awareness. People do not have knowledge about tourism. Even people in this region have not still heard the world 'tourism' or 'Paryatan'. Majority of the people engaged only their own occupation with Agriculture which is also limited to the subsistence level.

Sauraha area has high tourism potentalities, but that is not developed still. Most of the people are unaware about the benefits which the tourism could provide them. Therefore, for the development of tourism industry government and non-government organization should provide formal education as well as informal tourism education

### **Trained or Skilled Manpower**

Trained guides are most important to make the Tourist's visit various culture and historical places. With the co-operation of guide any tourists can study and know the correct image of Nepal as well as Sauraha. The maximization of tourist inflow depends on the way they influence the tourists through proper guiding and explanation about our unique socio-cultural



and other related features. But the shortage of trained and skilled manpower has been always a handicap in the path of tourism development.

So, for development of tourism in the area, government and non-government organizations should provide training to the local people.

### **Unsightliness and Visual Pollution**

The visual beauty of the sun-set at Rapti river in Sauraha has been adversely affected by illegal construction of houses in edge of Rapti. That's why they are losing their natural site as well as tourist flow.

### **Wildlife, Their Habitats and Biodiversity**

According to local people, local agencies and hotel owners wild animals, their habitats and breeding grounds in the natural foes areas adjacent to the national park and twenty thousand lake have been adversely affected by increasing urbanization, fence ware system on the border of national park, it directly impact the breeding system of wild animals local people are killed mammals by illegal ways inside the national park and around the twenty-thousand lake.

### **5.3. Role of Tourism in Sauraha**

Before declaration of the park and the introduction of the tourism in Sauraha, the Tharus were leading a peaceful environment with district Tharu identity. In fact they were isolated not only from the tourist but also from the non-Tharus. After 1973 most of the non-Tharus started to shift either from hill regions or outside of Sauraha to the premises of this area in the expectation of getting good opportunity for the job in tourism industry.

Tourism in one of the fastest expanding human activities which changes the socio-economic, cultural and environmental condition in every community of the world today. Tourism in Sauraha has brought several remarkable changes in the local community. The impacts of tourism are noticed both positive as well as negative. Mainly, positive and negative(social, cultural, economic and environmental) impacts of tourism in Sauraha are analyzed in this point.

#### **Positive Role**

In socio-cultural sector, tourism helps to develop the infrastructure like road, electricity, water supply, health, education and telecommunication and brings changes in living standard

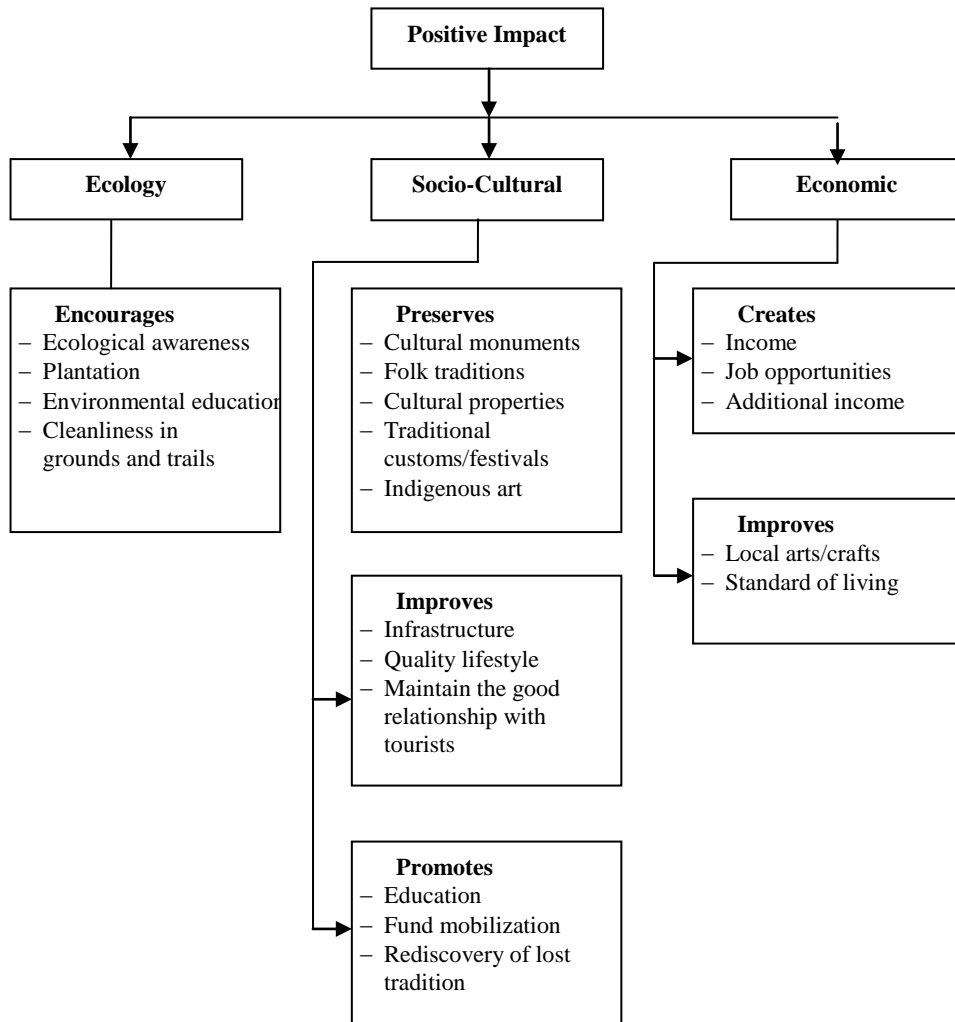
of people, behaviour pattern of peoples, dress, life style, language and food habit. According to Sharma (1998, 56), tourism brings changes in people's ideas, behavior pattern, norms, expectations and other manifestation of material and non-material culture, economically, it helps to improve the economic condition of the local people in community directly and indirectly by providing the foreign exchange earnings, income generation, creation of employment. Tourism is the labor intensive industry, which brings the economic improvement of the local people in community giving the employment related tourism directly and indirectly (Smith, 1989:6).

### **Negative Role**

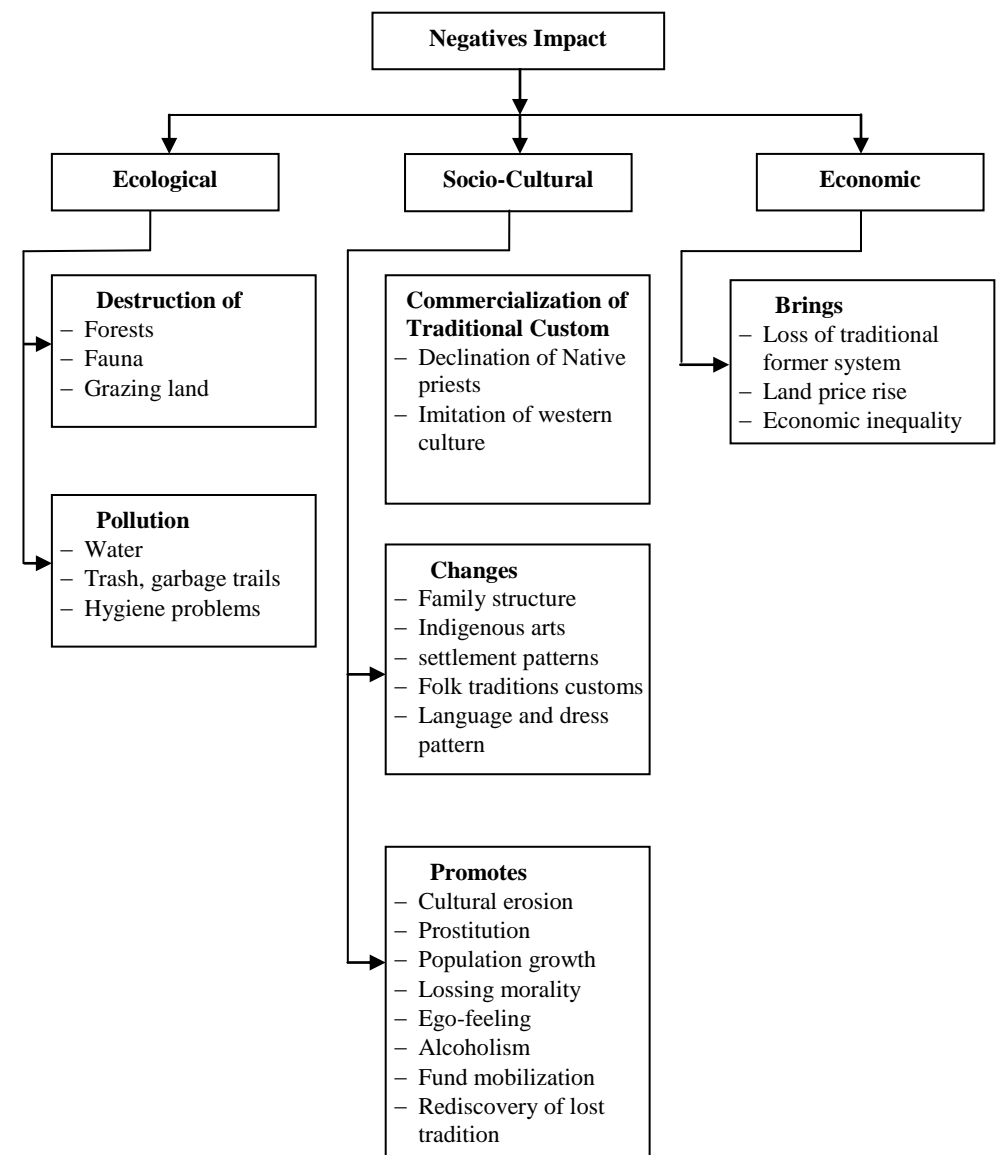
But it encourages the decline of local cultural practices and institutions. It encourages the commercialization or traditional cultural practices, pollution of sacred places, interdiction of alien architecture styles and building materials. These are negative changes in society. Likewise disruption of family and social relationship, hospitality resentment within communities, decline in morality and value. Acculturation, prostitution, drug abuse, alcoholism, juvenile homosexuality and beggary also negative impacts of tourism. The tourism has some serious negative effects, which encourage bringing to imperialism and neo-colonialism like other sectors the tourism has adverse effected to environment condition of the community. This issue has been taken as serious problem by the environmental tourism researcher. The decreasing of forest as fuel wood hand wood for hotel building, effects on the natural habitats of Flora and Fauna, Tin, can, plastic bags and degradable materials left by tourists in routes have created serious environmental problem which has brought the problem in health and sanitation condition of local people and tourists. Instead of these negative impacts, it encourages ecological awareness, conservation measure and awareness of sanitation to the people. Tourism has been affecting directly and indirectly the environment. The most obvious direct effects are in forest depletion and pollution. As a result, deforestation problem of sanitation and landslide and decreasing of natural Flora and Fauna have been brought (Gurung, 1998: 37).

The following two diagrams will show the positive and negative impact of tourism in the study area.

**Figure No. 5.1**  
**Impact of Tourism in the Study Area**



**Figure No. 5.2**  
**Impact of Tourism in the Study Area**



## **CHAPTER-SIX**

### **SUMMARY, CONCLUSION AND RECOMMENDATION**

#### **6.1 Summary**

Tourism industry has a back bone of economy in every developing country like Nepal. Development of tourism sector has contributed to increase employment and income generation of a country. Nepal is famous for natural beauties, like Mt. Everest, the highest peak of the world. Cultural heritages like temple of Lord Pashupatinath, Lumbini, The Birth place of lord Buddha. So, Nepal has become the attractive destination for tourists all over the world. Similarly, Sauraha as well as Chitwan District is famous for world heritage site Chitwan National Park, amicably resolved of park/people conflict. tiger tops is one of the best jungle safari Hotel in Asia, tallest grassland in the world, Royal Bengal tiger, one-horned rhinos, Gadiyal Crocodile exist in Sauraha Chitwan.

The present study is based on both primary and secondary data. The secondary data were collected from different publications and department of Tourism. The primary data were collected by administering the questionnaire, observation, discussion and survey of hotels/lodges and other people of Sauraha. The major conclusions of the study are described here under.

From the study it is found that out of 60 total surveyed people about 15 percent illiterate, 35 percent people have completed primary school. 30 percent people have completed secondary school, 10 percent people have completed intermediate education and about 6 percent people have completed graduate education. All together 81 percent of the people are literate which is quite high.

From survey found that in the traditional rites and rituals, about 30%, 58% and 12% respondents of field area are giving their views as unchanged, slightly changed and totally changed respectively. The data shows that slightly changing in traditional activities is high due to the tourism activities.

On the other hand, out of 16 hotels, about 44 percent, 31 percent and 25 percent hotels have invested their money in lower, middle and higher standard hotel in Sauraha which is due to the lack of sufficient money to invest. Similarly in employment sector out of 16 hotels, about 32 percent, 44 percent, 19 percent and 7 percent hotel generate the employment opportunities

less than 5 staff, 5-10 staff, 10-20 staff and above 20 staff respectively. It indicate that increasing employment in different hotel in Sauraha.

Tourists visiting Chitwan national park in B.S. 2063/64, 98 percent the main tourists activities are jungle safari, bird watching, crocodile watching, natural hike and so on. The wastage left by the tourists could not be maintained in proper way. The number of one-horn rhino and Royal Bengal are also decreasing due to illegal hunting system. The fence ware create one problem in the border of Chitwan National park which impact the breeding system of wild animals.

Due to the modernization, socio-cultural life of people changed with direct or indirect connection of foreign culture in the Sauraha. Many Chitwan people mainly in Sauraha married foreign people. Some individually tourist also support in infrastructure development. Most of tourists come in Chitwan to see our culture and society. So, we are conserve our culture, identity and way of life.

## **6.2 Conclusion**

Sauraha is a pleasant and natural for tourism destination, located in central part of Nepal. This district is suitable for the scope of domestic tourism. Its activities such as recreational, watching wild life and birds, similarly due to the medical city as Bharatpur many domestics well as Indians come for treatment. Chitwan district faces some problems as the institution based. to avoid obstacles and to make Sauraha prospect oriented towards tourist potential, we must revisit to its past offerings. Such as ponds, lakes, rivers, forests, biodiversity, nature birds, culture and our tradition. To conserve these sectors many program conducted such as biodiversity sector program, many tourism broadcast program for promote to the Sauraha, Likewise, Buffer zone user committee, community forest, District forest office, Government of Nepal, Tikuli Training Centre, Ratnanagar municipality helped for the various tourism related awareness program focus the hotel and lodges owners as well as local people for the sustainability of tourism in Sauraha.

## **6.3 Recommendations**

Due to the potentiality of domestic as well as foreign tourists flow in Sauraha is playing the vital role for the socio-cultural and economic development of earning currency as well as giving job opportunities in Sauraha. Similarly local people and local owners are also benefited from tourism and also increased their livelihood standard. Due to the tourism they

are able to earning and spending money with various sector for making better future like Education for childhood, Check-up for the health on time.

On researcher own view to promote further tourism activities in Sauraha following recommendations are suggested.

- Tharu culture mainly structure of houses in Sauraha is totally replaced by new concrete building which is not good for tourist attraction. Also, dress pattern of young generation is changed. They want to copy and wear as foreigners as well as they learn bad activities from tourists.
- Transparency should be maintained in any activity. In addition, local people should be effectively involved in planning, decision making and implementation process of any program in Sauraha.
- More attention is to be paid by the government and the concerned authorities to the tourism products development, strengthening of services and facilities and marketing of products, and publicity through different communication media both at national and international level.
- Fence wire system around the national park and buffer zone area for the protection of wild life. The wire has electricity during the night time helps wild animals can't go near village. But the wire directly impact animals after touching its body during electricity follow. As result it reduce memory power, sexual power and breeding power of wild animals.

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**Annex - I  
Guideline**

**Questionnaire for Local People**

1. Personal Profile

Name..... Address.....

Age..... Sex.....

Occupation: Main..... Assistance.....

2. Family profile:

Sex/Age	1-5	5-10	10-20	20-30	30-50	50-60	60and above
Male							
Female							
Total							

3. What is the occupation of your family members?

Sex/occupation	Farmer	Student	Teacher	Business	Social service	Hotel	Other
Male							
Female							
Total							

4. Do you have land?

Yes..... No.....

5. What type of land ownership do you have?

Type	Own	Owned by lease	Owned by BATAIYA	Others
Amount				

6. How much land do you own?

Types	Registered	Non registered
Amount (Kattha)		

7. How much your family annual income is?

Rs .....

8. How much your annual Expenditure is ?

Particular	basic needs	Clothing	Education	Health	other	Total
Amount (Rs)						

9. What is the structure of the house?

- a) stone mud and tin                      b. stone, mud and straw
- c) cemented      d. small huts      e. other

10. Do you suppose tourism as an source of income?

.....

10. What might be main tourists attractions of Sauraha Area?

.....

12 Do you see future prospects of tourism in Sauraha?

.....

13 For what purpose mostly the tourist visit your areas?

.....

14. What is the main opportunity of tourism?

- a) Growth of economic condition                      b) Utilization of local resources
- c) Improvement of livelihood      d) Publicity of the area
- e) Expand & Conservation of culture

16. What is the main threat of tourism?

- a) Change in culture
- b) Threat on biodiversity
- c) Change in religion
- d) Prostitution and other negative impact on adults

15. What is the most attractive things that the tourist find in your area?

.....

16. Do you feel any necessity of any kinds of training seminar awareness program to promote tourism?

.....

17. Could you give any suggestion to promote tourism better in your area?

.....

**Annex II**

**Checklist**

**Interview with the key informants.**

**(Chitwan tourism Board Saffs, social Mobilizers, Teachers, Doctors, Pirest, municipality chair man, elite, cart owners, National Park chairman, Buffer zone chairman).**

1. How can this region be made a popular destination?  
.....
2. How can tourism help reduce poverty?  
.....
3. What are the major challenges of tourism promotion in this region?  
.....
4. How can tourism be made sustainable?  
.....

