

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the study

Nepal is a land locked and mountainous country with enormous cultural and natural diversities acting as a source of tourist's assets. The country has an area 1,47,181 km<sup>2</sup> which accounts only 0.1% of the total land area of the planet. It is surrounded by Tibet (China) in north and India in the rest of the part.

83% of the total land area in Nepal is covered by the Himalayan and mountain region. But the fragile mountain ecosystems are greatly endangered by the constantly increasing human population pressure, massive forest encroachment and other biotic and abiotic factors (Uprety, 1982). Statements on the fragility of Himalayan ecosystems, environmental degradation, particular forest loss resulting from a rapidly rising human population, over exploitation of resources and the danger of much of the rich biological diversity of the HinduKush Himalayan region being destroyed with the loss of unique species which could have made valuable contributions to the well being of human and the environment are liable today to sound almost like clichés (Dunsmore, 1988). To maintain the good ecology and alleviate the poverty in those regions it is needed to identify the alternative strategies in order to cope with the changing time and achieve sustainable development.

Agenda 21, Chapter 13 of Millennium Development Goal (MDG) identified tourism as one of the key activities for providing alternative livelihood opportunities to mountain people in the process of attaining sustainable mountain development. In the mountainous regions of the developing countries, tourism is developing rapidly and in exerting pressure on the environment which in fact is the sole basis for mountain tourism (Shrestha, 1995). Tourism is the world's largest industry. It accounts for more than 10% of total employment, 11% of global GDP and total tourist trip are predicted to increase to 1.6 billion by 2020. As such, it has a major and increasing impact on both people and nature; Effects can be negative as well as positive. Inappropriate tourism development and practice can degrade habitats and landscapes, deplete natural resources, and generate waste and pollution (WWF International, 2001).

Village based tourism is one of the innovative and new concept in the Nepalese travel and trade industry. This concept has high relevancy for Nepal as most of the population resides in the rural villages. The rural areas of Nepal have unique natural and cultural features. These features can be act as tourist's resources. But the marketing aspect should be strong and promote in national and international level. Village tourism promoted in Ghalegaun is unique in the tourism sector. It is the tourism destination where the visitors of any characteristics can go and enjoy the experience of typical village life in rural setting. The responsibility for the management of the demand and supply side is easily delineated. The demand side is managed by Nepal Village Resort (NVR) LTD. While supply side is managed by Tourism Development and Management Committee (TDMC) a committee comprising of local beneficial groups ( Baskota and Sharma 2000). Therefore, the tourism practice in Ghalegaun can be considered as an equilibrium state. Village tourism in Ghalegaun is created for the supply side by the TDMC. For the purpose of tourism, the village does not have any modern facilities. Provision of restaurant with various menus star hotels, means of entertainment and other activities cannot be found, But the strong point is that the locally available resource are optimum utilized for the tourist. It has proved that these resources can also e act as tourism resources. With the growing importance and contribution of tourism in the poverty alleviation, rural development and so forth the new form of tourism product has been identified in Nepal. Various projects in the field of tourism are trying to explore the new destinations and market accordingly. Village tourism as started from Sirubari of Syanja district, western Nepal has been observed. This type of tourism in Sirubari is first in Nepal. Therefore, the project in this field is in implementation state with different name but nobody is taking task to explore its challenges and opportunities. Therefore, the present the study is done to explore this issue.

## **1.2 Statement of the problem**

According to Gautam ( 2004), Nepal's Natural features mostly protected areas, are most important tourism resources. In the last few years, the fund collected from the entry fee has been the main source for management of protected areas investing for the community development works around the buffer zone and somehow contributing to the national economy. Besides this, many of the tourists prefer to go to the rural areas. Tourism if manage properly can fulfill the objectives of bio-diversity conservation,

cultural utilizations and sustainable development by providing financial resources innovative ideas and information. Tourism in the rural areas can also create employment opportunities and support the subsistence farming economy by providing extra income of the rural areas. The theme of their ecotourism implies for the benefitting of local economy along with the conservation of environment. Village tourism in Ghalegaun also has strong linkages with conservation. In the beginning, Ghalegaun was visited mainly by Nepalese who came to see the success of community forest. Slowly with the hard work of villagers these sites were converted into village tourism and success of the community forest proved to be a foundation of village tourism. This proves the village tourism is a type of eco-cultural tourism.

The study intends to explore the question on "What are the factors contributing to success of village tourism in Ghalegaun?" if identified the key factors of success of village tourism in Ghalegaun they can serve as basis for the promotion of such tourism in other region.

By the constantly increasing human population pressure, massive forest encroachment and other biotic and abiotic factors ( Uprety, 1982). Statements on the fragility of Himalayan ecosystems, environmental degradation, particular forest loss resulting from a rapidly rising human population, over exploitation of resources and the danger of much of the rich biological diversity of the HinduKush Himalayan region being destroyed with the loss of unique species which could have made valuable contributions to the well being of human and the environment are liable today to sound almost like clichés( Dunsmore, 1988). To maintain the good ecology and alleviate the poverty in those regions it is needed to identify the alternative strategies in order to cope with the changing time and achieve sustainable development.

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### **1.3 Objectives of the study**

The general objective of the research is to provide the overall status of village Tourism in Sirubari with its opportunities and challenges.

Following are its specific objectives:

- a. To assess the existing tourism resources in Sirubari.
- b. To document the environmental management practices in Sirubari.
- c. To identify the challenges and opportunities of village tourism in Sirubari.

### **1.4 Scope**

The study is focused in the nepal's first model village, Sirubari. Now a days there are also various projects working in the field of rural tourism and village tourism based on the principle of paying guests as started from the sirubari. These projects may or may not replicate the Sirubari experience of village tourism and the working modality might be different. But the current study focuses only on the status of village tourism of sirubari. Therefore the result obtained from this study may or may not support the other regions.

However, it is expected that the result outcome of this study might support for the other destination of rural tourism or related tourism. The study was conducted in the time period of 4 months ( April- July, 2005 ) and is the part of academic fulfillment than merely the applied research.

### **1.5 Significance of the Study**

Tourism is one of the biggest sources of revenue generation in Nepal. There is little argument over the significance of tourism in the context of a small but naturally and culturally rich country like Nepal. In the last two decades the contribution of tourism to foreign exchange earnings, employment generation, infrastructure development and cross–sectoral benefits have dramatically increased. (Upadhyay 2008: ix)

Nepal is reputed destination of international village tourism that offers a rare opportunity for tourist to witness and feel the rural lives of Nepal. Thousands of visitors from Europe, America and South-east Asia came to Nepal to experience such rural destinations.

Among the many facets of tourism, rural tourism is becoming widely popular both theoretically and practically. Nepal has already started Community Based Rural Tourism (CBRD) in few places with comparative success. The subject continues to trigger numerous discussions and debate among scholar’s entrepreneurs, students researchers and all the concerned government and private stakeholders about the models benefits and challengers of promoting rural tourism and thereby helping economic development at local level (Updhayay, 2008; ix)

Village tourism is sharp tools to cut the edge of sustainable development of rural areas by getting huge amount foreign exchange earnings. The promotion of VT holds even greater meaning as well are focusing on all inclusive justice-based and prosperous Nepal Rural Tourism can be the best engine to achieve overall socio-economic development with the vision of making a prosperous us modern and just Nepal.

The study would be an attempt to raise and explore the current issues of village tourism promotion at micro level. More over this study would be helpful for findings the potentiality of village tourism in Sirubari village.

At the village of study area there is huge possibility to develop and promote VT because of its natural diversity, cultural heritages, historical accounts, religious practices

and unique agriculture system. It is land of indigenous Gurung ethnic group (people), having unique and typical festivals, religious and spiritual beliefs, rituals and custom, folk-lore and dances, food and drinks, dress and ornaments indigenous knowledge and traditional forming system are the most attractive things to develop and promote VT.

## **1.6 Organization of the Study**

This study is divided into five major chapters which are as follows

The first chapter deals with introduction focus of the study on background of the study. This also includes the statement of the problem, objective of the study, significance of the study, limitation of the study and the organization of the study.

The second chapter deals with related reviews and available studies that have been done in respect of potentiality of VT and it will also explain about the theoretical perspective of tourism, tourism in Nepal and concept and principle of village tourism.

The third chapter provides methodology adopted for the study to be carried out.

The fourth chapter tabulates analysis and interprets all the data collected from study area with the help of questionnaire interview, field visits and observation by the simple statistical tools.

The last fifth chapter summarizes the research work performed. It develops a clear view about the study in the form of conclusion and recommendation provided so as to know the prospects and problems of village tourism development in the study area.

## **1.7 Limitations**

Even though this study has been conducted for the purpose of academic fulfillment this may have several advantages in the field of village tourism. During the field study there were some difficulties due to certain limitations. These are:

- Inadequate number of tourists. Only 10 numbers of visitors were surveyed during the field study. Therefore the views of different tourists from different nations cannot be analyzed in this study and appropriate generalization cannot be made.
- Unsystematic visitors' book. The visitors' book in the Buddha Gumpa was unmanaged. The visitors write comments in the book but the information such as the nationality of visitors, his/her field of professional work etc. Cannot be analyzed. The data between the Tourism Development and Management Committee and Visitors' book did not match.

- Information from the Tourism Office and Nepal Tourism Board, Pokhara branch cannot be generated. This is a new field of tourism for Nepal, therefore the past research reports not sufficiently available to assess the existing opportunity and challenges of tourism at Sirubari.

# CHAPTER TWO

## LITERATURE REVIEW

### 2.1 General Review

This chapter deals with definition of various concepts regarding to tourism and reviews all the available literature, journal, books, and other materials related to tourists and tourism.

#### 2.1.1 Tourism: concepts and definition

In recent years, tourism is regarded one of the world's biggest and fastest growing industries. It has been playing a pivotal role in the socio- economic development of the most developed as well as developing countries of the world. So, most of the nations are attracted to this industry and trying their best to strengthen the socio economic life of the people by promoting tourism. Tourism has been identified as an important source of foreign exchange earnings, as an industry creating employment opportunities and generating economic growth of the country.

Generally, tourism denotes the movement or journey of human beings from one place to another, whether it is within one's own country or other countries, for various purposes. The popular word "Tourism" of the present day is derived from the French word "Tourism" which originated in 19<sup>th</sup> century and was popularized in 1930s, but its significance was not fully realized until totally when tourism has a wider meaning and significance. (Gurung, 2007)

"Tourism isn't a new phenomenon for Hindus. In Sanskrit literature we find three terms for tourism derived from the root atan which means leaving home for some time to other places." According to Negi (Cited in: Upadhayay, 2003) the three terms are:

- Paryatna: It means going out for pleasure and knowledge.
- Desatna: It means going out of the country primarily for economic gains.
- Tirthatna: It means going out to places of religious merits.

World Tourism Organization has defined tourist in precise term as "Any person who travels to a country other than that in which s/he has his/her usual residence, but outside his/her usual environment, for a period of at least one night but not more than one year and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited. The term includes people traveling for leisure, recreation and holidays; visiting friends and relatives, business and professional; health treatment; religion/pilgrimages and others; purposes." Whereas any person who stays less than twenty-four hours in the place outside his/her usual habitat s/he is called excursionist. (Ibid)



Tourism is studied and understood from fix different prospective, tourism as a human experience, tourism as a social behavior, tourism as geographical phenomena, tourism as a resource, tourism as business and tourism as industry (Smith 1998). It is managed from four different levels Government, NTO, Business Organizations and locals. (Ghimire, 2007).

Various scholars have defined the word tourism in different ways and yet there is no universally accepted definition. Austrian economist Herman Von Schullard gave the first definition of tourism in 1910 as, "The sum total of operations mainly of economic nature, which directly related to the entry, stay and movement of foreigners inside and outside a certain country, city or region." (Satyal, 2002).

The definition of tourism given by two Swiss professors Walter hunsinker and kurt krapf in 1942 is broad in nature as, "tourism is the sum of the phenomena and relationship arising from the travel and stay of non-resident, in so far as they do not lead to permanent resident and aren't connected with any earning activity (Bhatia, 1994)

Likewise, the tourism society of Britain had also attempted to clarify the concept of tourism in 1976. It defined tourism as "the temporary short term movement of people to destinations outside the places where they normally live and work and their activities during the study at these destinations, it includes movement for all purposes, as well as day visits or excursion." (Ibid)

Similarly, kunwar defines "tourism is the temporary movement of people to destinations outside their normal places to work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs" (Kunwar, 2006)

The concepts of tourism characterized by Tewari (1994) are as follows.

- A movement of people to various destinations and has two components, journey and stay both of which take place outside the normal are of residence and works.
- A movement is of a temporary nature and for a short duration, which distinguished it from migration.
- It gives rise to activities at the destination, which are dissent from those of the resident population of the place visited.

- The main motive for participation in tourism is largely recreation and the visit is made for the purpose other than seeking permanent residence or employment remunerated from within the place visited.
- Tourism in the pure sense is essentially a pleasure activity and involves a discretionary use of freely disposable incomes and free time.

### **2.1.2 Concept and Principle of Village tourism**

The concept of village tourism was first developing in African nation the lower Calamanco regions of Senegal in 1976. It was the best examples of planned and programmed village tourism in the world. This project was aimed at exposing tourists to traditional village life, providing for spontaneous interaction between the tourists and residents, dispelling tourist's often-erroneous preconceptions about the local environment and culture, and encouraging a sense of cultural pride on the part of residents. The project was designed to bring direct economic benefits to the villagers, including employment for young people to reduce their migration to urban area. The model called for simple lodgings to be built by the villagers, using traditional materials, methods and styles then owned and managed by them. (Kunwar 1997: 129).

In fact, rural tourism is not totally a new concept. The rural tourism of the 1970s, 80s and 90s is, however differs in several ways. It is revealed that over 70 percent of all American now participate in rural recreation. Likewise, many other developed countries also exhibit similar levels of participation. Growth in village tourism is difficult to quantify, because few counties collect statistics in a way, which separates purely rural from other forms of tourism. However, most national tourism administrations agree that it is growth sectors.

Village tourism refers to tourists staying in or near village, often-traditional village in remote area, and learning about the village way of life. The village may also serve as a base from which tourists explore nearby areas (McIntyre, 1993: 59). This kind of tourism involves provision of local style accommodation; locally produced food items tourist's menus and the organizations of tourist participation in village activities. The villagers build own inns, operate the tourist facilities and services, and received direct economic benefits from the tourist expenditures. Successful village tourism does not required large capital investment but does need to be carefully planned and programmed; the villagers must be trained to manage and operate facilities and services, and small loans may need to be made to the villagers with technical advice

avoided for the initial development (Ibid, 63). Village tours must be carefully organized and controlled to minimize negative socio culture impacts. (Kunwar, 1997:128/129).

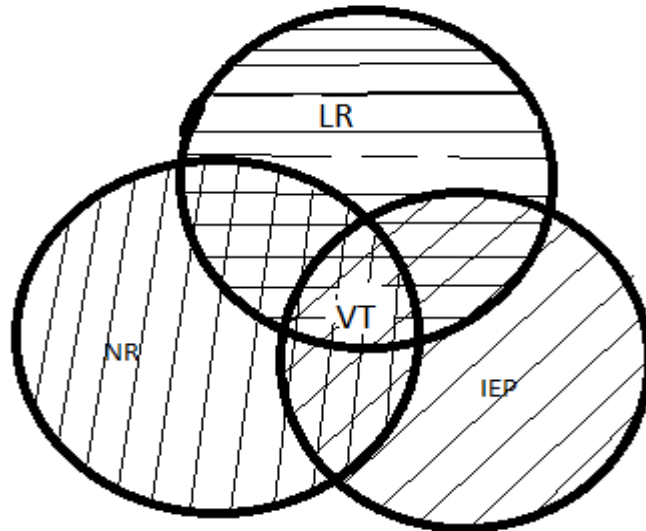
Village tourism is a complex multi-faceted activity: it is not just farm or agriculture based tourism. It includes farm based holidays but also comprises special interest nature, holidays and ecotourism, walking, climbing and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritage tourism and in some areas, cultural and ethnic tourism (Pandy, 2008:167). No doubt, that these all forms of tourism are alternative forms of tourism, which lead to help sustainable tourism in general, and rural development in particular.

Surendra Bhakta Pradhanga one of the activists of village tourism, has defined as "village tourism is a grass-root level tourism designated at its own Nepali village style, mobilized by Nepali people themselves, their skill and resources displayed as village life style and environment involved by groups of village tourists, assigned by Nepali adults authorities positively within its balance of social and environmental function and strengthen the village and village economy."

The ultimate goal of the village tourism is to create and familiarize extravagant people with rural setting and uplift the rural lives. Sometimes it is also called community tourism. Nepal offers an immense scope for rural tourism (Pandey, 2005). The foundation mode or base of the village tourism is treasures of nature, manmade heritage and culture, naturally sheer environment and boon or contributions of the nature. It is a need based and demand driven concept. The interplay (Intersection) of Local Resources (LR), Receptive or Readiness of Locale (RL) and Interests of Extravagant People (IEP) helps to originate or promote Village Tourism (VT). (Sharma, 2008:15)

**Figure:2.1**

**Concept of Village tourism**



Source: Sharma, 2008

Besides, the policy and programs of the government are equally conducive factors for the enhancement of the mission of VT. It originates/comes up with local needs and typical interests of the local people, the sustainability and the charm remain high forever. Naturally, it cannot originate from a vacuum. A tourist or foreigner visits such a place or sport where his/her longed desires or interests is quenched. She/he is a fabulous man having lot of money in his/her purse. A tourist spot is such a destination, which has caring capacity of diverse interests (groups). Multiplicity of feeds or place, which can satisfy all sorts of visitors of different aims and hobbies, is a desirable pre-requisite. Food, shelter, local hospitality, heritages of knowledge gain, happiness of ultimate eternal peace, thirsts of loathness and so others are the fundamentals of attraction of tourism. The entrepreneurs/local hosts or beneficiaries of village tourism must have awareness, skill and knowledge of alluring the visitors sans hurting a single ambition of him.

At mid 1980s, a group of young tourism entrepreneurs of Thamel Kathmandu led by Surya Prakash Shrestha came up with a vision and mission of the village tourism. Its main objective was/is to expand urban centric tourism business toward rural areas and explore the noble potentialities of rural areas of Nepal. However, about similar concept was coined by Mrs. Angurbaba Joshi at 1970s in the name (concept) of Taragaun Vikash, which was to develop a tourist resort, or sport where tourists could experience all the mosaic cultures, traditions and Nepalese rural setting. Due to various factors, it hardly materialized rather than the dream

turned into five stars Hotel Hyatt regency. Few Taragaun resorts such as Kakani, Nagarkot, Godawori, Pokhara, Lamatar and Operating anyway. (Sharma, 2008: 15)

However, today the concept of village tourism has been picked up or reflected in Ghandruk, Sirubary, Panchamul, Sauraha, Chitwan, Ghalegaun Ghana okhara, Bnadipur and around the periphery of Kathmandu Valley. So the credit goes to village tourism promotion forum, which visualized the concept and consequently happened to come into begin, Nepal government in support with international donor institutions (UNDP) subsequently initiated a village tourism development package TRPAP (Tourism for rural poverty alleviation Programme) with the assistance of UNDP. VIToF- Nepal, TRPAP, NTB are such program and organization which act for promote VT during this time. VT cannot develop sans the joint venture/partnership of three stakeholders i.e., public/government, private sectors/entrepreneurs and reinforcements INGOs along civil society (Sharma 2008:16).

In recent years, Nepal has also taken step forward to promote tourism in rural areas as it begins of high priority sector. This could also be visualized looking king at the plans and programs revealed in the tenth five years plan (2002-2007) (Pandey, 2008:169). The government has also assigned special importance to community based rural tourism in order to develop rural economy in the Ninth plan (1997-2002). Promotion of community based rural tourism had given continuity in the Three-year interim plan (2007-2010) and current their year plan (2010-2012) too.

Globally, village tourism found to define differently as per their geographic conditions. The most popular terminology given for village tourism is rural tourism, eco-tourism, green tourism, cultural, tourism, river tourism, sustainable tourism, alternative tourism and so on. It does not matter how it is designated; the basic question lies have much benefit it could accrue for the upliftment of the local community. (Pandey, 2005). The UNWTO estimated that by 2020. Tourism could be the world's largest single industry. International tourist arrival has increased from 25 million in 1950 to an estimated forecast of 1000 millions in 2010. Likewise, Nepal has also experienced significant growth in tourist arrival in 1962 with 6179 numbers of visitors to an estimated one million in 2011.

No doubt, that Nepal has a huge potentiality to promotion village tourism. More than 36000 villages have a unique potentiality to promote village tourism. In our country 85% of total populations are living in rural areas from them 78% of population are halted in organic/non-organic agriculture production due to rampant poverty, unequal distribution of land, unemployment problems. Village tourism could be a great socio-economic force that is why

Nepal is a land for all seasons and all reasons. If the village tourism promotes in 36000 village of Nepal it will definitely contributes in GDP by 40% (Pardhang, 2010).

### **2.1.3 History of Tourism in Nepal**

The origin of the “tourist” starts date back to 1292 A.D. It has derived from the word “tour”, a deviation of the Latin word “tornus” meaning a tool for describing a circle or a turner’s wheel. In the first half of the 17<sup>th</sup> century, the term was used for traveling from place to place, a journey, an excursion a circuitous journey touching the principle parts of a country or region. (Dhungana, 2006)

Tourism is an ancient phenomenon and an inherent nomadic urge in man. From the very earliest historical period, travel has remained a fascination to man. In ancient time pilgrims, traders, explorers, adventure and some scholars had undertaken journey in order to fulfill their respective requirements and needs. The progress of tourism development is related with human evolution. To search for basic needs of life, food, cloth and shelter, human beings used to move from one place to another place. After the rise of industrial revolution in the world brought major changes in the range and type of tourism development. (Gurung, 2007)

In fact, the introduction of paid holidays can truly be associated with the development of modern tourism. In 1936 the ILO adopted the convention to support a serious movement of promote paid holidays in turn. Tourism right to paid holidays has universal recognition now. The trend is to grant longer holiday periods. (Modi, 2001)

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

Prior to the Sugauli treaty of 1816 A.D. with East India Company, Nepal was virtually isolated and closed to outside world for centuries. In 1817, a British resident Dr. Wallich was appointed representative from British government in Kathmandu after the treaty of 1816. He and his officials were allowed to visit areas and assigned to them as tourists. British visitors like Mr. Schaguitweit, Daniel Wright, Sir Britain Hodgkorn, Sir Joseph Hooker, E.A. Smythie and others visited Nepal during the period of Jung Bahadur and later as British resident, researcher, explorer, medical doctor, writer etc. Nepal has always been regarded as sportsman paradise and was famous for wildlife activities including big game shooting as such King George visited Nepal for his famous shoot in 1911 A.D. and the Prince of Wales also visited in 1921 A.D. either the visit of these limited state dignitaries, Nepal was thus completely in a state of secession from outside world (Ibid)

Nepalese tourism sector began to walk at snail's pace after the fall of Rana regime in 1950s when the country opened its border to the foreigners. The political revolution of 1950/51 marked a new era for tourism in Nepal. People were liberated from Rana regime and the gates of Nepal were opened to the foreign visitors. The great revolution of 1951 proved to be a boom for tourism sector in Nepal. After the successful ascents by two French national Maurice Herzog and Louis Lachenal of Mt Annapurna-I (8,091m) on 3 June 1950, many mountaineers were attracted to Nepal. The successful ascent of Annapurna-I was significant in this respect. The year 1953, marked the another successful victory over Mt. Everest (8848m) by two historical heroes, Sir Edmund Hillary and Tenzing Norga Sherpa. Since the Nepal has introduced all over the world (Gurung 2007)

MOF (2008/09) had published economic survey in which tourism has been calculated as the main industry of Nepalese economy. It analyzes that the number of tourists visiting Nepal, their growth trend and length of stay, the number of tourist has increased by 37.2 percent to 526,705 during the fiscal year 2007/08. The number of tourists in the calendar year 2008 totaled 500,277 with a decline of 5 percent. In 2006, the average length of stay of a tourist was 11.96 days but this has come down to 11.78 days in the calendar year 2008.

It has reported that most of the tourists arriving to Nepal are found to be pursuing recreation, trekking and mountaineering. Of the tourist, visiting Nepal in 2008 A.D. 30.6 percent visited for recreation, 20 percent for trekking and mountaineering, 4.6 percent for adventure, and 8.6 percent for formal visit and rest for different purposes.

#### **2.1.4 Tourism in Development Plans**

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

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

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

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

During this plan period, collection of information on tourist arrival was initiated which has proved very helpful to have authoritative database for further planning and policy formulation in developing tourism sector in the country.

Specially, the sightseeing services, trained guide, increasing publicity of Nepal in the international market were priority accorded by the second plan. The enactment of the tourism Act 1964 (2021 B.S.) was notable development for tourism during second plan.

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

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

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



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

- To develop international tourism, which will provide sustained economic benefit of Nepal?
- To induce economic activity through tourism that would assist in the development of agriculture industry infrastructure foreign exchange e.g. earning and employment opportunities and
- To develop tourism in manner that would preserve the enhance the social cultural and historical values of Nepal

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

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

Increasing the foreign exchange earnings and these by improving balance of payment situation.

Increasing employment opportunity in tourism sector by developing skill and ability

Achieving balanced regional development by establishing tourist carters in different part of the country

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

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

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

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

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

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

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

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

For the first time in the history of tourism planning, the eighth plan had identified the existing problems of tourism sector and initiated to develop tourism as one of the major sector of the economy.

Government had adopted liberal economy policy and priority has given to private foreign investors to invest in tourism industry. In order to attract foreign private investors necessary atmosphere would be created and suitable policies formulated. The objectives of the eighth plan were as follows.

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

### **Ninth Plan (1997-2002)**

The ninth plan has recognized high prospect of tourism, thus the plan has proposed to developed tourism in accordance with the natural, socio-cultural and religious environment of

the country. The objectives spelled out in the plan were guided by the long-term concept of tourism development.

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

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

The achievements of this plan are as given below:

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

#### **Tenth Plan (2002-2007)**

Tenth plan has targeted an integrated approach to the background and forward market linkage in the tourism economy. Effective marketing, re-establishment of Nepal’s tourism image,

employment opportunities, increases in foreign currency earning and to channel the benefits derived from tourism sector to the rural areas are the major targets of the Tenth plan.

The major objectives of Tenth plan are as given below:

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

### **Three years interim plan (2008-2010)**

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

Physical infrastructure needed to support tourism will be developed and improved. Initial works to construct second international airport will be carried out. Nepal will be established as a major tourist destination in the international level to enable tourism sector to develop as important segment of the national economy.

This plan seeks to develop reliable and competitive air service through the expansion of domestic and international air services by involving the private sector in the constructor, development, expansion and operation of infrastructure related to the air transport sector.

### **Major Future Tourism Activities in Nepal (MOF, 2008/2009)**

#### **New Tourism Policy 2008**

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

#### **Nepal Tourism Vision 2020**

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

### **Nepal Tourism Year 2011**

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

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

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

### **Royalty Exemption**

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

### **Medical Tourism**

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

### **Agro- Tourism**

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

### **Home stay program**

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

### **Construction of International Airport**

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

### **Airport Upgrading**

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

## **2.2 Empirical Review**

Shrestha (1999), in her Ph.D. dissertation is concerned with the problems and prospect of tourism in Nepal. The main findings of her study are: (i) Tourism has emerged as a major segment a Nepalese economy contributing substantially to the foreign exchange earnings (ii) employment generation and (iii) overall economic development of the country. The main tourist generating regions are Nepal, Asia and Western Europe. There is lack of psychological infrastructure in tourism spots. Most of the service infrastructures are mainly concentrated in major urban areas and in few population trekking routes, majority of the tourists had expressed that there is a great prospects of tourism in Nepal. Nepal Airlines should increase its air seat capacity and solve its problems on a long-term basis, otherwise, private airlines should be allowed to operate immediately even in those routes where Royal Nepal Airlines operates.

It is observed that the female tourists tend to visit more for holiday pleasure, where as their male counter parts visit mainly for business, meetings, seminars and other official activities. Population and environmental degradation, inefficient delivery service system, inability to manage the airport properly, inadequacy of existing infrastructure and inability to diversify tourism products are the main problems of tourism in Nepal. Nepal is considered as one of the cheapest tourism destination.

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

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

Rai, (2005), wrote an article in Chinari in which he described that Siddhithumka is an exceptional place for herbs, flora and fauna. The region abounds in rhododendrons and magnolias. From Siddhithumka, you can see the beautiful mountain city "Darjeeling" on the lap of Kanchanjunga, the local ethnic languages, paintings, and rituals can be studied there. The Sherpa people and their custom perform the "losar dance". In the early morning, you can see the memorable "sunrise" over the plain. You can see caravans of yaks, sheep, goats and horses on the way carrying goods. Wild boar bears, red panda, deer, monkey and porcupine are found in the forest there. Sweet songs of mountain birds are heard in the peaceful environment.

DDC (2001) has presented a report that the major tourist's sites of district are Maipokhari, Sandakpur, Sreeantu, Chhintapu, Mangmalung, Pathibhara, Siddhithumka, Gajurmukhi, Todke waterfall of 285 ft high seems to be a fascinating tourists sites. Even the culture of this site is very rich and attractive.

Siddhithumka grand festival (2066), wrote that in the time of sunrise, it seems that the first ray of it glitter in the lap of Kanchanjunga which shows the panoramic view of the sunrise. After that, there seem to various bees types of insects around the sun.

An article published in Raising Nepal a National News Daily, on 23 March 2001 by Bishnu Gautam on the title 'Ilam's Tourism Potential Waiting to be discovered'. In this article, he explained that the local people blame the government for the present state of tourism in Ilam, especially the officials designated to explore new destinations. In addition to it, he further described that not a single study has been made to explore the tourism potentials of this famous district for tea let alone the presence of other facilities and infrastructure essential for the development of tourism.

He added Ilam basically offers two things: panoramic green hills affording a grand view of the rising sun, with Siddhitumka giving extra view of sunset and exquisite cultural heritage of the different tribal people. Sri Antu, Siddhithumka, Chhantapu and Siddhitumka are famous hills of the district to observe sunrise, Siddhitumka, a grand hill located to west of Ilam bazaar is famous as a vantage point to see the setting sun.

In respect to Siddhithumka, he wrote that the hill of Siddhithumka is becoming a major attraction for tourists coming to view the sunrise as well as icy peaks to the north just because the Indian side offers facilities for transportation, communication and accommodation. Develop the ideas and concepts.

The unique cultural activities among the Ilam people are another potential source for the promotion of tourism in Ilam. Lepchas, the endangered tribe living only in Ilam district can be attraction to tourists. They live in different 16 VDCs of the district. However, the local say that nothing has been done to preserve and explore Lepcha culture and traditions. Besides Lepcha, there is the Limbu and rai community with their unique cultural tradition waiting to be discovered by visitors.

### **2.3 Village tourism at Sirubari**

Nepal village resort P. Ltd. (NVRPL) is developing the principle of community based village tourism in Nepal since 1997 using Sirubari as a pilot programme. The first commercial group of sixteen Belgian tourists was taken to Sirubari in October of 1997. The concept of community based tourism is not new one but to date; no body has explored it from a commercial point of view in Nepal. The style of tourism that is promoted in Sirubari is one of the "Home stay" where



the clients sleep and eat in the individual houses, giving them a sense of belonging to a local family as family member (Parr, 2001).

Village tourism in Sirubari can be evaluated as a grass root level exercise in making tourism relevant to rural development, environmental conservation and community participation in village works. In comparison to the trekking and mountaineering tourism practiced in Sagarmatha National Park and Annapurna Conservation area project, village tourism in Sirubari is proactive initiative in tourism-managed form the supply side. Village tourism offers the opportunity to tourists to interact and experience the typical rural life of Nepal. The management of supply side of component through a participatory institution, board based sharing of benefits and a new approach to visitor satisfaction is other unique characteristics of the Sirubari model of village tourism. The impact of tourism on the environment, society and economy of Sirubari is not felt yet due to the low flow of tourists. The baseline survey in sirubari shows that the benefits from tourism have been board based. About 68% of the total food expenses for tourists go to imports from outside and 28% are reported to come from their own production (Sharma, 2000). The financial return to the community is high compared to other form of tourism. 50% of the package price is being retained locally in surabari (Parr, 2001).

Village tourism brings with it a strong aroma of rural life, and has become increasingly popular in Nepal with visitors looking for a first-hand experience of life in the traditional and culturally rich Gurung, Sherpa or Magar villages. Sirubari, situated on the southern slopes of a ridge, also happens to be the first model tourism village designed by the Nepal Tourism Board and Nepal village Resotrs Privet limited. Village tourism in sirubari has been beneficial to both the Gurungs and for eco-cultural tourism. The Home-stay concept in Sirubari taken to Australia's Farm stay concept is marketed by NVRPL (Sharma, 2001).

Whenever an outsider visited Sirubari, prior to the initiation of tourism, S/he was taken aback by the degree of development on the village. Visitors often were prompted to suggest the locals to urge the government to formally declare it as a model village. Sirubari was designated as a model village by his Majesty's Government of Nepal to see how village tourism works out in Nepal. The rich Gurung Culture, Panoramic view of Himalayas, including, Cachhapuchre, Manaslu, Dhaulagiri and Nilgiri mountain peaks to the north, the lush green river basins to the south and picturesque villages like Aruchour and Darau next to it have made Sorubari a best choice for village tourism in Nepal. For the tourism entrepreneurs, policy makers, and development planners the Sirubari experience of success has inspired that village tourism can be very useful in bringing about an urge among the local community to improve the infrastructure

of their village. It also helps implant ideas among the villagers to take to modern way of thinking, rising above their conventional attitudes.

Judging by the varied topography of the country and the plurastic nature of society, the Sirubari success is a testimony that village tourism can thrive well in Nepal. Sirubari has got such recognition not because of the government involvement in development process but as a consequence of untiring efforts of the local people, especially Gurungs, committed to proving that villagers are as good as an even better than cities to live in (Dhungana,2000). Tourists visiting the sirubari village on the laps of the Himalayas can experience the real feelings of Nepalese hospitality industry when they are greeted with garlands and bouquets of flowers in the vibrating music of Panchi Baja (A traditional Music of 5 different instruments). Friendless, community and ownership feeling, clean environment and Gurung Culture are the hallmarks of this mid-hill village, which are enough to attract the visitors. The fact that Sirubari offers all that the tourists need and the unique experience of village life in Nepal makes a visit to the village necessary once a life time.

Sirubari is also known internationally as the first community-based tourist village, even Switzerland, where the concept of village tourism was developed, does not have a model village. Hospitality that is not offered in the five star hotels of the cities can be experience in Sirubari. Visitors are treated to a pure and healthy Nepali food, well- furnished toilet with abundant water supply. Moreover, the affectionate and friendly behavior of the house-owners the cheerful Gurung" Ama" and other members of the host family, is enough to make the tourists forget their home. The tourist who is on a package tour spanning two nights and one day's stay at Sirubari has very busy schedule. Early in the morning, s/he will climb to the Thumro hilltop for viewing the sunrise over the Himalayas. The place is about one hours trek from the village. Thereafter, the day is spent by going on short tours on different scenic places. Then in the evening, there is a grand ceremony at the village monastery located at the center of the village. The tourists are entertained with a variety of cultural programmes amidst a large gathering of the villagers. The villagers give a hearty Farewell the next morning, after breakfast the tourist. Although parting is sad, it nevertheless leaves a deep impression in the heart and mind of the tourists) the Kathmandu Post 2058), Sirubari Model tourist village is also identified as a main destination that will be promoted on a wider circuit by the Nepal Tourism board.

# CHAPTER THREE

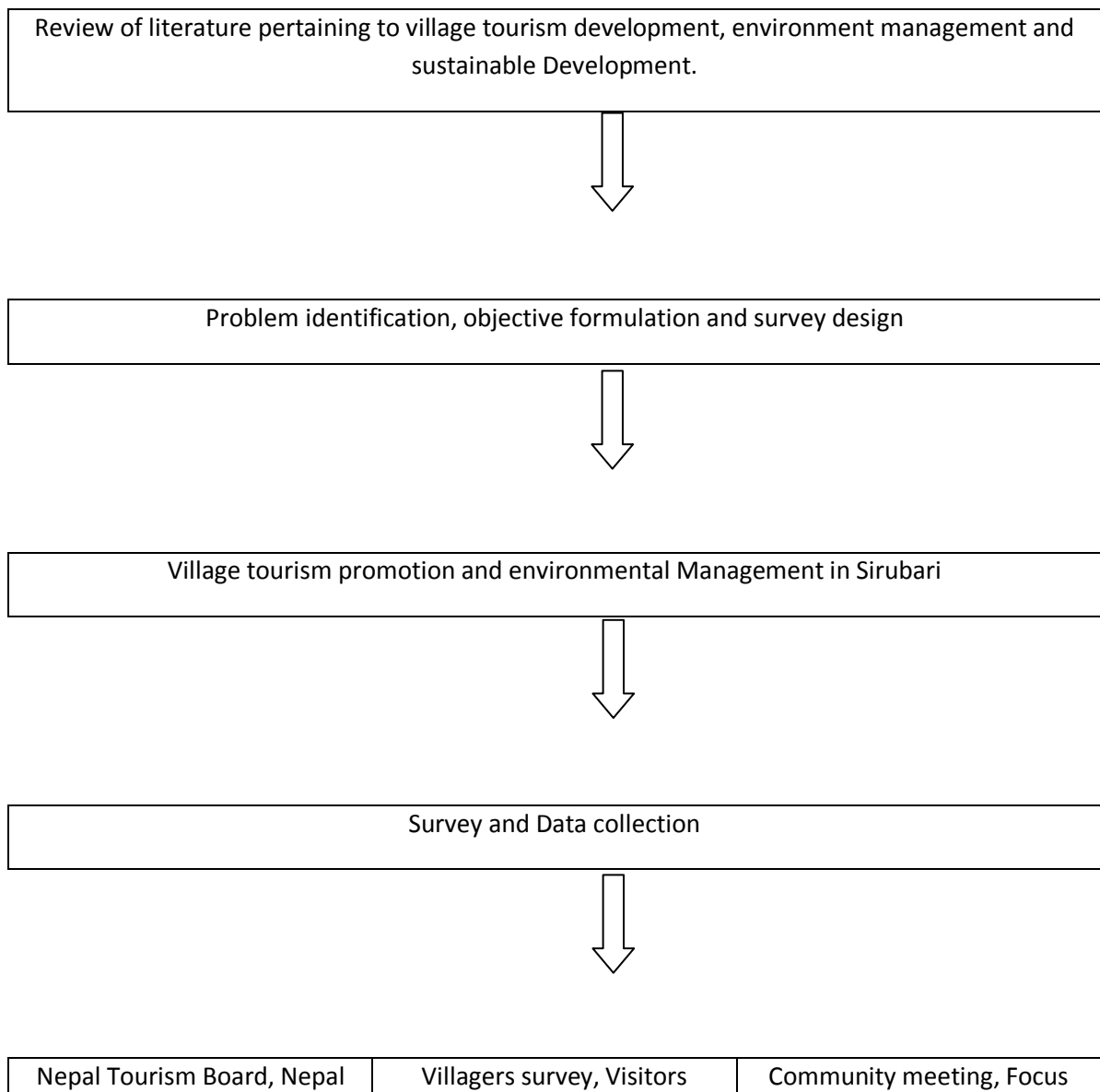
## RESEARCH METHODOLOGY

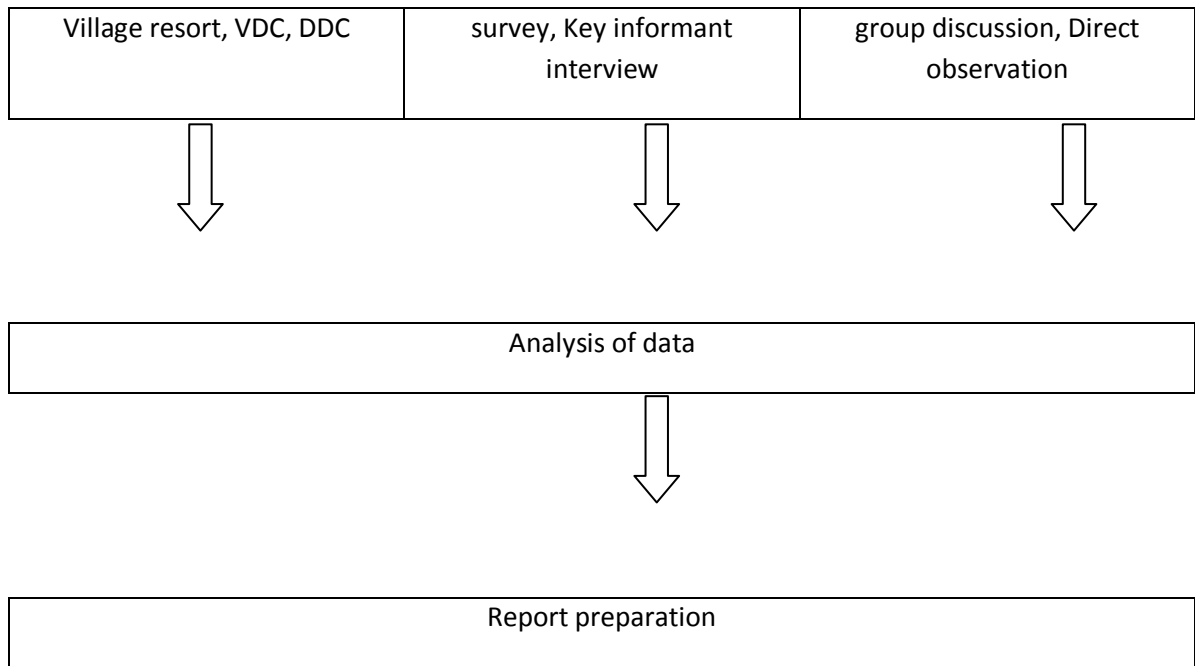
### 3.1 Research framework

The framework for the research and survey methods was prepared for this study as a guide. It is illustrated below on the figure:

Figure – 3.1

#### Research Framework





### 3.2 Rationale for Selection of the Study Area

The Himalayan Mountain chains of Nepal in one of the worlds' most spectacular natural areas and has become a focus for the rapidly growing tourism market. Nepal is particularly vulnerable to the intrinsic instability of its mountain environment, which is further aggravated by its firewood based fuel economy and its long history of cultural isolation (Joshi, et. Al. 2003) the rapid growth in number of tourists hand tourism activities limited only in few destinations is inevitable to diversify the product. This in term is also expected to support the traditional subsistence economy in rural parts.

The environmental impact of tourism has also been identified. The Kanchenjunga Conservation Area (KCA) tourism planning team (2000) reported waste disposal problem within the trekking corridors, several damage of sub-alpine shrub species due to the fuel wood collection, pressure on forest timbers resources due to the construction of new lodges, teashops etc. ) Shellaron and simmons, 2000). Similar issues were also reported in other areas developed and promoted. The continuation on local economic development, environmental management, and sustainable development are integrated components of these tourism models.

In this context, village tourism in Nepal began in 2053 B.S. (1997) after the approval of report prepared by Tony Parr, An Australian National, by his Majesty's Government of Nepal. The report recommended Sirubari as model village to develop and promote village tourism in Nepal for the first time. The tourism in the village is operated and managed by community

members but still there may be some obstacles. Therefore, it is a growing concern to explore the challenges and opportunities of village tourism to give it a bright future. The lessons from the Sirubari experience and this research output can jointly be implemented in other similar villages of Nepal, which are expected to replicate the Sirubari model of village tourism. The study conducted by Banskota and Sharma (2000), has established the baseline data on socio economic and environment sector. Based on this data with some modifications and creating new parameters addressing social and environmental issues helps to identify the changes or impacts over time.

People from different way of life, especially tourism entrepreneur and development planners, were interested to talk and raise the voice on the development of this concept however, the initiations of explore on the issues of village tourism were absent. The issues including what made the village tourism successful, what are the requirements to develop village tourism, what are its challenges and opportunities in the local and global context etc. Should be explored in the broad ways. Therefore, this study intends to explore these issues to contribute further development of village tourism.

Sirubari is unique in terms of the natural beauty, which provides the habitat for the wild animals however, such natural beauty lies away from the tourists due to lack of developed infrastructure. There are natural attractions like flora, fauna, species and NTFP. Similarly, the culture of the Sirubari area is also unique than other region of Nepal. This region itself is rich in its folk culture of Gurung ethnic group, as people have been continuing various types Maruni, Sorathi, Ghatu etc. Such types of the culture have been transforming one generation to another. Religious sites of this region have been attracting both domestic and international tourists. This shows the high possibility of tourism development in Sirubari area with extending more service and local hardware and software product. As a local people of the study area, I am familiar with religious and cultural sites, which were helpful to collect the field data within the period of the field research.

### **3.3 Research Design**

Research design is helpful to manage the evidences and enquires of the study in appropriate order within the given time frame and to interpret the data. This study is based on both exploratory and descriptive research design. In descriptive research, design the study included research methods and review of related literature. Similarly, in

exploratory researcher design the study included the facts and phenomenon of the study area. Accordingly, the researcher developed some of the instruments like the structured and unstructured questionnaire and interview schedule and performs focus group discussion to explore the field information on village tourism.

### **3.4 Nature and Sources of Data**

This study is based on qualitative and quantitative by nature. The perception, adoptive strategies and their Socio-cultural practices were qualitatively analysed whereas quantitative data revealed the income, expenditure pattern, educational status hotel, business trend in the area. Primary data were gathered through field observation; interview, questionnaire survey and secondary data were collected through official documents, newspapers, newsletters, journals, documentaries, annotated bibliographies and books. Research data are coded, tabulated, and analysed in logical order to fulfil the objective of this research study.

### **3.5 Description of the study area**

Sirubari is located in the Panchamul Village Development committee (VDC) ward no 4 of Syangja district ( Latitude 27°52' to 28°13' and longitude 83°27' to 84°6') of mid-western development region ( Map no. 4.1 and map no 4.2). The village is located in the south facing slop at an altitude of 1,700 meter above sea level on the lap of the hill. The village is mainly comprises of Gurung community. The village had the population of 674 comparing 312 male and 362 female of 145 households. Average number of people per household is 4.64. The community depends mainly on the agriculture. However, the family income is highly supported by the army pensions and remittances. The village is accessible by both the vehicles and foot. One can reach Sirubari from the Helu by foot ( 3 hours), Syangja, the district headquarter ( 4 hours) and Naudanda ( 5 hours) by vehicle. All of these station lies on the Siddhartha Highway, the road connecting Pokhara with Lumbani.

### **3.6 Population and sample**

People residing in the panchamool VDC-4 is considered as the population. This consist both the main Gurung community and occupational caste groups. In main Gurung community, also there are households who are not member of tourism development and management committee (TDMC). Likewise occupational caste group development by pottering, cleaning and maintaining the grails doing agriculture works etc.

The population as divided into the 3 different states for performing stratified random sampling. The basis of stratification was that the population was divided into the main Gurung community who are the member of TDMC and are the guest room owner main Gurung Community who are not only the guest room owner but participate in the village development works and tourism development and rest of the group are the occupational caste group usually low caste group who do not directly involved in the tourism. All Together there were 30 respondents in the village comprising 10 numbers of respondents from each group of strata besides these three numbers of tourism personal were also contacted for interview.

### **3.7 Techniques of Data Collection**

#### **3.7.1 Observation**

Research involved in the observation to record the different information related to village tourism in the Sirubari region. To accomplish this task, both participant and quasi-participant observation were used. During the period of observation the value of their cultural identity were sincerely observed. In the observation period, the study was based on the observation of customs, feasts and festivals, rituals and other scared sites. A part from these, the study observed the small and cottage industries based on traditional and indigenous technology like wooden and basketry products.

#### **3.7.2 Key Informants Interview**

The study had undertaken the structured, semi-structured and unstructured interview to explore the information on religious tourism and its impacts on both local and national economy. For these, the study was based on interviews with village leaders, politicians, Dhami, tourists, Mukhiya, elderly people, businesspersons and government officials like official of tourism board, security personnel, health worker, schoolteacher and aged people from neighboring village. This interview information are classified and analyzed in this research to present authentic value status of study area.

### **3.8 Tools of Data Collection**

Researcher used different types of the tools like questionnaire, checklist, diary, photographs and political map are use in order to collect the primary information from the field. Both structured and unstructured questionnaires were used to collect quantitative information in the Sirubari area. Questionnaire provided the information about business, educational status, expenditure pattern of the tourist and demographic data of the local informants. A separate checklist was used to interview different respondents such as government officials, businessperson and other concern bodies. To test the reliability of above tools and techniques pre test is done at Sundarijal of Kathmandu before collecting data from study area. It helped to avoid errors and difficulties of the research.

### **3.9 Method of Data Analysis**

In the process of data analysis, the researcher classified and tabulated data, which he had collected through the various sources. In this study, data were collected and tabulated manually. For different types of data, different tables are prepared. Simple statistical tools were used such as percentage, average, frequency, bar diagrams and pie chart. To fulfill the objectives of the study, data were analyzed descriptively.



## **CHAPTER FOUR**

### **DATA ANALYSIS AND PRESENTATION**

The study intended to provide the up to date status report of village tourism of Sirubari. This may be beneficial to the planners, development specialist; tourism personnel and so on for the development of similar type of tourism and achieve village development through peoples' participation.

#### **4.1 Existing tourism resource and activities related to the tourism industry**

Any sites become the tourism destination if it has some sort of unique features that cannot be found in other places. Similarly, the issue of marketing is also one, which determines the fate of the area of tourists' attraction. The same thing applies in the context of Sirubari, as this village was not so popular a decade ago.

The village tourism was started in Nepal from the Sirubari village of Syangja district for the first time. However, the tourism in Nepal was highly based on the rural areas and villages, this type of tourism were not coined before 1997. Therefore, the credit of the pilot project or activities of village tourism grew to Sirubari. The village tourism in Sirubari was started because of idea of the retired Indian Army Captain, Rudra man Gurung, and an Australian expatriate, Tony Parr, who had together approached for the government for the support of the village tourism with clear idea and vision. After the identification of Sirubari as the site for developing model village tourism, a committee named Tourism Development and Management Committee ( TDMC) was formed with the overall responsibility of managing tourism activities in the village.

#### **4.2 Tourism resources**

The tourism resources identified during this study are local culture, guest-host relationship, local livelihoods, forest nursery & biodiversity and Thumro Juro (Viewpoint). The rank achieved by these resources is local culture (1), guest-host relationship (2), Local livelihoods (3), forest nursery & biodiversity ( 4) and Thumro Juro ( View point) ( 5). The items or parameters having high number of respondent were recorded as rank one and vice versa. The tourism resources, their rank and the number of respondent with percentage in given in the table below.

**Table-4.1**  
**Tourism resources and their rank in Sirubari**

<b>S.n.</b>	<b>Tourism Resources</b>	<b>Rank</b>	<b>Respondents ( N=30)</b>
1	Local culture	1	33%
2	Guest-host relationship	2	27%
3	Local livelihoods	3	17%
4	Forest nursery & biodiversity	4	13%
5	Thumro Juro ( View Point)	5	10%

*Source: Field survey, 2011*

To know the tourists' interest, various items were identified depending upon the tourism characteristics of Sirubari. Then during the survey with the local villagers and discussions with the TDMC members give me the information about tourists' interest in Sirubari, the top four interests derived from the survey are illustrated in the table below. The tourists' visiting the village is with the interest in culture followed by the participation. The participation in this report means the involvement of local people in the village development work, tourism development and management and all of the community welfare activities. The local livelihood means the villagers lifestyle and their daily activities in the village and household. The culture (welcome and welfare) scores rank one and vice versa. The tourist interests, their rank and number of respondent with percentage are given in the following table:

**Table- 4.2**  
**Tourists' interests and Their rank in Sirubari**

<b>S.N.</b>	<b>Tourist interest</b>	<b>Rank</b>	<b>Respondents</b>
1	Culture ( Welcome and farewell)	1	40%
2	Participation	2	33%
3	Local livelihoods	3	17%
4	Sunrise & Himalayan view	4	10%

*Source: Field Survey, 2011*

The village has also rich community assets, which is very fruitful to the success of village tourism. The case of social unity is the most obvious one. Local youth group and mothers group are playing to secure and maintain the good social structure in Sirubari. The local youth group has bagged the national youth award in 2050 B.S. whereas local

mothers group has bagged the mountain development award (First prize) from HMG/N in 2004 on International Mountain Day 2004. Both groups have played the crucial role on the development of village and village tourism in Sirubari. They contributed free labor, raised fund for community development works, actively participate in decision-making process and so forth.

Among the community assets, social unity stood in first position, scenic environment stood second position, equity behavior stood third and forest stood in fourth position. Items having high number of respondents were ranked as one and vice versa. The community assets, their rank and number of respondents with percentage are given in the below table.

**Table-4.3**

**Community assets and their rank in Sirubari**

<b>S.N.</b>	<b>Community assets</b>	<b>Rank</b>	<b>Respondents</b>
1	Social unity	1	37%
2	Good scenic environment	2	27%
3	Equity behavior	3	20%
4	Forest	4	17%

*Source: Field survey, 2011*

**4.3 Visitors' Attitude**

The visitors' attitude was identified by analyzing the visitors' book. Most of the visitors are requested to write their comments and suggestions on the visitors' book that is placed in the Buddha Gompa, based on their experience of Sirubari visit. Both the National and international visitors write their comments. During my field visit to Sirubari, I have analyzed the comments, suggestions and experience written by the visitors in the visitors in the visitors' book. The comments were divided in six different headings, which included environmental quality, hospitality, social structure, satisfaction, culture, and recommendations given. The number of registered visitors in the visitor's book was 2320 (2320). Among these headings, other sub-headings were also viz. social structure, bio-diversity conservation, environmental sanitation, scenic beauty and waste management under environmental quality, welcome and farewell procession, friendliness of local people during visitors' village stay under hospitality, village experience, visitors' expectation, management aspects, money value under satisfaction, culture preservation, Gurung culture under culture and further management, training needs etc. under recommendation. The result obtained from the analysis of visitors' book showed that the visitors liked hospitality (24%), followed by social structure (22%), environmental quality (17%) culture (16%) satisfaction (15%) and provided the recommendation (6%). It can be concluded that the village has the strength in the hospitality (welcome and farewell

procession, friendliness of local people during visitors' village stay), followed by societal structure (social unity, participation and effective management). There is no significant variation between the various parameters and the variation that exists is very low. The major important factor is the recommendations given for the betterment of the tourism. However, from this study it is found that only 6 % ( 139 No.) Of the total visitors have provided recommendation, which is very negligible in comparison to other parameters. Therefore, we can consider that the visitors equally like all of the parameters in the village.

The Tabular and graphical form of visitors' attitude towards Sirubari village is given in the Table.

**Table-4.4**

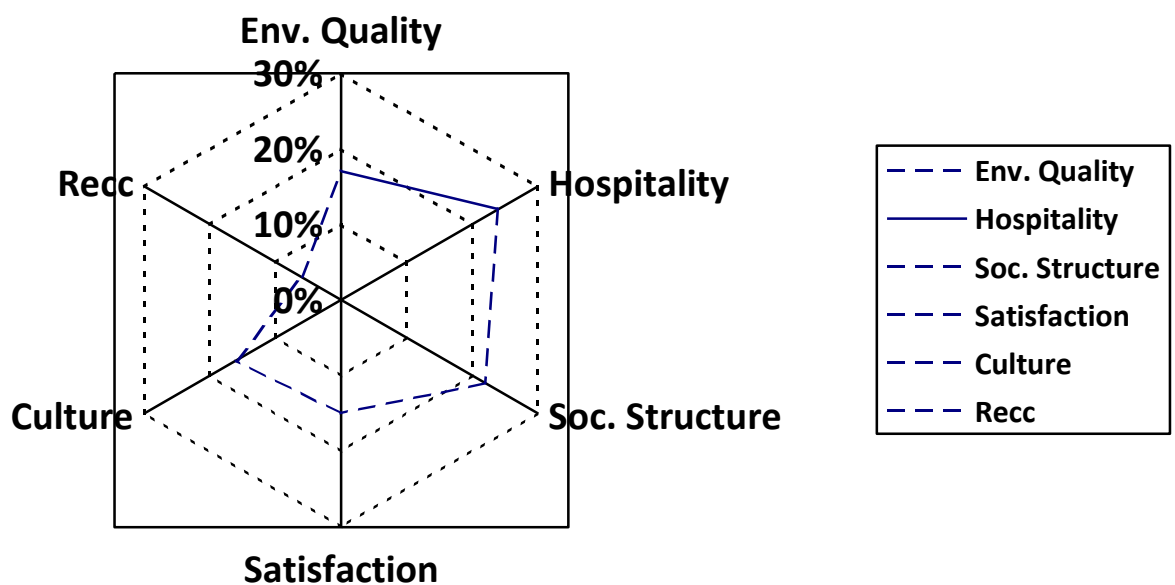
**Visitors' Attitude towards Sirubari village**

S.N .	Parameter s	Env. quality	Hospitality	Soc.Structure	satisfaction	Culture	Recc	Total
1	No. of visitors	394	558	510	348	371	139	2320
2	Percentage	17%	24%	22%	15%	16%	6%	100%

*Source: Analysis of visitors' book, Sirubari*

**Figure-4.1**

**Visitors' Attitude towards Sirubari village**



*Source: Analysis of visitors' book, Sirubari*

#### 4.4 Visitors flow

Unlike the trekking and mountain tourism destination, visitors flow in Sirubari is quite low. Therefore, the environmental challenges are not experienced yet in Sirubari that is faced by those several trekking and mountain tourism destination of Nepal. In order to prevent the possible environmental damage of Sirubari, those tourists, who are responsible, who want to contribute to local culture, local economic development and are sensitive to environment must be promoted and should be the target of TDMC of Sirubari and tour operators. The data on the number of tourists/visitors visiting the village is not consistent between the record of TDMC and visitors book. The data between these two sources differs significantly. TDMC data shows that up to the year 2060 B.S. the total number of visitors were 7029 with national visitors 5742 and international visitors 1287. Whereas, according to the record of Visitors' book the total number of visitors were 2320 with Nepalese nationals 1748 and international national 572. Among international visitors, Europe is in the top position with total number of 395 visitors. It was difficult to complete the data of the country of the foreign visitors from the visitor's book during my field visit. As all the visitors were not denoting their country of origin in the book. Climatic and weather condition has been the deterministic factor for the international visitors therefore the number of international visitors decline rapidly in the monsoon and winter season in Nepal. However, in the case of National visitors winter season is quite leisure period from the agricultural works therefore they prefer to visit in this month though this is not the tourist season.

According to the Banskota and Sharma (2000), majority of international tourists were from Holland ( 35%), Belgium (28%), France (13%), Germany (9%), and others (15%). In terms of seasonality, tourists flow peaks in October (35%) followed by November (21%) and September (15%). Remaining months account for 29% of the total international visitors. But, from my study in it is found that the majority of visitors visited the village in the month of Magh or Jan-Feb (13.75%), Paush or Dec-Jan (13.65%), Mangsir or Nov- Dec ( 13.38%), Falgun or Feb-Mar ( 11.67%), Kartik or Oct-Nov ( 9.66%), Chaitra or Mar-Apr ( 8.71%), Asoj or Sept-Oct (8.20%), Baishkh or April- May (7.46%) and rest of the month account for 13.52% of the total visitors. This is happening because of the influence of national visitors, as the total number of national visitors is high in comparison to the international visitors. The national visitors have the leisure time in the month of Magh followed by Paush, Mangsir, Falgun and Chaitra. Therefore, their visit increase in this month though the actual tourist season for international tourists in Nepal is September, October, March and April.

**Table-4.5**

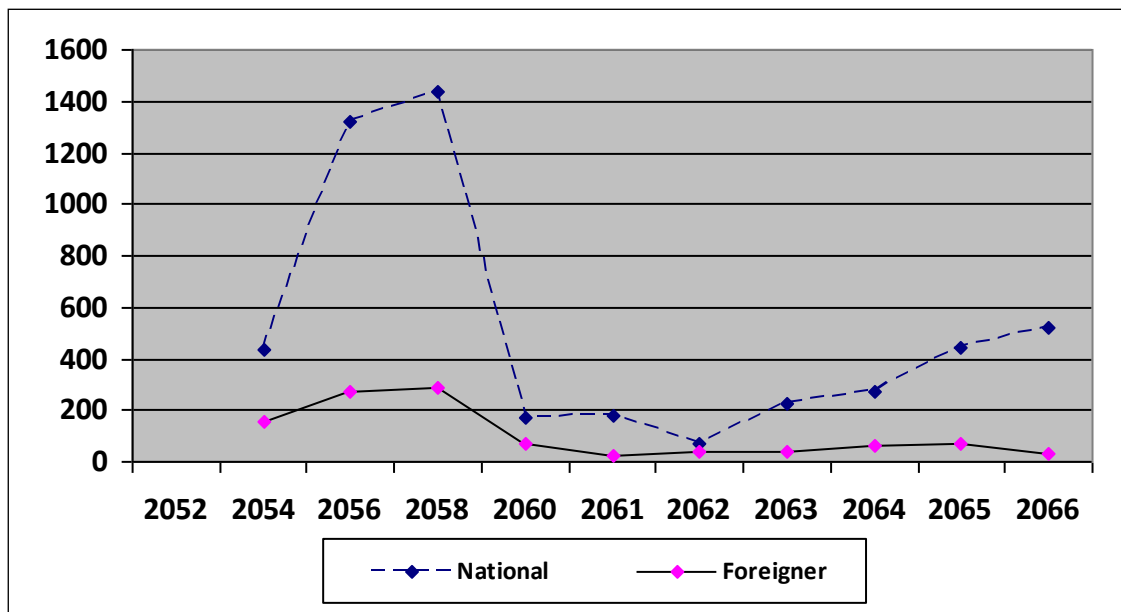
**Number of visitors (Foreign and National) by year**

S.N.	Year	National	Foreigner
1	2054	436	152
2	2055	746	201
3	2056	1322	268
4	2057	1521	287
5	2058	1435	288
6	2059	92	24
7	2060	172	67
8	2061	179	25
9	2062	69	37
10	2063	222	35
11	2064	269	65
12	2065	439	69
13	2066	524	33
Total		7426	1551

*Source: TDMC, Sirubari*

**Figure-4.2**

**Number of visitors (Foreign and National) by year**



*Source: TDMC, Sirubari, Field visit 2068*

#### **4.5 Environmental Management Practices in Sirubari**

The issue of environmental impacts of tourism is the growing worldwide concern. The promotion of the tourism without concerning the possible impact on environment has causes some negative consequences. In some cases, the economic benefits gain from the tourism has exceeded the environmental cost and benefits. Therefore, it is a dire need to carry out detail feasibility study to terms of its socio-culture, economic and environmental cost and benefits prior to the promotion of tourism. The most noted environmental impacts due to tourism could be deforestation, problem of non-biodegradable waste, water pollution etc. among others.

##### **A) Forest**

Forest is one of the major natural resource of the village and this has been one of the tourism resources. This forest covers the area of 500 hater and is the national level award winner in 2051 B.S. in the recognition of the forest conservation and management efforts through participatory approach. The forest is very rich in terms of biodiversity. The forest type consists of the subtropical, deciduous, coniferous vegetation with some herbs that have pharmaceutical/medicinal importance and value. The major forest (Tree) species include sal ( *Shorea robusta*), Chilaune ( *Schima wallichii*), Katus(*Castanopsis indica*), Pine (*pinus roxburghii* and *pinus wallicihiana*), Painu (*prunus creasoided*), fir(*abies pindrow*), Spruce (*picea smithiana*),Banboo(*dendrocalamus* sps.), Oak(*quercus* sps.) etc. the noted wildlife includes tiger, monkey, connom langur, fox, red deer, flows, hen, cock, goose, duck,partridge, kalij, pheasant, nutcracker, bulbul, eagles, pigeon, dove, swan etc. the forest bears the propects of research in wild flora and fauna. Still, the forest is the source of fuel wood, timber, medicinal and aromatic plants and other non-timber forest products for the villagers. The management of the forest determines technology, 12.5percent have took training on environment related activities ad rest of the people do not have the above characteristics.

In the present study, it is found that the use of alternative energy in the village is very high leading by improved cook stoves and followed by solar cooker and biogas. Some households have mere then one type of alternative energy whereas some have only one, it is also reported that some household used kerosene stove as well. The types of alternative energy in the survey households are given in the table below:

**Table:4.6****Types of alternative energy in Sirubari village**

<b>S.N.</b>	<b>Types of alternative energy</b>	<b>No of respondents</b>	<b>Percent of respondent</b>
1	Improved cook stove	18	60%
2	Solar Cooker	6	20%
3	Bio gas	4	13%
4	Absence	2	7%
Total		30	100%

*Source: Field survey, 2011*

**4.6 Challenges and Opportunities of village tourism in Sirubari****4.6.1 Opportunities**

The study found that the village tourism in Sirubari has provided more opportunities than challenges. Questionnaire survey was done with the villagers to know the information on challenges and opportunities of village tourism. Informal discussion with the old people was also performed to know the challenges and opportunities perceived by them. The investment made by the local people for the tourism promotion is also quite low in comparison to the investment made in the tourism sector in other places. The investment made by the villagers ranged from NRs. 20,000 to NRs. 70,000.

This is very nominal cost for any type of enterprise. Those household who did not have toilet and bathroom prior to the initiation of village tourism had invested the amount ranging from NRs. 50,000 to 70,000 otherwise the investment ranged NRs. 20,000 to 40,000. Most of the villagers invested the amount from their personal savings. Therefore, the generalization can be made that the villagers had good economic status. Most of the household income in the village is supported by regular army pension and remittances.

The lack of the retention of benefits of tourism in tourists' destination has been a major issue in the Hindukush Himalayan Region (Banskota and Sharma, 2000) the economic return from the village tourism is good in Sirubari. About 50% of the tourism income is retained in the village tourism is good in Sirubari. About 50% of the tourism income is retained in the village (Parr, 2001). This is very high in comparison to the retention of only 6% of the tourists' income in the local rural economy in the Annapurna conservation Area (ACA) region (Nyaupane and Thapa, 2004). About 76.41% of total income in Ghorepani and 69.09% in Ghandruk of ACA region are used for importing materials resulting to the nominal and international visitors. The charges for international visitors are slightly higher than national visitors. These charges comprise of the entire package of Sirubari including lodging, fooding, village tour, culture programme, welcome, welcome and farewell procession, entry fee etc. The charges are given in the table below.



**Table:4.7**

**Charges for tourists (One person/day) in Sirubari**

<b>S.N.</b>	<b>Parameters</b>	<b>National (NRs.)</b>	<b>International (NRs.)</b>
1	Breakfast	30	100
2	Lunch	50	150
3	Dinner	50	150
4	Lodging	30	100
5	Entry fee	50	150
6	Drinks	Individual interest	100
7	Cultural programme	Individual interest	150
Total		210	900

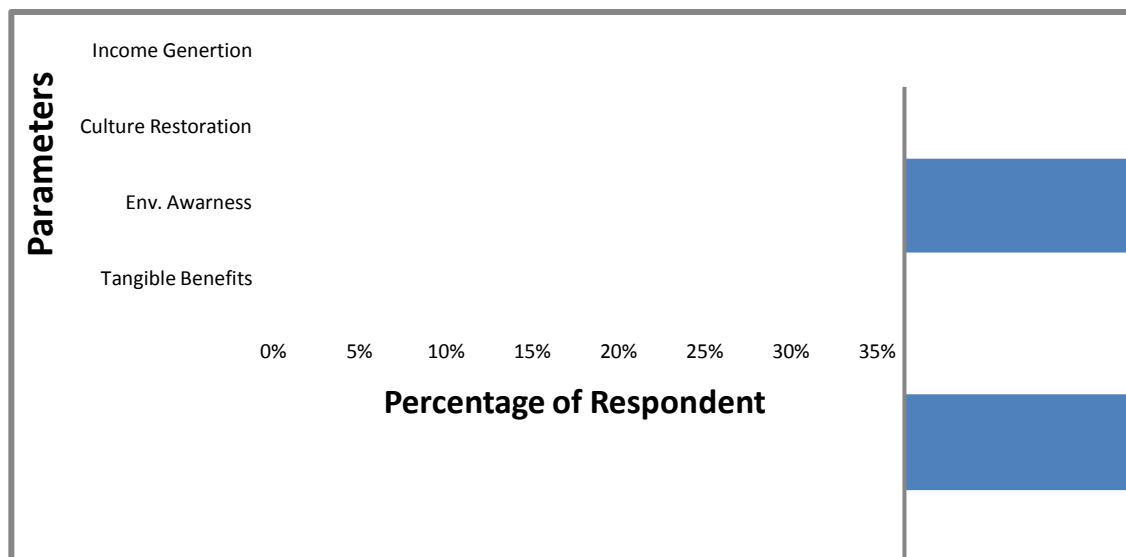
*Source: Thapa, 2004*

Now this charge has gone under slight amendment due to the increment of the fundamental commodity in the market. According to the TDMC, the new charge for foreigner in NRs. 1850 for the standard package of 2 nights and 3 days, whereas for the national visitors this charges amount to approximately NRs.450. This includes all of the cost incurred in the village. Tourism has created the part time job opportunity for the villagers as they are utilizing their leisure period and has provided the extra income from the tourism activities. The main occupation of villagers is agriculture. The Gurung culture was about to lost but after the initiation of tourism resources in Sirubari, the Gurung culture is still preserved and maintained.

Tourism has provided the opportunity to maintain clean local environment, strong leadership, ownership feeling etc. village tourism pays more attention towards the higher value of local culture and traditional way of life. The tourism is based primarily on the local culture and traditions.

**Figure –4.3**

**Respondent response towards contribution of tourism**



*Source: Field survey, 2005*

**Pride of Sirubari**

The awards gained by the village in various sector have proved the opportunities derived from village tourism in Sirubari. Some of the noted awards includes in the field of tourism, forestry, youth, development sector and so on. Due to the high rating of youth involvement in village development the local youth club of Sirubari has won National Youth Award in 2050 B.S. Likewise the forest user group of Sirubari has own the National forest Conservation award in 2051 B.S. Sirubari Village tourism project, an entry of Nepal Tourism Board has own the Pacific Asia Travel Association (PATA) Gold Award in the Heritage-category at the 2001 PATA Gold Awards. The awards' recognize exceptional achievement in a verity of endeavors, bringing acclaim to the best the region's travel industry has to offer. The entry was adjudged the best by a panel of judges consisting of tourism experts. Similarly, the Government of Nepal has recognized the Sirubari's work for the contribution of sustainable mountain development at the local level. In this regards the International Mountain Development Prize has awarded the village on International Mountain Day 2004.

**4.6.2 Challenges**

Though the village tourism has provided so much reputation of Sirubari village in the national and international arena, it has its own challenges to move ahead with bright future. Lesson from the Sirubari experience shows that there is enough scope to promote village tourism in other parts of the country. This is because majority of the villages are retaining their traditional culture and experiences which can be the resources for village tourism and are unique.

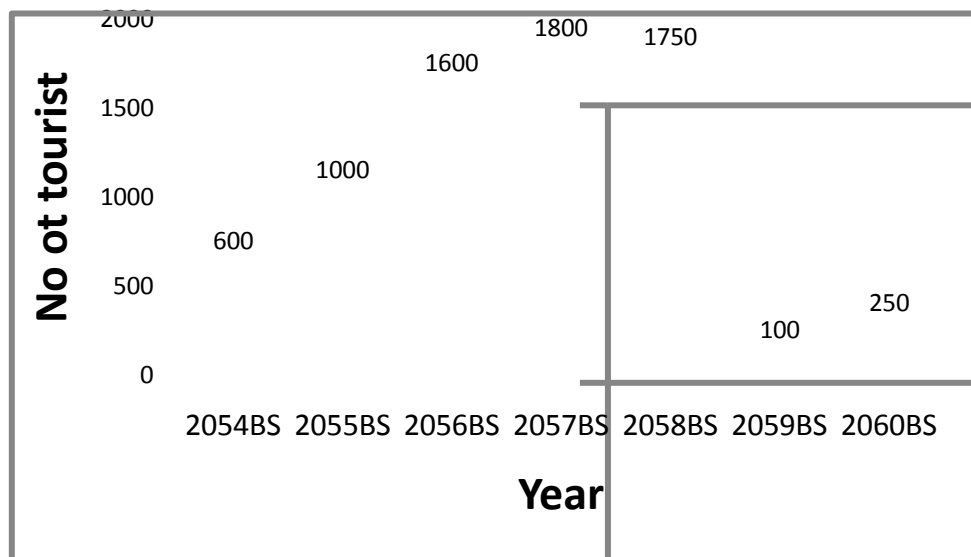
The major challenge to increase the reputation of Sirubari in the national and international context is the marketing, promotion and extension. As I know from the informal discussion that all of the visitors who came to Sirubari were coming from the related officer or organization that are working in the field of conservation, tourism social/rural development and so on. Some international visitors came with the information for Travel Agency and their friends. In ACA 82.5% of total visitors were reported having heard of the Annapurna Sanctuary before arriving in Nepal and majority of them were Free Individual Tourists (FIT) (Banskota and Sharma,2004). This proves the importance of knowledge and information on the popularity of any tourists' destination.

Due to the political instability and fluctuation in the country, it has been difficult to collect the group tourists to be taken to Sirubari. Always, the group tourist has various benefits over FIT. The FIT are also considered as the low budget tourists and are a source of dumping tourism.

His Majesty's Government (HMG/N) does not have the specific plan and policies related to the village tourism. This is the major issue in the policy level. Likewise, the present political situation of Nepal is also harming for the development of such tourism. Until the year, 2057 B.S. the pattern of tourism development in Sirubari was increasing but the number of visitors decline rapidly from the year 2058B.S. Because from the year 2058 B.S. the country is facing the emergency period. This has affected almost all of the economic activities including tourism sector.

**Figure:4.4**

**The Number of Tourists by year in Sirubari**



*Source: TDMC, Sirubari*

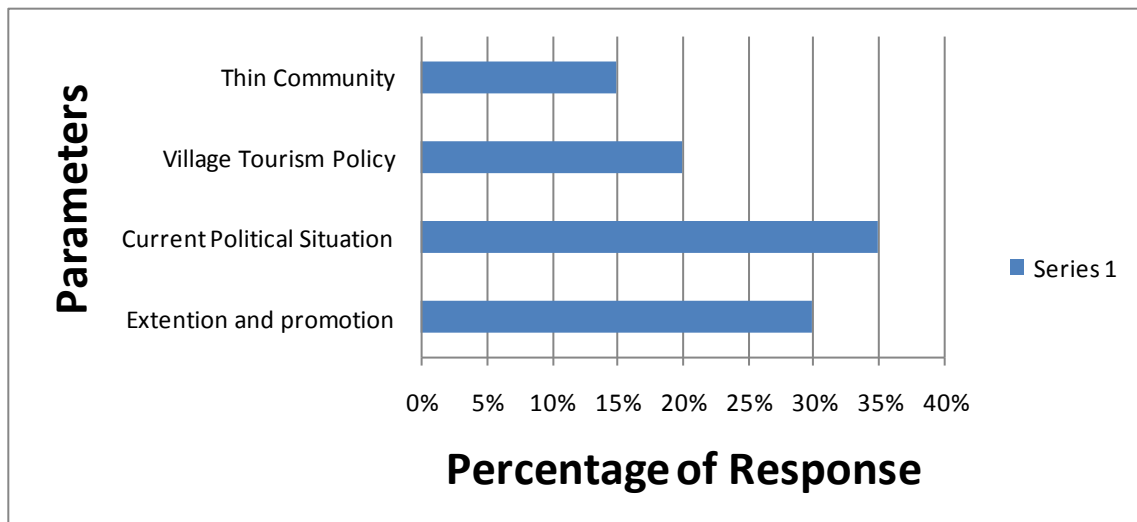
The following points could be summarized as the challenges to attract more tourists in Sirubari

- Low population/ thin community
- Lack of extension and promotion activities
- Absence of village tourism policy
- Not integration of skills and cultures of other caste
- Current political situation

Questionnaire survey was done with the 30 local people to identify the challenges faced by village tourism in Sirubari. The Percentage of the people respondent to the various parameters of challenges is given in the figure below:

**Figure:4.5**

**Challenges faced by village tourism in Sirubari**



Source: Field Survey, 2011

**4.7 Impact of Insurgency in tourism**

Until the year 2000, tourists' inflow was in increasing trend in all protected areas of Nepal. After the year 2000, the tourist inflow in most of the protected areas was declining. Entry fee and royalty from the hotels contribute a major portion of the income by the protected areas. With the declining in the tourists, inflow there was a decreasing pattern in the revenue generation also. Stakeholders of the Terai protected areas reflected that tourists' inflow has declined over the past five years. Almost the entire respondent indicated that the insurgency is the most important factor for this. About 13% of the total hotels from the Terai protected areas reflected that the tourists' inflow has declined over the past five years. Almost the entire respondent indicated that the insurgency is the most important factors for this. About 13% of the totals hotels from the Terai, protected areas are closed due to the effect of insurgency. Declining in the tourists' inflow is directly proportional to the decline in the economic activities. Declining in the revenue generation

has direct effect on the developmental activities around the buffer zone. Because, there is a provision of spending 30% to 50% of total revenue generated from the protected areas in the community development activities in the buffer zone. So, with the increasement of insurgency activities the pattern of revenue generation is low, the developmental activities around the buffer zone has stopped, the hotel and travel tourism entrepreneur are compelled to change their business and so on (Gautem,2004).

People in Sirubari wants more tourists as it helps them to increase the level of income, reputation of village will be high, economic opportunities could be diversified and so on. However, the probability of environmental impacts and sustainability principle should be considered.

The response of villagers towards the forest condition, wildlife status, fuel wood (energy) consumption, environmental sanitation etc. after the promotion of village tourism is given in the table 6.9 total respondents were 30.

**Table:4.8**

**The response of villagers towards Various Statements**

S.N.	Statement	Strongly agree	Agree	Undecided	Disagree	Strong Disagree	Remarks
1	Biodiversity (flora and fauna) condition has been improved	20 (66.66%)	7 (23.33%)	3 (10%)	-	-	This is also one of the tourism resource
2	Tourist activity has increased the demand of firewood.	-	-	5 (16.66%)	10 (33.33%)	15 (50%)	Alternative energy has been promoted
3	Use of alternative energy has been increased	14 (46.66%)	13 (43.33%)	3 (10%)	-	-	Cost effective and low env. Impact
4	Environmental sanitation has been improved	22 (73.33%)	8 (26.66%)	-	-	-	People are aware
5	Tourism has created Environmental Problem	-	-	4 (13.33%)	18 (60%)	8 (26.66%)	Tourists are high quality and aware to the env.

*Source: Field Survey, 2011*

From the above table it can be concluded that the village tourism in Sirubari is in favor in every aspects. The biodiversity of the community forest has been improved after

the ignition of tourism. 66.66% of the total respondents are strongly agreed, 23.33% are agreed and 10% are undecided on the issue related to increment in biodiversity status. 50% of the total respondent are strongly disagree, 33.33% are disagree and 16.33% are undecided on the issue relating to the increment in the firewood demand due to the tourism activate. Similarly, 46.66% of the total respondent are strongly agree, 43.33% are agree and 10% of the respondents are undecided about the increment in the use of alternative energy. 73.33% of the respondent in the environments are strongly agree and 26.66 are agree on the issue pertaining to the improvement in the environmental sanitation of the village. Likewise, 26.66% are strongly disagreeing, 60% are disagreeing and remaining 13.33% are undecided on the tourism related environmental problem in Sirubari.

The tourism activities in the village do not harm the rural setting of its socio-culture, economic and natural environment: therefore, it has the support from all of the stakeholders in the local level.

#### 4.8 Employment generation

Being first and typical practice village tourism is being successful at Sirubari. Among various households, some households are practiced home-stay service. Those who has enough to spend for decoration and sanitary only involve in home-stay practice. Rest of the household at Sirubari still prefers agricultural practice. They who are depending on agriculture are practicing subsistence farming system. This practice not seems to increase livelihood of farmer and fulfill the demand of food supply of visitors. Below table shows the employment generation status at Sirubari by tourism activity.

**Table: 4.9**

**Response of respondent about employment generation by tourism.**

S.N.	Description	No of respondents	Percent of respondents
1	yes	12	40%
2	No	15	50%
3	No response	3	10%
Total		30	100%

*Source: Field survey, 2011*

Above table shows that tourism activity is not running in full fledged to provide maximum employment at Sirubari. Only (12) 40 percent respondent out of 30 (100%) agree that tourism activity able to generate enough employment, (15) 50 percent respond are not agree that it is able to produce enough employment and (3) 10 percent are not response anything. It show that there is still some activities need to increase to increase employment like off season vegetable farming, animal husbandry, poultry-farming, handicraft production etc.

## CHAPTER Five

### CONCLUSION AND RECOMMENDATION.

#### 5.1 Conclusion

Sirubari village do not have the special natural feature of tourists attraction like other parts of the country that are promoted as tourist destination. Destination such as Chitwan is popular for wildlife viewing, Sagarmatha, Langtang and Annapurna region is popular for trekking, varied landscape and for the snowcapped Himalayas. In other words, these destinations are the demand side of the tourism product whereas the Sirubari is the supply side of the tourism product. NVR and TDMC created the supply component of tourism. The major attraction of the Sirubari Village in the manmade assets rather than the natural components.

The study identified that the majority of the visitors visited the village to learn some lesson then simply enjoying the cultural assets of the village. The foreign visitors visited the village to know the traditional life style of the Nepalese people in the rural setting and unspoiled villages whereas the national visitors visited the village to gain some knowledge in the development sector. The tourism sources identified during this study are local culture, Guest-host relationship, local livelihoods, forest nursery and biodiversity and Thumro Juro ( Viwe point). The highest rank achieved by these resources is local culture followed by Guest-host relationship, local livelihood, forest nursery & biodiversity and Thumro Juro ( view point).

The international tourists visiting the village are with the interest in culture (welcome and farewell) followed by the Participation, local livelihoods and viewpoint. Thus, the major motivation of international tourists to visit Sirubari is culture. The patterns and practices of welcoming and farewell of the tourists are very popular among the tourists and tourism personnel.

Community assets have also been the major source of tourism attraction in Sirubari. These assets are being popular among both the national and international tourists. Among the community assets, social unity is the major one followed by scenic beauty, equity behavior and forest resources.

Community assets have also been the major one followed by scenic beauty, equity behavior and forest resources.

Visitors' attitude ( both the national and international) is very positive towards the tourism status of Sirubari. The study result showed that the visitors liked the hospitality most, followed by social structure, environmental quality, culture and satisfaction. Only 6% of the registered visitor's gave the recommendation for the better management of tourism including need of training on the related field and so forth. This is very nominal in the comparison of other tourism destination.

The issue of environmental impacts is very common in the tourism sector. However, in Sirubari, the low flow of tourists and the prohibition of the usage of packed food materials has been the key limiting factor for the problem of waste. This reason has proved that the village tourism do not have any environmental risks.

The action taken by the villagers to manage the local environment is through the participatory approach. Community forest is managed with technical help and consultation with the district forest office according to the operational plan. Local trails are maintained and cleaned with the free labour contribution. The community fund is used for the plantation and park construction. Environmental sanitation is maintained quite well. The problem of solid waste is not faced yet.

The initiation of village tourism has been the driven factor to adopt the different energy saving technologies in Sirubari. The study revealed that the use of alternative energy in the village is very high leading by improved cook stoves followed by solar cooker and bio-gas.

The opportunities can be summarized as the income generation, culture restoration, and environmental awareness. The exposure of the villagers to the international culture ( Visitors' culture) is also the one. The following points could be summarized as the challenges to attract more tourists in sirubari. Low population/ thin community, lack of extension and promotion activities, absence of village tourism policy and integration of skills and cultures of other cast. The most obvious one is the current political situation. Overall, the status of village tourism in Sirubari is very good. The reputation maintained ny the village without the central level policy and support is very worthy to note. It is itself a challenge to the government to maintain the village like Sirubari that is fit in all aspects of the rural development and sustainable development.

## **5.2 Recommendation**

As we know, village tourism has been initiated from the Sirubari village this has been the learning center among various professional and civic society. Due to the innovative and new concept of village tourism in the Nepalese tourism industry Sirubari has been the attraction for the practical aspect of such tourism. Though village tourism is success in Sirubari it has several challenges and threats that should be overcome to give it a bright future.

Following are the recommendations given for the better management of the tourism in Sirubari.

- ✚ Development of promotional materials, especially village tourism documentary in the form of audio-visual. The study had found that the promotional and extensional activities of village tourism are very weak there fore the focus should be given in this part. Publication of information book might also be fruitful for this purpose.



- ✚ Strong linkages should be developed with city based travel agency and tour operators to strengthen the marketing aspect of product. Because, the village tourism cannot be sustained without the help and support of these agencies.
- ✚ Tourism and environment awareness program (TEAP) should be launched from the appropriate authorized agency. This can be done by the Nepal Tourism Board (NTB) and Nepal Academy of tourism and Hotel Management (NATHM). These agencies can act as the technical input to the development of village tourism.
- ✚ Economic significance of the village tourism should be studied. The Cost Benefit Analysis, Internal Rate of Return etc. of the financial investment made by the villagers should be calculated so that the information on the financial investment can be generated and be use for other area.
- ✚ Village Tourism Development and Management Plan, Village Tourism Code of Conduct should be developed and implemented thereof. Village tourism in Sirubari is practiced without any policies and guiding principle therefore the formulation and implementation of these plan and policies is a dire need.
- ✚ Integrated Tourism Management Plan should be prepared in close consultation with local people and stakeholders.
- ✚ Carrying capacity of the village should be assessed and tourism should be promoted accordingly. The promotion of tourism beyond the carrying capacity can cause stress to the social, economic and environmental assets of the village thus imparting negative impacts.
- ✚ Institutional framework and co-ordination for the monitoring, evaluation and development of village tourism should be developed. This help to create the responsibility of related stakeholders from the central level to grass root (local) level.
- ✚ The key activities of the related stakeholders should be identified and all of these stakeholders should play an important role in the development of this tourism.

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## **ABBREVIATION**

BBC	-	British Broadcasting Corporation
CBRT	-	Community based rural Tourism
CDRD	-	Central Department of Rural Development
CD-ROM	-	Compact Disc-Read Only Memory
CNN	-	Cable News Network
DDC	-	District Development Committee
GDP	-	Gross Domestic Product
IEP	-	Interest of Extravagant People
LR	-	Receptive or Readiness of Local people
LTD.	-	Limited
MOF	-	Ministry of Foreign Affair
NTB	-	Nepal Tourism Board
NTO	-	Nepal Tourism Organization
NTV	-	Nepal Television
NVR	-	Nepal Village Resort
RL	-	Readiness of Local residents
TDMC	-	Tourism Development and Management Committee
TU	-	Tribhuvan University
UNDP	-	United Nation Development Program
VDC	-	Village Development Committee
VT	-	Village Tourism
WWF	-	World Wildlife Foundation
MDG	-	Millennium Development Goal

## ANEXES

### Questionnaire

1. Personal Information:
  - a. Name:
  - b. Age
  - c. Sex:
  - d. Occupation
  - e. Education
  - f. Marital Status
  - g. Casts
  - h. Religion
  - i. VDC
2. What are the sources of income in your family?
  - (a) Agriculture
  - (b) Business
  - (c) Livestock
  - (d) Tourism
  - (e) Service
  - (f) Others
3. What is your Annual Income?
  - (a) Agriculture .....
  - (b) Business .....
  - (c) Livestock .....
  - (d) Tourism .....
  - (e) Service .....
  - (f) Others .....
4. Do you know about Village tourism?
  - (a) Yes
  - (b) No
5. Do you suppose tourism as an income source?
  - (a) Yes
  - (b) No
6. What is your annual expenditure?

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7. How do you respect the tourist?
  - (a) Providing the food and accommodation
  - (b) Providing the means of entertainment
  - (c) By service
  - (d) Other
8. What are the objects of attraction, which can allure the tourist?

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9. What should we do to attract the tourist?
  - (a) Management of food and accommodation.
  - (b) Management of natural and Scenes
  - (c) Cultural Programme
  - (d) Conservation of religious sites
  - (e) Other .....
10. Do you hope the development through the Village tourism?
  - (a) Yes
  - (b) No.
  - (c) I do not know
11. Is it possible to reduction poverty from tourist?

- .....
12. How is the scenario of Village tourism in these districts?  
 (a) Good (b) Normal  
 (c) Not bad (d) .....
  13. Does the natural and cultural heritage helps to attract tourist?  
 (a) Yes does (b) No doesn't (c) .....
  14. What kind of impact do the Village tourism in the nature and culture?  
 (a) Negative (b) Positive  
 (c) both (d) .....
  15. Are here any programme launched related to Village tourism?  
 (a) Yes (b) No. (c) .....
  16. Do your know the TRPAP programme?  
 (a) Yes (b) No  
 (c) Yes, .....
  17. What are the culture from the district which helps to promote tourism?  
 (a) Gurung (b) Brahman (c) Dalit  
 (d) Magar
  18. If the Sirubari culture helps to attract tourist what should we do for it?  
 (a) Awareness programme to Conserve the culture  
 (b) Development of cultural infrastructure  
 (c) To make access of Sherpa host to tourist.  
 (d) .....
  19. Which activities of Sirubari community are able to attract tourist?  
 (a) Festivals (b) Culture and relation  
 (c) Food habit and wearing (d) All of Above  
 (e) Others .....
  20. Does the Sirubari Culture helps to Village tourism?  
 (a) Yes (b) No (c) Don't know
  21. What are the problems to promote the Village tourism in the district?  
 .....
  22. What should we do to solve the problems for the development of Village tourism?  
 .....
  23. Is there necessary of any kinds of Trainings, seminars and workshops to promote Village Tourism?
  24. Can you give some suggestions to promote Village tourism in the district?  
 .....  
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