

CHAPTER ONE

INTRODUCTION

1.1 Introduction

Nepal is a small country situated in the two giant countries China and India. The total area of Nepal is 147,181 square kilometers and spread over 80° 4' to 88° 12' longitude and 22° 22' to 30 ° 27' latitude. It has been divided into main three regions topographically. The Himalayan, the Mountain and the Terai regions and these regions cover 15 percent, 68 percent and 15 percent respectively. From the administrative point of view, it is divided into five Regions, 14 Zones, 75 Districts. The lower unit of the governance system is the Village Development Committees (VDCs) or municipalities that were 3,915 and 58 in numbers respectively up to the last fiscal year 2067/068. The Government of Nepal has added 41 new municipalities that declared in the program and budget of the current fiscal year 2067/068.

Nepal has immense diversity in the natural and socio cultural aspects. Even though Nepal is very small country which occupies only 0.03 percent parts of the earth, it is home of 2.0 percent of all the flowering plants in the world. 8.0 percent of the total population of birds with more than 848 species, 4.0 percent of mammals of the earth, 11 of world 15 families of butterflies, 600 indigenous plants families, 319 species of exotic orchids and etc. (Nepal Guide Book, 2008).

Similarly, the country is the place of several world listed heritage sites such as World's highest peak, Mt. Everest, Hanuman Durbar Square, Patan Durbar Square, historical Pashupatinath temple, Chitwan National Park, Lumbini – the birthplace of Lord Buddha - and etc.

Nepal is a developing country .It is rich in natural beauty and resources. There are many causes of poverty in which lack of utilization of resources is the main one. Besides, political instability, growing violence and conflict are other factors holding back the economic development.

Tourism sector is one of the potential sectors of Nepal which is significantly contributing in the national economy by earning foreign exchange and generating

employment in Nepal. Where all other means of economic development i.e. industrialization is not functioning here due to conflict and policy weakness of the government, the tourism sector is somehow not hampered. The global trend of tourist increasing is not exactly the case of Nepal as it is quite fluctuating in here due to various reasons. Nepal has been striving to have institutional promotion of the sector that can be understood with the ranges of institutions the government established and the policy measure the government undertook. In addition, important campaign such as Visit Year Nepal (VNY) 2008 which has been able to introduce Nepal globally with the slightly increment of tourist and Nepal Tourism Year (NTY) 2011 which has set the target to bring 1 million tourist in the year 2011.

Nepal is a unique country with multi-lingual people where more than 70 languages and more than 102 ethnic groups are inhabited. It was the only one Hindu country which is now been declared as secular, however the majority of the resident are Hindu. In fact, it is the country with social harmony in the religion where several religious people residing together. Another feature of Nepal is that it is the country with non stop festivals.

Recent economic survey of Nepal shows that tourists are in increasing trend however the recreational types of tourists are not increased. It has been always challenge to promote tourists in the lack of required facilities and infrastructures. In such crucial circumstances village tourism will be very much ideal as it does not require much more infrastructures for the promotion.

1.2 Background of the Study

Tourism is one of the important pillars for the economic development in Nepal. It has been widely reported that the tourism is largely contributing for foreign exchange-earning and generating employment or self employment. The high prospects of tourism in Nepal have been widely recognized that is manifested by the establishment of Nepal Tourism Board and priority given in recent five years plan of the government of Nepal. There have been several initiations from the government and private sectors for the promotion of tourism. International campaigns also have been done as Visit Nepal Year 1998 and Nepal Tourism year 2011 which might have contributed for the tourism promotion to some extent. However, initiations for the

internal tourism are not sufficient. This study focuses on the potential of “Kumpur” village Dhading for the promotion of village tourism. There are several types of tourism and potential of village tourism are being explored in various places of Nepal.

The institutional development of tourism in Nepal is started only after 1950. Establishment of Tourism Board in 1957 and the formation of Tourism Department in 1962 are the major initiatives of the government of Nepal for the tourism promotion. Nepal received membership in international organizations i.e. PATA, WTO which helped to have international link for the tourism promotion. Similarly, formation of master plan for the tourism promotion and establishment of Tourism Ministry, Hotel Management and Tourism Training Center (HMTTC) and adoption of Tourism Act are institutional effort of the government.

Nepal is destination of several types of tourists which denotes that we have several types of tourism. In the context of hot discourse going on the climate change issues, ‘ecotourism’ seems high potential in Nepal. The term ‘ecotourism’ is defined as traveling to relatively undisturbed or uncontaminated natural areas with specific objectives such as studying, admiring, and enjoying the scenery with its flora and fauna, as well as any existing cultural manifestations found in these areas. The main feature of such tourism is that the person who practices ecotourism has the opportunity of immersing himself/herself in nature in a manner generally not available in the urban environment.

If we analyze the ecotourism minutely, there can be several forms and Village tourism is one of them which the study strives to focus. Village tourism denotes tourists visiting villages and staying in or near the villages. Successful cases have shown that the village should have special features to attract visitors. This is also associated with tourist behavior in that they stay in a village and explore the surroundings. The special feature of this kind of tourism is that the visitors become part of the village for the period of their stay. Such visitors normally do not expect the kind of accommodation and food that they are accustomed to. In other words, they rely on locally available accommodation and food.

Since village tourists rely on locally available accommodation, with minor modifications in some cases, accommodation does not require large investments. A house in the village serves as an accommodation for the visitor. Therefore, villages could serve visitors even with minimum entrepreneurial skills. Visitors are served local food and cultural programs are organized for entertainment. Such an opportunity allows visitors to immerse themselves in the local socio-cultural environment. It also allows them an opportunity to get to know local social, cultural and religious practices. Since it is these special features of any typical destination that attract tourists, hosts soon understand the need for preservation of the local tourism resources, including their culture and religion.

It has been widely acknowledged that Dr. Surendra Bhakta Pradhanang is the pioneer person to propound the concept of the village tourism in Nepal. There are few places i.e. *Sirubari (Kaski)*, *Ghale Gaun (Lamjung)*, *Kumpur (Dhading)* and so forth have been developed themselves as destination for the village tourism. Academicians, entrepreneurs and experts in this particular field have been supporting these areas for the promotion of village tourism. However, these places have not been able to attract more tourists as expected. Probably too little have been done for attracting internal tourists.

Tourism is the backbone of the state economy which needs to be promoted. Among various types of tourism, village tourism is one of the important and potential in the Nepalese context. There are few places already been identified for the village tourism and the proposed thesis is going to focus on the viability of 'Kumpur' village for the village tourism. The thesis will analyze the village tourism scenario and further potentiality of the target areas. Similarly current and future socio economic impact that the village tourism can grant in the village also will be analyzed.

1.3 Problem Statement

Nepal is considered as tourism potential country. Different types of tourist come here with different purpose i.e. study, jungle safari, rafting, trekking, expedition and etc. Village tourism has been considered as multi dimensional for tourists where they can understand several things from particular area. For this purpose, home stay in the particular place is very effective for this purpose. Several places have been identified

for the village tourism. *Ghale Gaun (Lamjung)*, *Sirubari (Kaski)*, *Bhada Gaun (Kailali)* and so forth are among well identified places. Kumpur (Dhading) is also in the promotion phase, however, despite having very close to Kathmandu, its promotion is in the shadow. Little attempts have been done for its promotion as few tourism agencies are promoting Kumpur for the village tourism. After having gone through several literatures and discussing with the particular entrepreneurs, the researcher has come up with the following problem statement;

“Current status of the Kumpur village for the village tourism is not studied and its future potential is also not accounted that could be milestone in the context of tourism year 2011”

1.4 Objectives

General Objectives

General objective of the study is to analyze Kumpur from tourist destination point of view for home stay. In-depth study and research on this particular issue with the help of primary and secondary information is aimed to undertake. The researcher has visited the village to receive valid and reliable information. The researcher does hope that the outcome of the study can be applied in academic and thematic arena for the study of village tourism and for the promotion of the tourism as well.

Specific Objectives

Specific objectives of the study are as follows;

-) To explore the socio economic aspects of the Kumpur village from tourism point of view;
-) To study the impact of tourist activities;
-) To explore prospects of Kumpur village from the tourism point of view;
-) To study the trend of tourist activities and suggest for further promotion;
-) To explore challenges of Kumpur village from the tourism point of view;
-) To study the trend of tourist activities and suggest for further promotion.

1.5 Significance of the study

It's been widely realized that Nepal has got great potential in the tourism. Continuous promotion of the existing destinations and exploration of new sites should be the regular effort to have sustainable tourism development in Nepal. The proposed site which has got several attractive components to be the village tourism destination is gradually growing as the destination, however, it has not got momentum despite efforts of various agencies. Various places have been identified as the destination of village tourism but the proposed site has not got much more attention for its proper promotion. In this context, this study can have high level of significance to explore the real problems and prospects by gathering several information from different dimensions. The study will be instrumental for the tourism development and for the study those who want to contribute for the tourism development.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter develops the foundations of the study through three major sections considering that the village tourism and its component home stay is totally related to the tourism. Changing the tourism pattern and need of diversity for increasing the stay of tourist giving different taste is quite required which the village tourism can be instrumental. Similarly, diverting tourists from limited places to other many destinations could help regional balance and the environmental concern as well. First it looks into the tourism and behavioral aspect such as motivation. Second, it examines current literature in the tourism history and third examines tourism development in Nepal including involved agencies.

2.2 Definitions

The word 'tourism' is derived from French word that incorporates all aspects of travel through people can learn about each other's way of life. Literally the word 'tourism' means a journey and travel. The overwhelming journey of tourists from one place to another place has lead to make this as an industry. If we visit the Sanskrit literature, there are three terms of tourism derived from the root 'atan' which means going or leaving home for some other place. The three terms are; (Upadhya, 2003)

Paryatan: Denotes going for pleasure and knowledge;

Desatan: Denotes going out of the country for economic gain; and

Tirthatan: Denotes going for religious purposes.

According to WTO Framework, a traveler is defined as "any person on a trip between two or more locations within his/her country of usual residence. Similarly WTO has defined 'tourist' as 'any person who travels to a country in which he/she has his/her usual residence, but outside his/her usual environment, for a period of at least one night but not more than a year and whose main purpose of visit is other than the country visited. This term includes people traveling for leisure, recreation and

holidays, visiting friends and relatives, business and professionals, health treatment, religious/pilgrimages and other purposes’.

Eco Tourism

The term 'ecotourism' is defined as traveling to relatively undisturbed or uncontaminated natural areas with specific objectives such as studying, admiring, and enjoying the scenery with its flora and fauna, as well as any existing cultural found in these areas (Lascrain, 1987). This definition reinforces that nature-oriented tourism implies a scientific and philosophical approach to travel, although the ecologically motivated tourist need not be a professional scientist, artist or philosopher. The main feature of such tourism is that the person who practices ecotourism has the opportunity of immersing himself/herself in nature in a manner generally not available in the urban environment (Boo, 1990; Fillion et al., 1994).

Ecotourism is also seen as an interfacing of conservation concerns and tourism interests, setting free the synergy required to jointly preserve the quality of the environment while protecting nature and promoting tourism. It is a timely strategy that is vital to the maintenance of healthy ecosystems along with economic benefits to any host-area communities. Therefore, ecotourism has been viewed as a new tourism strategy that balances development and economic gains by benefiting both nature and destination areas (Farrell and Runyan, 1991).

'Ecotourism' is now seen as a model of development in which natural areas are planned as part of the tourism economic base, and biological resources and ecological processes are clearly linked to social and economic sectors. It is also expected to be a natural fit to protect biological diversity and find non-consumptive uses of natural resources which still show up on the national balance sheet" (Kutay, 1989).

Ecotourism differs from other forms of tourism particularly due to the opportunity for observation and learning it provides to tourists and its contribution to cultural conservation and long term sustainability of communities and natural resources. Therefore, it is a form of sustainable tourism that benefits the community, environment and local economy. This may be achieved through various means such as employment for local people or programs where tourists contribute money or

labour to community activities such as tree planting or conservation of local monuments or sites (SNV, 2003).

Village Tourism

Village tourism refers to tourists staying in or near villages, often traditional villages in remote areas and, learn about the village way of life. The village may also serve as a base from which tourists explore near by areas. This kind of tourism involves provision of local style accommodations, locally produced food items and involvement of tourists in different village activities. (Mc Intyre, 1993, 59).

Surendra Bhakta Pradhananga in his book has stated that the concept of the village tourism is not publicized properly. Most of people do not know about it. In the absence of its implementation strategy development of the village tourism is too slow and moving at the snail's pace. The situation analysis contains the market of the village tourism in both international and domestic market and its demand should be realized for its successful planning and implementation. The study shows that 60 % of total tourist arrivals in Nepal would like to visit and experience village and village life style. The correlation between village tourism and tourist arrivals is positive. (Problems and Prospects of Village Tourism, 2009, p 133).

According to Dr Prem Sharma, at mid 1980s a group of young tourism entrepreneurs of Thamel Kathmandu led by Surya Prakash Shrestha came up with the 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. Similarly he states that the concept of the village tourism now has been picked up or reflected in Ghandruk, Sirubari, Panchamul, Sauraha Chitwan, Ghalegaun, Bandipur 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 in to action. Vision and Mission of Village Tourism, (VITOF – Nepal, 2008, p. 15).

2.3 Travel Motivation

People travel from one place to another place with several purposes. Economic prosperity and employment opportunities and the globalization have been providing some pushing and pulling factors for the travel. Usually, motivation of most travelers are religious, trade and business, war, migration and etc. But the important motivation is travelling for the pleasure and recreation. Different studies on the tourist psychology and the motivation show that every person travels for multiple purposes. Therefore, tourism is the combination of multiple factors that encourage for the people to travel. Some of these motivations can be listed as educational and cultural, ethnic, relaxation and pleasure and others. Similarly According to Robinson (1976) main purposes of the tourist are as;

-) Relaxation and refreshment of body and mind
-) Health;
-) Pleasure;
-) Culture;
-) Spiritual;
-) Interpersonal
-) Professional; and
-) Business.

2.4 History of Tourism Development in Nepal

Atithi Devo Bhava is the cultural foundation of Nepal in regards to tourism. It says that “Guests are as like as God” and this cultural practice still prevails in the rural areas. It basically inspires to treat the guest properly. It should have strong link with the tourism as the term ‘guest’ could have been changed as tourist along with the institutionalization and the commercialization. Even though this kind of perception inherently lies in our societies since from the ancient period, it is believed that the institutional development of tourism is started only after 1950 after scraping Rana regime. There are some concrete actions and initiations have been undertaken as evidence of the tourism development in Nepal.

Establishment of Tourism Board in 1957 and the formation of Tourism Department in 1962 are the major initiatives of the government of Nepal for the tourism promotion. Nepal received membership in international organizations i.e. PATA, WTO which helped to have international link for the tourism promotion. Similarly, formation of master plan for the tourism promotion and establishment of Tourism Ministry, Hotel Management and Tourism Training Center and adoption of Tourism Act are institutional effort of the government.

Following are the initiatives undertaken by the Nepal Government which has helped a lot for the tourism promotion that is presented below in the chronological order;

- 1950: Establishment of Democracy throwing 104 years long Rana Regime;
- 1953: Private Helicopter Company, Himalayan Helicopter was established;
- 1954: Mount Everest was successfully ascended;
- 1957: National Tourist Development Board (NTDB) was established;
- 1957: Formed Department of Transport and Civil Aviation (DTCA) under the Ministry of Communication and Transportation;
- 1958: Then Royal Nepal Airlines Corporation (RNAC) was established;
- 1959: Civil Aviation Act was enacted;
- 1959: Nepal received membership of International Union of Travel Organization (IUOTO);
- 1960: Nepal received membership of International Civil Aviation Organization (ICAO);
- 1960: Then King Mahendra addressed in the US Senate on relevance of tourism in Nepal;
- 1962: Tourism Department was established;
- 1966: Nepal Association of Travels and Tours Agencies (NATTA) was established;
- 1966: Hotel Association of Nepal (HAN) was established;
- 1972: Tourism Master Plan was developed;
- 1973: Nepal Mountaineering Association (NMA) was established;
- 1975: Pacific Asia Travel Association, (PATA) Nepal Chapter;
- 1978: Tourism Act 2035 was enacted;
- 1979: Trekking Agencies Association of Nepal (TAAN) was established;

- 1995: Tourism Policy was enacted;
- 1997: Nepal Tourism Board Act 2053 was enacted;
- 1998: Establishment of Nepal Tourism Board (NTB);
- 2004 Nepal got membership in World Trade Organization (WTO);

2.5 Review of Tourism in Nepal

According to the Economic Survey of the Ministry of Finance, total flow of tourist in year 2010 is 602,867 which is 18.2 percent higher than the year 2009. Year 2007 had significant increased around 37.2 percent but the year 2008 witnessed 5 percent declined. Similarly, average day of stay is quite flexible and it is 12.67 days in the year 2010. Despite the fall of tourist in 2008, foreign exchange earning in this year is almost doubled and 66 percent high in 2010 comparing with the earlier years. Even though the number of tourist is increased in 2010, portion of tourists for recreation is down to 10.46 percent whereas it is 30.60 percent in the year 2008. Tourists in the Trekking/Mountaineering also decline from 20 percent to 11.45 percent in the year 2010.

Table No. 2.1: Key Parameters of Tourism in Nepal (2007-2010)

Description	2007	2008	2009	2010
Tourist Arrival (No.)	526,705	500,277	509,956	602,867
Increased Rate (%)	37.2	(5.0)	1.9	18.2
Stay Period (Days)	11.96	11.78	11.32	12.67
Foreign Exchange Earnings (Million \$)	143.64	286.88	215.29	357.01
Contribution to GDP (%)	1.4	2.3	2.4	
Employment Generation (,000)	83	88	90	110

Source: Economic Survey 2008/2009 & 2010/2011

Achievements during the Ninth five year plan were not encouraging due to conflict and political instability. The tenth plan has come up with concrete strategies to

accelerate the growth in the tourism sector and to generate more convertible foreign currency from this sector. The plan envisaged to promote tourism and make it sustainable along with the preservation of historical, cultural, religious heritage as well as the art and architect of the country. Similarly, the Three Year Plan Approach Paper (2010/11 - 2012/13) has been aimed to establish Nepal as a major tourist destination in the world through intensive and coordinated efforts in tourism development by expanding tourism industry to the local level of the country. Likewise, it is expected to earn more foreign currency and generate greater employment opportunities from tourism development by introducing Nepal as a “naturally beautiful country” in the world. In addition, this sector has also been anticipated to largely contributing to the economic development of the country and making it economically self-reliant. Accordingly, it has also aimed to initiate new programs for tourism promotion in abroad in order to maintain harmonious relationship with the people of the foreign countries. It has also envisaged encouraging community tourism development program for achieving balanced and inclusive development to significantly supporting poverty reduction in the rural areas of Nepal.

The fact shows that even though the tourist arrival is slightly increased during these recent years, tourists coming for travel, trek and recreation are significantly decreased. In such crucial circumstances, the challenge ahead is on how to sustain such tourism. Sustainable tourism is the essential and promotion of village tourism could be one of the instruments. Gautam and Adhikary (2005) have stressed that the village tourism is good component to lengthen the stay of tourist that could play vital role for the sustainability of the tourism in Nepal. Their study on “Village Tourism Prospects and Challenges” has identified some challenges of the village tourism and prospects as well. According to the study, lack of publicity and tourism marketing, no scattered moderate accommodation in the village areas and lack of basic infrastructures that requires for the tourists are the major factors pushing the village tourism behind. Similarly, the traditional mindset of rural people is also stated as one of the hurdles for the promotion of village tourism. The study suggested ensuring basic requirements in the village areas such as moderate accommodation and drinking water up to the village areas. Similarly, they pointed out that basic knowledge and finance services to the local people to start up their entrepreneurship is quite important and that should be

followed by basic knowledge of tourism and know how on benefit of tourism in the rural level. Similarly, Ms Pushpa Shrestha in her doctoral thesis on “Tourism in Nepal: Prospects and Challenges” has touched up on various prospects and challenges. She has identified as unbalanced contribution to national economy, poor infrastructures and pointed out some planning and policy gaps. Besides, inability of Nepal to introduce and diversity of new tourism products is also identified as problem. However, she noted some concrete prospects considering its major share in the economic development and other factors such as employment generation, earning foreign exchange and etc. Shrestha, Pushpa (1999).

Surendra Bhakta Pradhananga who is considered as pioneer of tourism in Nepal has conducted a doctoral study on “Tourist Consumption Pattern and Its Economic Impact in Nepal”. The study focused on changing pattern of tourist consumption and the economic impact of tourism particularly in the revenue and in the employment. The study depicts pity situation that due to high rate of import in the tourism sector the dependency has been increased. The more the import the less foreign currency surplus would be. The study also analyzed direct and indirect effect of the expenditures made by the tourists. It analyzes both positive and negative effect linkage such as high expenditure on the imports as well as increased employment generation. It has been one of the weaknesses of the entire tourism sector that larger portion of the foreign currency is being spent in the import of goods and services. Mr Pradhananga in his study suggested that some tourism agriculture linkage program should be initiated to reduce import content and to avoid import dependency. This initiative could promote local foods and resources which ultimately help to minimize the import and increase foreign currency surplus in the country. Pradhananga, Surendra Bhakta (1993). Similarly, Dipak Aryal in his thesis on “Economic Impact of Tourism in Nepal” has reinforced the tourism as a leading industry for the national economic development. The findings are as means of foreign exchange earnings and generation of employment. Aryal, Dipak (2005).

Padma Chandra Paudel in his doctoral thesis on “Tourist Resources and Environment Appraisal in Pokhara Region, Nepal: A geographical Analysis” has attempted to explore natural and cultural resources link with the impact of tourism. He analyzed the impact of tourism on physical and cultural environment and suggested for

appropriate measures for the sustainable tourism development though it was focused in Pokhara and surrounding places i.e. Ghandruk and Muktinath. Paudel, Padma Chandra (1996).

Despite having heavily potential of tourism, it is always sidelined. For example, Nepal is in the middle of the Nepal Tourism Year 2011 and various media reveal that all the promotional activities have been halted along with the fiscal year end. This is all about how Nepal undertakes marketing of tourism. Hari Prasad Shrestha in his doctoral study on “Tourism Marketing in Nepal” has described various aspects of the tourism marketing in Nepal. His findings are Nepal is rich enough in tourism products such as natural wealth, cultural, historical and monumental heritage. These are the principal tourism product which can be available in almost all parts of country. Tourism plays vital role for the foreign currency earning which is the back bone of Nepalese economy. It not only supports socio economic development but helps to balance of payment and some sort of regional balance in the development. Shrestha, Hari Prasad (1998). Similarly, Diwakar Chand has explored various facts in his book “Nepal’s Tourism Uncensored Facts”. The book reveals that the tourism sector is emerged as one of the economic sectors which still has not been able to sustain as other sectors. It has history of almost half a century but it has not achieved its maturity till now. The author reinforced that the tourism sector has done significant contribution in the Nepalese economy and undermining the sector can have adverse impact in the total economy. Since the sector has greater influence in the entire economy, the tourism should be expanded with better plan that requires more investment and attention from the government sector and the private sector as well.

Rudra Prasad Upadhyia in his doctoral dissertation on “Tourism as a Leading Sector in Economic Development in Nepal” has accepted that the tourism industry is gradually on the positive track of accelerating economic development in Nepal. The study reinforces the improving economic performance in last few decades. It further accepts that there has been structural change in the economy followed by the agriculture and industry. Even though the agricultural sector has been slow down still the tourism industry is gradually going up. It is also noted that the sector has been significantly contributing for the Nepalese economy especially generating foreign currency earning

and generating employment. Similarly, it has been helping to promote agriculture sector also. Upadhya, Rudra Prasad (2003).

Lack of proper planning and appropriate policy measures are always been issues of almost all researchers and authors and that do not seem unrealistic at the moment. Nirmal Maharjan in his doctoral dissertation on “Tourism Planning in Nepal” has precisely highlighted the prevailing tourism planning practice in Nepal. The crux of the study is that the tourism planning and the strategic planning for the tourism development are essential which is lack in all stakeholders either government or private sector. However such strategic planning itself is new for the private sector as it is the sole responsibility of the government and the private sector can just act on their designed role. Thus the study reveals that all sectors have been considered as in effective for the planning. Maharjan, Nirmal (2004).The good aspect is that the practice of systematic plan has been initiated in the 9th and 10th year plan, however the application aspect is still lacking. These plans are better at least to articulate on the importance of tourism in the economic development followed by the target setting and the required interventions from the government and private sector.

Dipak Chandra Ghimire in his thesis on “Roles of Tourism in Nepalese Economy” has analyzed the overall contribution of the tourism sector in the national economy. The study noted that the tourism sector has significant contribution in the national economy. It has contributed directly to balance the payment through the foreign currency earning. In addition, the study acknowledges the role of the sector for creating opportunity in the situation of declined employment in other production private sector, Ghimire, Dipak Chandra (2000).

2.6 Important Campaigns for Tourism Promotion

2.6.1 Visit Nepal Year (VNY) 1998

Promotion of tourism has always been a concern of Nepal. Government of Nepal launched historical campaign as VNY 1998 with the target of getting half million tourists in the year 1998. It is the first tourism promotional campaign from the government side in coordination and collaboration with private sector. The campaign did its best in terms of marketing, awareness generation among tourists, exploration of

probable areas, encouraging private sector for investment and etc. The campaign was successful to bring nearly around 4 lakhs which was 9.9% more than the year 1997.

2.6.2 Nepal Tourism Year (NTY) 2011

Government of Nepal has again launched Nepal Tourism Year (NTY) 2011 with the slogan “Together for Tourism”. This announcement anticipates at least one million international tourists in Nepal in the year 2011. Government has not done significant investment for the tourism neither it has encouraged private sector for meeting the target. Therefore, tourism promotion is like “dream selling” and selling one’s dream depends on the brand identity. However, one has to wait and see the direction and trend of Nepal’s tourism growth until the end of calendar year 2011.

2.7 Actors involved in Tourism Development

Promotion of tourism now has become a national priority which is stated in the different five years plan of the Government of Nepal. However, institutional efforts to mobilize resources from both government and non government sides have not been sufficient. Nepal is now in the middle of the NTY 2011 campaign still it has got long list of things to do. So far the agencies involved in the tourism sector and its development is concern, Ministry of Culture, Tourism and Civil Aviation (MOCTCA) is the primary agency of the government of Nepal. Although the coordinated effort has not been done sufficiently, agencies for the tourism promotion can be listed as follow;

- MOCTCA : Policy planning, regulating and monitoring;
- NTB : Planning and product development and marketing;
- NPC : Policy making in the five years plan and monitoring the situation;
- INGOs : Different INGOs have been working in different ways to promote different components of the tourism; these are IUCN, ICIMOD, WWF, KMTNC, KEEP, TMI and etc.
- NATTA : and all the travel agencies are marketing tourist product in organized or individual way;
- TAAN : and all the trekking agencies are marketing tourist product in organized or individual way;

- NARA : and all the rafting agencies are marketing tourist product in organized or individual way;
- NMA : and all the mountaineering agencies are marketing tourist product and services in organized or individual way;
- HAN : and the entire hotels are marketing tourist product and services in organized or individual way;
- FNCCI : Overall marketing

Despite the acknowledgement of one of the biggest sectors for the economic development, all machineries of the government are not involved. Different initiatives segmenting the sector for more sustainability such as village tourism, eco tourism and etc have been undertaken by the private sector and no major investment from the government side is seen so far.

2.8 Current Home stay in Nepal

There are many places identified for the village tourism and home stay initiatives are promoted. Few places have been doing quite good and few are still struggling to get wider level of attention. Among several places, following two are quite established and other places should get lesson learn from these established place;

2.8.1 Sirubari, Syangja

Sirubari situated in the Syangja district is one of the established destinations for the village tourism with pleasant home stay services. The village surrounds by beautiful scenes and scenarios with many ethnic communities such as Gurung, Chhetri, Brahmin and other disadvantaged groups and Gurung are in majority. The Unique attraction of Sirubari is the fact that it is the model for a growing new trend in tourism in Nepal – a trend takes the visitor within, experience stemming for the observations from without having always attracted visitor to Nepal. For the adventurous, Nepal has been synonymous with trekking mountaineering expiations, jungle safari and river rafting. The entire lanes of the village are paved with stone slabs and maintained neat and clean always. There is a “Tourism Management Committee” and the committee is

regulating and arranging the entire home stay service. Similarly, there are Mothers Groups and they are also contributing for the tourism promotion in the village.

Sirubari, is a short drive from Pokhara, followed by the comfortable walk. The village is on a south facing slope at 1,700m above sea level. The climate is ideal at all times of the year with no snow ever falling in the village itself. The ideal time to visit the place is between September and June. The houses are mostly built from the local materials and are well constructed and comfortable. The overwhelming impression of the village is one of the odder and classiness but with a warm and welcoming feel to it. In May 2001, Sirubari in conjunction with the Nepal Tourism Board was awarded the PATA Gold award in recognition of its efforts to preserve the culture and heritage of Nepal.

2.8.2 Ghaleganun, Lamjung

Ghalegaun is a typical Gurung village situated in the foot of Lamjung Himal. It is a model village for experiencing the typical culture and lifestyle of the Gurung people. Traditional customs are still followed during births, deaths, marriages and at other important events in a person's life. Age-old cultural dances like the Jhyaure, Serka, Dohori, Ghantu, Ghyabring, Krishna Charitra and Jhakri are performed on various occasions accompanied by different musical instruments with the dancers in traditional dress. There are around 115 homes and out of that some 30 houses are providing home stay services. The home stay service is being managed by Tourism Development Committee and supported by Mothers Groups as well. 10 % of the income from every home goes to the committee for its continuity.

Visitors to Ghalegaun-Ghanpokhara are welcomed with offering of garlands and *tika* while music and dances are performed and traditional farewell songs are sung when guests depart. Nepali New Year and Buddha Jayanti are celebrated with traditional dance called *Ghatu*. The people of Ghalegaun-Ghanpokhara keep goats and sheep and use wool from these animals to make woolen products. They make clothes and bags from nettle fiber (allo cloth), towels and shawls from the wool of angora rabbits.

CHAPTER THREE

METHODOLOGY

3.1 Study Methodology

This is a type of case study. It is based on both primary and secondary data. The study has used published and unpublished articles, study reports, and books as secondary sources. However, more priority has been given to get primary source from the field visit in the particular study area.

Information is collected through structure and semi structure questionnaires, focused group discussions and interactions from the different respondents. All these information is analyzed and presented in the graphs, charts and tables.

3.2 Data Collection and Analysis Techniques

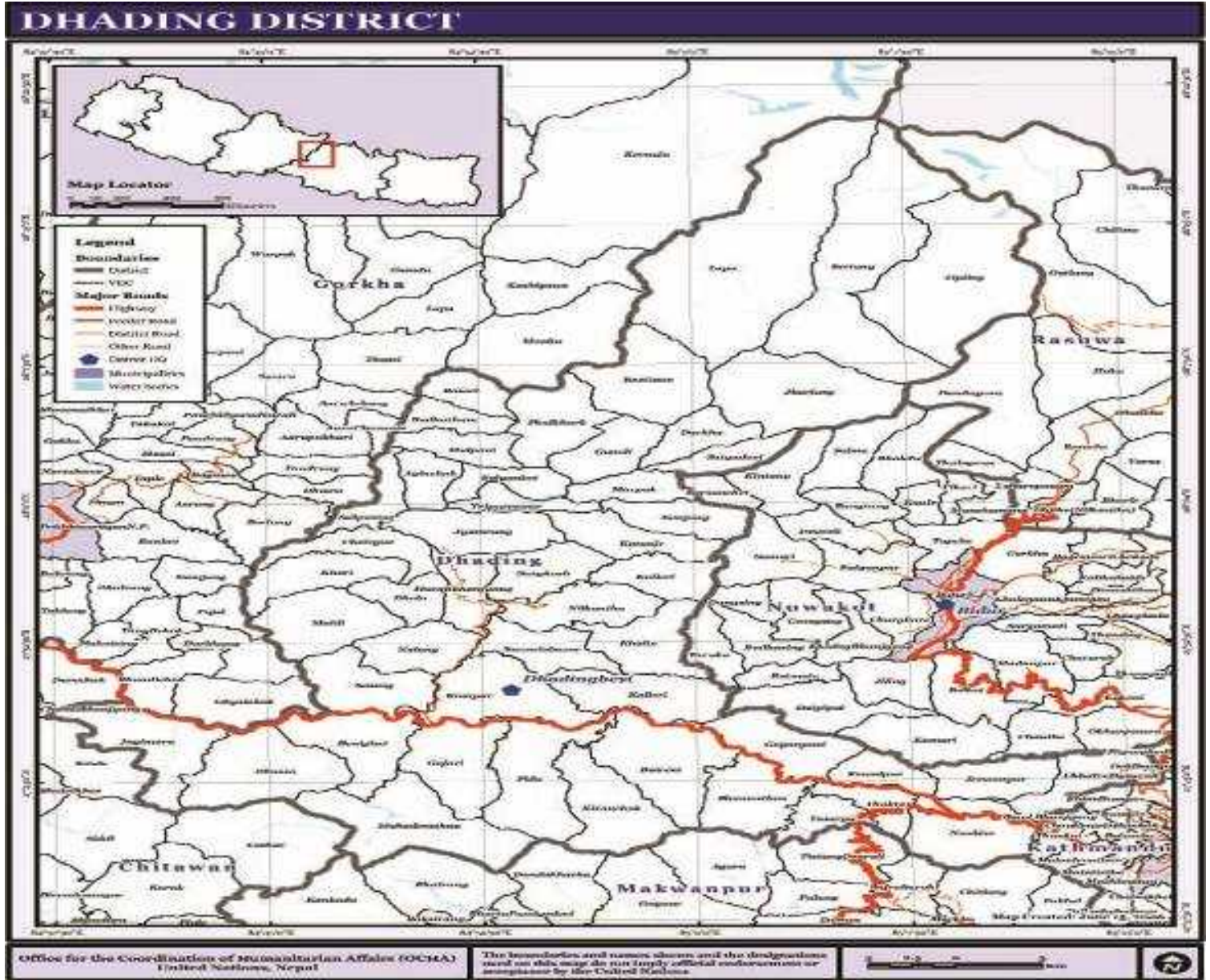
Structured and semi structured questionnaires are used to collect information from different respondents during the field visit in different places. The researcher applied other different tools i.e. interviews, focus group discussions (FGD), observation and etc for collecting qualitative as well as quantitative information from different respondents.

Data and information collected from the field using different tools have been thoroughly reviewed and analyzed. The researcher has applied tables and graphs to present both qualitative and quantitative information. Simple statistical tools such as mean, median and central tendency have also been used in order to analyze the trend and frequency of the information.

3.3 Selection of Study Area

The research is a kind of case study of Kumpur village in terms of its problems and potential for the village tourism development. Therefore the Kumpur village development committee is selected as the study area. Actually this is one of 50 VDCs of Dhading district. The justification behind selecting this VDC is some effort for

tourism development has been initiated in this village. To observe the initiatives, problems and prospects, the particular area is selected.



Graph No. 3.1: Political Map of Dhading District

3.3.1 Dhading Overview

Dhading is a hill district of Bagmati Zone which is situated in the extreme west part of the Zone. This is a long district perpendicularly expanded from Mahabharat range to Himalayan range. Dhading is not so far from Kathmandu and its district head quarter Dhading Besi is just 90 kilometer from Kathmandu. According to the District Profile, ninety percent of the total land is sloppy more than 30o which definitely makes the livelihood and excess difficult. However, Tribhuvan Highway has touched the district and that has helped the access to some of VDCs of the district.

The district has nearly about 1.50 % of the national population. It has got 69 ethnic groups and Tamang are dominant. Since it has got different ethnic groups, it has diversity in the customs, cultures, religion but there is a sound harmony among all groups. Poverty, illiteracy, poor health situation are common phenomenon in the district. Moreover, situation women and gender based violence are alarming in the district.

General information of the district is presented in the below table.

Table No. 3.1: Generic Information of Dhading District

<u>Geographical Information:</u>	
Latitude / Longitude	27o 40 o - 28 o 17 o N / 84 o 35 o – 80 o 17 o E
Area	1926 Sq KM
Cultivated Area	48,106 He (24%)
Forest Area	67,450 He (33%)
Major rivers	Trishuli and Budi Gandaki
Boundaries	East: Kathmandu, Nuwakot & Rasuwa West: Gorkha North: China & Rasuwa South: Makwanpur & Chitwan
Elevation	488 – 7409 meters

<u>Political Information</u>	
Region & Zone	Central Development Region & Bagmati
Number of Constituencies	Three
Ilaka	13
Number of VDCs	50
<u>Demographic Information:</u>	
Population	338,658 (F= 172,794 / M= 165,864)
Male Female Ratio	51:49
Number of Households	62,759
Population Density	1.97
Population Growth Rate	5.40
<u>Other Informations:</u>	
Literacy Rate	43 %
<u>Number of Schools:</u>	
) Primary	414
) Lower Secondary	61
) Secondary	47
) Plus Two	10
) College	1
<u>Health Institutions:</u>	1
) Hospitals	2
) PHCs	16
) HPs	33
) SHPs	

Source: District Profile of Dhading 2064

3.3.2 Kumpur Overview

Kumpur is one of the villages of Kumpur VDC Ward No 2. The VDC is situated in the middle of the district. The ward has got major four villages with around 210 households. It is one of the remote and economically back-warded VDCs. It's a mixed community with Gurung, Braman, Newar, Sarki, Kami, Damai, Magar, Praja etc. The village layout with hillside areas with around 1500 meters altitude, so it's

nice and warm even throughout the winter. It has excellent views on the Annapurna range, Ganesh Himal, Langtang, Manaslu, Mardi Himal, Gauri sankar and lots of water falls with panoramic views and natural beauty which surrounds Kumpur. There are very few literatures on the study of the Kumpur, however, few Travel agencies are doing for the marketing point of view. The thesis will be concentrated to explore the socio economic aspect of the Kumpur village from the tourism point of view. Similarly, the study will identify the trend till now and suggests for further promotion.

According to the Dhading District Profile 2064, the composition of the population in the Kumpur VDC is presented in the below table.

Table No. 3.2: Demographic Information of Kumpur VDC

Cast	Population	Percentage
Bramhin/Chhetri	2,083	20.71
Newar	2,135	21.23
Dalits	1,762	17.52
Janjati (including Ghale)	3,724	37.03
Others	352	3.50
TOTAL	10,056	100.00

Source: District Profile of Dhading 2064

Similarly, the Kumpur village which is the main study area has got 65 households. Ghale one of the indigenous groups is dominant in the village. Among those 65 households, half of the households are of Ghale. Rest households are Dalit (Damai) and Newar.

According to the respondents, education and economic condition of the village is miserable. Number of educated youth is almost nil in the village. Their livelihood is based mainly on agriculture especially off season vegetable farming and livestock. Large portion of youth found moving towards near town and very limited to Kathmandu. Almost ten percent youth have gone to abroad for labor work and around another ten percent are engaged in government job including security forces. Most of the employed youths are in the travel entrepreneurship.

Graph No. 3.2: Political Map of Kumpur VDC



3.4 Limitation of the Study

The study strives to analyze the problems and potential of village tourism of the Kumpur. It gives general trend of existing tourism patterns and potential from the tourism prospective. Another limitation of the study is number of tourists visiting in there is very less and in a quite long interval. Therefore, meeting and interviewing large respondents tourist is not easy for the study. However, these views and response of such tourists have been captured through communication to some extent. The findings of the study is quite different than in other already identified places such as Sirubari (Syanja) or Ghale Gaun (Lamjung), therefore the situation depicted in this study may not be applicable to generalize. However, the findings of the study can be applied to the similar situation and geographical location.

It is obvious that every research has its own limitations. NO research can encompass all aspects of the study area. Due to limited time and financial resources the study is carried out within the boundary of Kumpur village.

-) This research is carried out within the geographical boundary of Kumpur and surrounding areas.
-) This study depends on both primary and secondary data.
-) The data and information are collected only through the village tourism point of view.
-) Three parties are the primary respondents in the study; the tourists, the local people (group discussions) and other entrepreneurs.
-) The tourists involved in this research are only foreign tourists (from mail).

CHAPTER FOUR

FINDINGS: DATA ANALYSIS AND PRESENTATION

The thesis is focused to explore problems and potentials of the particular village “Kumpur”. Therefore, related information and data are gathered from different sources as mentioned in the methodology. The main source of the data is the respondents of the village. Similarly the researcher has made effort to get some information with the organizations working to promote the place. Besides, tourists visiting this place are also source of information but this place is not overwhelming with tourist flow so that we could meet group of people. However, the researcher has able to capture the information from them. All these information are analysed using different tools and presented in this chapter.

4.1 Profile of Kumpur

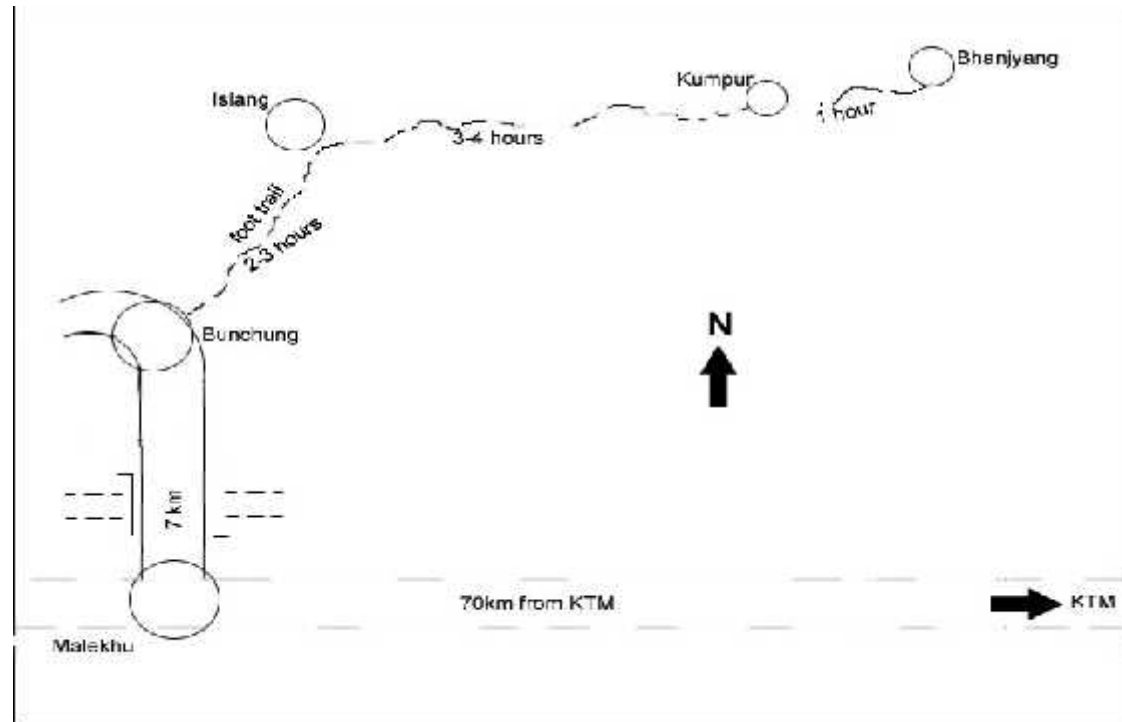
Kumpur is a village in Kumpur Village Development Committee (VDC) 2, Dhading District in the Bagmati Zone of the central Nepal. The village layout with hillside areas with around 1500 meters altitude, so it is nice and warm even throughout the winter. It has excellent views on the Annapurna range, Ganesh Himal, Langtang, Manaslu, Mardi Himal, Gauri Shankar and lots of panoramic views and natural beauty which surround Kumpur. The ward has got major focus villages with around 210 households. It is one of the remote and economically back -warded VDCS. It is a mixed community with *Gurung ,Brahman ,Newar ,Sarki ,Kami ,Damai ,Magar Praja etc.*

The Kumpur village which is the main study area has got 65 households. Ghale one of the indigenous groups is dominant in the village. Among those 65 households, half of the households are of Ghale and rest households are Dalit (Damai) and Newar.

As already been stated, it is situated in the middle of the Kumpur VDC. Proper route to go is also identified. The trekking starts from Bumchung which is 75 KM from Kathmandu. The route is like a trekking route with climbing high hill. After 2-3 hours pleasure trekking, first stop comes which is called Islam village of Kumpur. Similarly,

it takes another 3 hours straight trek to get to the proper Kumpur village. The clear diagram of the village location and route is presented in the drawing below;

Graph No. 4.1: Route Drawing to Kumpur



4.2 Socio economic situation

Dhading district itself is among low human development index (HDI) districts and according to UNDP HDR it is the 41th district among seventy five. Despite being closed to capital city, Kathmandu, its tough geographical landscape and insufficient development interventions have made the district backward. The Kumpur VDC with almost hill areas and significant access barrier with urban centers is very weak in its socio economic situation. The Kumpur village almost represents the VDC as all villages of the VDC have same type of challenges.

The village does not have considerable economic activities. Almost all villagers are farmers with little land which is not sufficient even for their livelihood. Few families have got relatively fertile land in the basement of hills which is around in 2-4 hours walking distance. The land is closed to the road access and few families are taking the benefit by selling vegetables. Around ten percent families have been doing economic gain through seasonal and off season vegetables productions. Similarly, livestock

especially goat and poultry are another source of their income but they are not farming institutionally. Education level among youngster is another problem as they do not go to schools. One respondent expressed with pride that his granddaughter is studying in college. Since education level is very poor, people getting job and access in lucrative job market is almost impossible. Consequently, most of male youth are joining in transportation sector and female youth get married in early ages. Getting access into government job is tough for them and very insignificant percentage of people have got job in teachers and government security agencies. Foreign employment for such youth is also not seen in the village even though most of the other village youth are going in the gulf countries.

Villagers have got very tough daily lives in the villages where substantial development interventions either from the government or from the non government sectors can not be observed. Lack of education and poor economic condition has created the access challenge for such kind of interventions. Drinking water is a problem as it is the common problem in other hill areas also. There was drinking water project which is not in function now since the level of water in the source is decreased. Road track is opened which links the village with the urban centers but still the road point is one hour far from the Kumpur village. The road track has encouraged them for the seasonal and off season vegetable production and those who have got land they have doing so. Again, it has not helped to Dalits those who have not land.

4.3 Tourist Attractions in Kumpur

Kumpur is a typical village comprising different casts like Ghale, Gurung, Braman, Newar, Sarki, Kami, Damai, Magar, Praja etc. where the Ghale are predominantly high. All casts have their own different history, cultures, traditions, values and life style. Most of the people are traditional farmers and some castes have own cultural profession. It is relatively closed to Kathmandu, capital city of Nepal.

The village has a pleasant climate all the season and even better during September to June season with warm days and cool nights. Since the village is the combination of different tribes and cultures, it not only gives understanding of real Nepali rural hard hitting lives but gives diverse taste of cultures. The village is situated at the top of hill with excellent view of Himalaya range in the north and river along the road side in the

south. This is the place from where Himalayas and the plain terai can be seen clearly. Similarly, another attractive factor is the sightseeing with excellent views on the Annapurna range, Ganesh Himal, Langtang, Manaslu, Mardi Himal, Gauri Shankar and lots of water falls with panoramic views and natural beauty which surrounds Kumpur. Short trekking is other attraction for the people that they can enjoy while going in the village. It's a two days relaxed trek with 3-4 hours walk a day.

This is another opportunity for people to live the life of a Nepali villager, watch closely their daily lives and activities and different conventional works, playing with children and understanding rural education system and of course enjoy in typical and traditional cultural programs. In addition, it gives opportunity for the study of different social dynamics, development potentials and cultural aspects.

4.4 Tourist visiting in the Kumpur

This place is not already explored as tourist destination. It means, efforts are being made to explore. Therefore, large number of tourists visiting in the place is not seen in there. Ghale Treks is the one agency promoting it thorough different initiatives. According to the villagers of Kumpur and the Ghale Treks, this initiative has been started form 2007 and the number of tourist visiting the place till now is also not documented.

Agencies have focused only for foreigners and according to them, tourists willing to come in the Kumpur directly contact the agency. However, no internal tourists found visiting in the place. Neither the promoting agency nor the host families have thought about attracting internal tourists.

It was very tough for the researcher to figure out the exact number of tourists visiting in Kumpur every year as neither the promoting agency nor the host community has got its record. According to the Ghale Treks Pvt Ltd, around 300 tourists have been visited so far from 2007. Even though, it is not in the record, every year 75 tourists are visiting which is very insignificant number to have the tourist visiting place consideration. Among these tourists, Japanese, European and Americans were the most. Similarly, the respondent noted that young lady tourists are more interested going in this site.

4.5 Tourists Overview

The Kumpur is one of the most remote villages of Dhading which is far behind from the development despite being closed to Kathmandu. The home stay service in the village was basically imagined to get ride of the poverty by the demonstration of the poverty itself. The village is poor in the economic aspect but rich enough in the cultural aspect which gives way forward to uplift one factor by promoting another factor. Therefore, considering this fact, very few agencies have been doing for its promotion. Among the tourists visiting the place, more youngsters female are visiting and their main purpose is to know more about the traditional culture and tough life style of rural community enjoying short trek as well. Similarly, few tourists coming in the village are supporting schools, health posts, drinking water and etc. Similarly, the most of the people coming here are students with not much experience of Nepal and this type of experience are giving them the real flavor of Nepali rural communities.

According to the agency, tourists prefer to come to the place usually in September to December and February to April. There usual stay period is 3 to 4 nights in average. They enjoy watching and even participating in the traditional life style of the local residents in the village. Tourist enjoy with different views as the place is in the top of hill. Several mountains can be seen in the north whereas clear view of the Trishuli River can be seen in the south belt. There is a place called Bhanjyang, meeting point of three hills, where local shops are available and tourist enjoy hanging out in the Bhanjyang and meeting different people. Similarly, there is a view tower near the Bhanjyang and tourist also can have enjoyment from the tower also. Another interesting aspect for the tourist is to observe event of local music and traditional dances that are usually performed while tourists are in the village.

The field research was conducted in May 2011 which is not considered as an appropriate timing for the tourists visiting there. Therefore the researcher could not meet tourists in the village. However, the researcher contacted ten tourists by email and asked their opinion through the questionnaires.

4.6 Perception of Promoting Agency

Promoting agency has been continuing this effort from last 4-5 years and the initiative has been able to raise the hope of people in the tourism. It is contributing for village economy and minor development activities to some extent. Besides, especially Japanese people are providing educational and other support to the children in the village which has been a significant support for the villagers.

The organization has established a social organization called Creative Hands for the overall development of the village which is not been able to move forward as it is expected to. However it has supported a school by buying a piece of land. Similarly, the organization is also doing some promotional campaign which is not getting momentum to a large extent. It shows that this initiative also is going to initiate other development activities such as school, health posts, water and etc. This initiative is being the sole initiative of the promoting agency and no other significant support is received for it. According to the organization, village resident have got some sort of expectations from the organizations and they be very happy to receive guests. For its continuity, villagers also have got greater role to do for its promotion.

The agency is not happy with the existing role of the village in terms of its promotion as they are all interested but they are not seen committed. Unity of all villagers in this regard is also another issue. Some of the burning issues like water and sanitation, toilet facilities, good food and good accommodation that directly impact the stay and attraction of tourist which are not taken well care. However, in several meetings with the villagers, they committed to do so.

Similarly, local government agencies such as VDC and DDC should also have greater role for its promotion but none of these agencies supporting this activities. In fact, they do not have any direct program that could really support the home stay. They can have other programs that can directly or indirectly support. Similarly, since the DDC is the focal agencies to regulate activities of non government agencies, they could simply ask such agencies to support for the foundation in this particular area.

4.7 Host Communities's Perception

Since the objective of the study is to find out the pattern of existing on going 'Home Stay' program, its further potentiality and areas to improve, the researcher had interviewed respondents from different areas for this purpose. Similarly, focus group discussions were also held with different villagers in this regard. Basically there are three villages found to be providing the home stay service and these are Islang, Kumpur and Bhanjyang. All these three villages are confined in Ward No. 2 of the Kumpur VDCs. Islang is the starting base for the hill and it takes three hours to get in the Kumpur. The Kumpur is located in the top of the hill and it takes one hour to get the Bhanjyang from the Kumpur. The Bhanjyang is in the junction of hills with clear views in both north and south sides.

4.7.1 Home Stay Service

There are 15, 63 and 45 house holds in Islang, Kumpur and Bhanjyang villages respectively. Among those houses very few houses provide home stay service which is presented in the table below. While discussing with villagers, the researcher observed that there is no institutional set up for the home stay service. Neither host communities have made effort for its promotion nor do they have special arrangements for the home stay. According to them, they have started this service from 2007.

Table No 4.1: No. of Houses providing Home Stay Service

SN	Village	Houses in the village	Houses with Home Stay	% of Home stay house
01	Islang	15	2	13.34
02	Kumpur	63	3	04.76
03	Bhanjyang	45	2	04.44
	TOTAL	123	7	05.69

Source: Field visit, 2011

As it is mentioned that there are seven houses providing the home stay service, the researcher tried to analyze the situation and available facilities in each house the home stay providing;

Islang village:

Islang village is the first stop on the way to Kumpur village and this is situated in the almost basement of the Kumpur. This is a small village with 15 households mostly of Ghale and two families are providing the home stay service. Bhim Ghale and Chhabilal Ghale are two families arranging home stay service in the Islang village. According to the both families, this is like a transit place for the Kumpur village and usually tourists take one night stop there. It is a small valley type village and tourists enjoy entirely farming activities as well as playing with kids and goats. They serve typical food millet *Dhindo* and rice with seasonal vegetables. Local wine (made traditionally) is also served with food for those who want to enjoy. Accommodation and toilets are moderate in both houses. They don't organize cultural activities and the reason as per them is that the village is like a transit for the Kumpur village.

Kumpur:

After three to four hours straight trek from the Islang village, the Kumpur village comes. The village has 63 houses with of course majority of Ghale. Three families Gokarna Ghale, Gokul Ghale and Gopi Ghale have been providing home stay service to the tourists. According to them, usually tourists stay in this place two to three nights. Since the village is in the top of the hill, tourists can enjoy hill sight-seeing with the Himalayas and many more scenes and scenarios. According to the families providing home stay, tourists have got different desire, some want to visit more and some want to study more village cultures, customs and traditions. All of them enjoy the farming activities and work with families, visiting schools and playing with kids, enjoy cooking and other inside work and etc. Usually depending up on the size of the team, one night cultural program with the proper Ghale traditions is organized and tourists enjoy the event as well. Tourists are served with the conventional food i.e. *Dhindo* and rice with seasonal vegetable and served local wine also. In all these three houses, accommodation, sanitation and toilets facilities are not sufficient. Similarly, among those three houses, no one house has got close bathroom and taking bath in the open areas could be problematic for tourists.

Bhanjyang:

Bhanjyang is the joint point of three hills together which lies one hour walk from the Kumpur village. It has got 45 houses with mixed communities of Ghale, Newar and Dalits and Ghale are dominant. This is around five hours trek from the Islang and usually tourists either stay in the Kumpur or stay in the Bhanjyang. Wherever the tourists stay, they do have same pattern of activities in both the places. Ramesh Ghale and Yam Ghale are providing the home stay service. Ramesh Ghale is the chairperson of a management committee of a local school. His house seems relatively better with better accommodation, toilets and bathroom. Other house is like other houses. Additional information the researcher got from Mr Ramesh is that most of tourists coming in his house have got more development concerns. They not only visits surroundings, understand local cultures and traditions, but provide some assistance either for schools or for individual children.

Common problems all houses are facing are there is scarcity of water in the village and lacking sanitation. The village is still not free from open defecation.

4.7.2 Tourist Flow

There is no significant flow of tourist visiting this place. The community has not started to track the record so far. In a question on the necessity for tracking the record, they do not seem much optimistic for its institutionalization. Although they exactly could not figure out the number, they expressed that group ranging from 3 persons to 15 persons are visiting in their village. So far the frequency of tourists coming in there is concern, a group in a month or two month comes in the village. No multiple groups coming together and no domestic tourists coming as well. According to them, Japanese and European tourists are coming in the villages, however, the reliability of this information seems questionable as no systematic record is maintained in the village. Length of staying in their villages is said from two nights to three nights but some other tourists coming for development studies might have relatively long stay. According to them, home stay is being provided to those who have come for social studies and development support also.

4.7.3 Purpose of Tourists

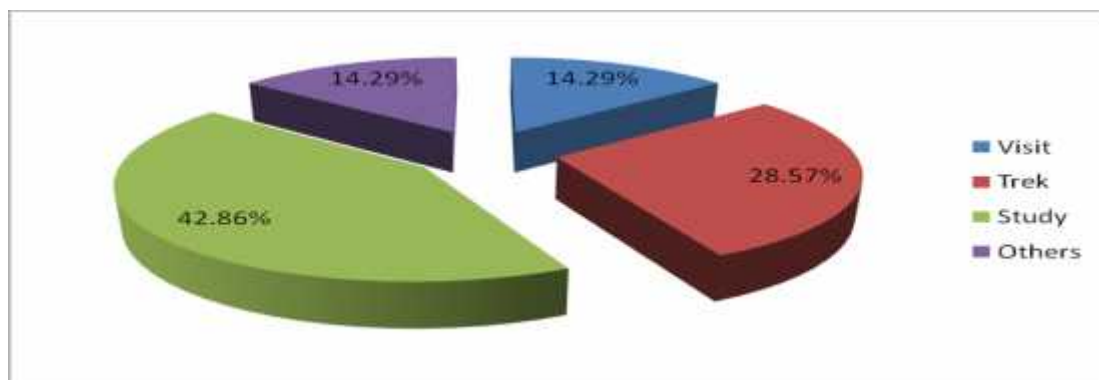
What are the purposes of tourists coming there is important to figure out so that it can be promoted. Host communities never ask tourists about their purposes as per their experiences. However, activities and behaviors of tourists may indicate their purpose somehow. The host house people perceive - by their experiences - that majority of tourists come for study as they used to ask and gather information regarding the village, customs, cultures and etc. The response of home stay service providers for the main purpose they perceive is presented below. In addition, they agreed that a person might have multiple purposes for coming in the village therefore it is not wise to confine only with one purpose. However, it indicates the general trend of purpose of tourist even though they do have multiple purposes.

Table No. 4.2: Purpose of visit by Tourists (Host Perspective)

Purpose	Response	Percent
Sight-seeing	1	14.29
Trek	2	28.57
Study	3	42.86
Others	1	14.29
TOTAL	7	100.00

Source: Field visit, 2011

Graph No. 4.2: Purpose of Tourist



All respondents interviewed expressed that tourists are coming here for multiple purposes and mentioning only one purpose would not be justifiable. Therefore, researcher tried to explore their perception for multiple purposes. They were asked to

figure out the number in each category from 1 to 5 where 1 denotes lower priority and 5 denotes higher priority as they perceived. Findings of their perception on multiple purposes are as follows;

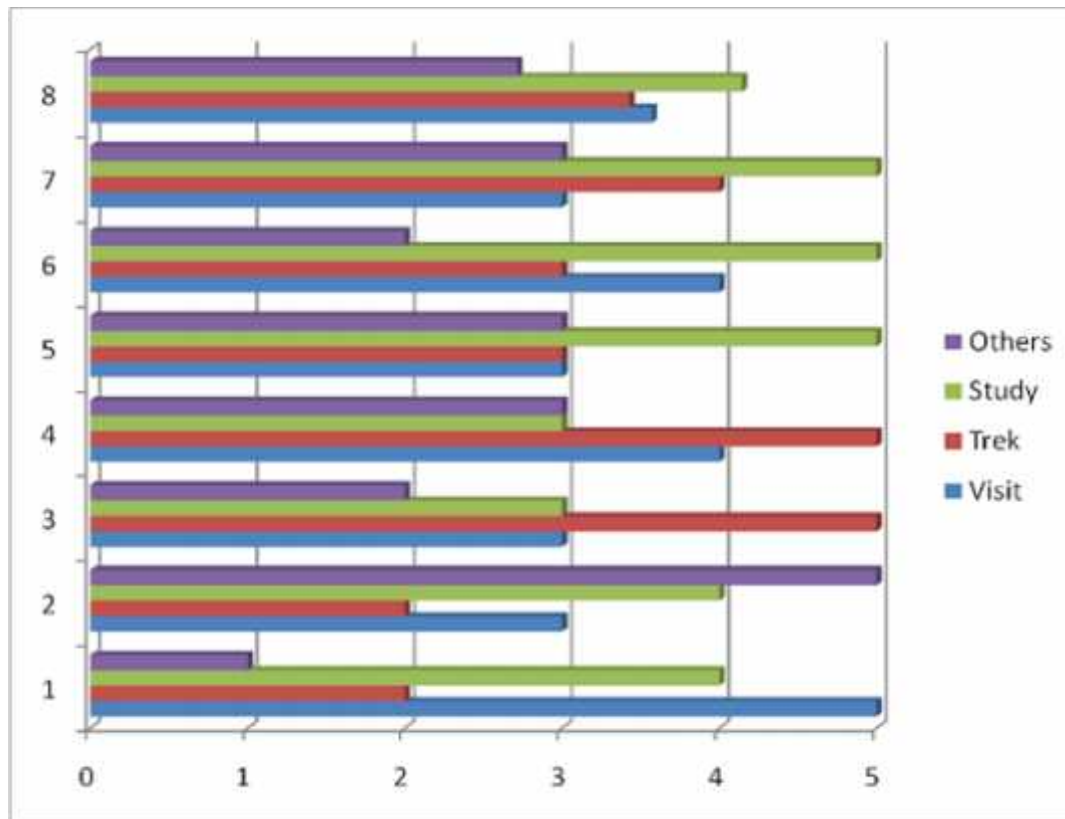
Table No. 4.3: Purpose of Tourist with multiple options (Host Perspective)

Category	R 1	R 2	R 3	R 4	R 5	R 6	R 7	Total Average
Visit	5	3	3	4	3	4	3	4
Trek	2	2	5	5	3	3	4	3
Study	4	4	3	3	5	5	5	4
Others	1	5	2	3	3	2	3	3

Source: Field visit, 2011

The below graph depicts the overall responses of multiple respondents. The Y- axis represents seven respondents and its average whereas the X – axis denotes intensity of the purposes.

Graph No. 4.3: Purpose of Tourist with multiple options



The researcher tried to figure out the satisfaction of tourists from the provided accommodation and services. There were mixed responses in terms of the satisfaction. Almost all respondents expressed that tourist have satisfied moderately as they could not provide decent accommodations and foods. However, they expressed that tourist were fully satisfied with the cultural activities they used to organize for a big group. The moderate satisfaction of tourists compelled them to realize their weaknesses and the areas to improve from their side. Basic sanitation of their house vicinity, clean bed arrangements, toilets, drinking water were discussed as areas need to improve. These particular aspects will be discussed more in upcoming chapter.

4.7.4 General Benefit of the Home Stay Program

The researcher interviewed or discussed with 52 respondents of three villages in different dates and locations. Very abstract expressions on the benefits of this initiative were received overwhelmingly. Neither the persons accommodating people nor the other people can really figure out the benefit of this. However, they all seem to express it is very much beneficial for the village. Different versions received from different respondents are presented below in the table. Majority of the respondents mentioned the economic benefits as main benefit but interestingly none of home providing this service mentioned economic benefit. These groups mentioned more about cultural exchange, other support like community development support and etc.

Benefit from Tourism

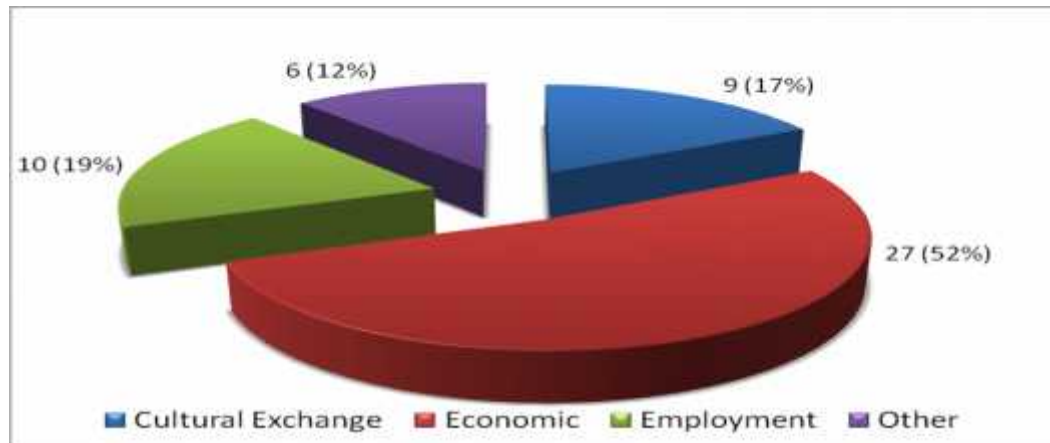
Table No. 4.4: Benefit perceived by respondents

Benefits	No. of Respondents	Response %	Remarks
Cultural Exchange	9	17.31	
Economic	27	51.92	
Employment	10	19.23	
Other	6	11.54	
TOTAL	52	100	

Source: Field visit, 2011

The benefit perceived by the respondents is presented in the pie chart for easy understanding;

Graph No. 4.4: Benefit perceived by respondents



4.7.5 Impact of Tourism

It is true that every tourism activity inserts certain impacts in the destination in which it occurs. However, the impacts may be positive or negative or both. It is always not true that village tourism does not have impacts in the destination.

When tourists visit a certain destination, they cause some changes in the environment, economy and culture of the particular places. These changes are called tourism impacts. The impacts of the tourism are called positive if the changes take place on desired direction and impacts are called negative if the changes are undesired. Although tourism alone is not always responsible for all the changes in the particular locations, these may be other sectors too that bring the changes. A well planned tourism brings more negative impacts on natural and cultural resources.

Economic impacts

Economic impacts are usually the money spent by tourists and their impacts in the economy. The impacts of tourism are viewed on different ground-income, employment, cultural exchanges and others. Respondents expressed that they do not have fixed rate for the home stay. They treat them as guest and whatever amount they paid is well accepted. They answered in a quite reluctant way that it is not easy to

answer in a question how much you get. They expressed no substantial economic benefit we get as we are accommodating very low number of tourist. According to them, it varies from group to group and the nature of activities they organize. Few respondents agreed that it is not only the money matter; this is being supportive for other business promotion and support for minor development assistance in schools, health posts and etc. However, other people those who have not got opportunity accommodating such guests have understanding that these people are highly earning. So far their utilization of such earning is concern; they do not have specific area where they are using this money. According to them, it is being used in their regular house hold activities. Usually male takes care of such earnings and rest members of the family do not seem having concern on this.

It has been considered lucrative to accommodate tourists where everyone wants to welcome. Entrepreneurs working to generate such tourists have to say that since the number is not significant, its not possible to send every where. Similarly, there are substantial numbers of Dalits in the village and they also want to accommodate. They have a sort of feeling is that only Ghale are being privileged and they do not give opportunity to Dalits. However the readiness of accommodating is not observed in more houses. In a discussion, a Ghale, who is accommodating guests, asked a Dalit to have toilet if he wants to accommodate guests. Almost all Dalit families do not have toilet.

Socio-cultural impacts:

Tourism involves the movement of people and contact between people of different cultures that would other wish not meets each other. Consequently social relation and confrontation between culture, religions, languages, values and lifestyles will have their impacts. When a tourism activity takes place in an area it commences a culture interaction between two different cultures (community / visitors), which result the enrichment or degradation of culture. The village tourism in contrast to other tourism always respects local cultures. Consequently, it causes usually preservation on enrichment of indigenous cultures. However at the initial stage, there is confrontation between cultures, religions, languages, values and lifestyle. But since, tourist live for longer time with host community then a mass tourist confrontation gradually minimized and both understand each other better the degree to which conflict will

occur between host and guest depend on the number of tourist, length of stay, economic characteristic of the tourist, social background of the tourist, the economic development at the destination and the extent to which visitors adapt the local norms. The ways in which tourism can affect culture and their patrimony can be categorized as;

-) Commoditization culture people and their symbols are treated as commodities with can be bought changed on sold.
-) Loss / degradation of the culture, knowledge, indigenous cultures of thousands of years can become extent in one or two generation
-) Disinterest in culture and tradition among youth
-) Use and view of cultural property, the reaction of the local people can occur in two forms: either rejection of foreign tourist or adaptation of foreigner behaviors patterns to constitute a social demonstration effect.

The most visible negative socio-cultural impacts comprise cultural commercialization and loss of authenticity of traditional arts, crafts and ceremonies, clashes of various traditions, copying, crime, prostitution, drugs and alcoholism, gambling crowd and congestion, begging social disintegration. Besides the demonstration effects may generate problems especially in young people, conflicts between residents and tourist may also arise because of difference in languages, costumes, religious values and behavioral patterns.

The impacts of tourism activities on the cultures of a destination can not be avoided fully. They are unavoidable. The impacts could only be minimized by mitigation measures.

Environmental impacts:

It is the natural phenomenon that tourism activities generate impacts on the environment. In general, overcrowding, misuse of natural resources, the construction of building and infrastructures are the common consequences associated with tourism activities. A small number of tourists normally have a relatively small impact. If the number of tourists is large the problems of the reverse environmental impact may escalate. However, the village tourism concept is meant to have environmental impact consideration. A few common impacts could be as;

-) Over visitation
-) Air pollution
-) Congestion
-) Water pollution etc

4.8 Role of communities in village tourism development

All respondents including entrepreneurs and tourists agreed that the home stay program is not going institutionally even though it has been 4-5 years. Most of the houses do not know about other places where the village tourism is well promoted. However, few respondents seem knowing about the Ghale Gaun of Lamjung but they do not have thought of promoting like this. Everyone wants to make it effective so that flow of tourists goes up and economic activities also increase. But they do not seem proactive for promoting it rather relying on what Kathmandu people send to them. According to the respondents, they have never discussed on how to promote it however they have knowledge of the campaign of Government of Nepal on Tourism Year 2011. Besides, attracting internal tourist also has not been thought so far.

They all do agree that promoting the “Home Stay” ultimately contributes for their cultural and economic development. Ghale actually follows Gurung culture which they scared to be obsolete. They feel that not only the earning they may get from the tourist but other basic requirements will automatically boost up their community and economic development. Similarly they can be privileged from the different cultural exchange from different countries.

These all are the aspirations of people for their village promotion. They admit that due to tough geographical situation other development interventions are not that much effective at the moment. What exactly they should have their role for the promotion is also not clear for them. However, they have understanding on the roles in at least two layers such as their role and the role of externals. They are ready to undertake campaign for eliminating open defecation, ensuring sanitation and arranging required accommodation for the tourists. Even they are ready to invest for accommodations in their villages. They expect that other stakeholders such as VDC, DDC, NTB, academicians, entrepreneurs and etc also can play significant role for its promotion. Government agencies i.e. VDC, DDC and NTB should provide plan and program support whereas other stakeholders can support by exploring its potentials and advocating for the necessary attention of the government and other concern stakeholders.

CHAPTER FIVE

PROSPECTS AND CHALLENGES

Nepal is rich enough in tourism potential and this fact is well established however its promotion is not done well properly. It is the only way to connect with the entire world. If we revisit the history, little efforts were started from early fifties. Tourism concept in the early days were surrounding Kathmandu valley and few mountaineering places in Everest and Annapurna regions. Along with the increased flow of tourists, private sectors were also encouraged and developed necessary infrastructures i.e. hotels, airports as well as travel and trekking agencies. Similarly several sights, trekking routes and rafting rivers were explored. Consequently arrival number of tourists increased from 4,017 in 1960 to 162,870 in 1980. The increasing trend of tourists remains constant until the Nepal was impacted by the conflict.

At the moment, in the high discourse of environmental issues, village tourism has become very potential in every development countries. Nepal is one of the beautiful countries in the world with different potentials and the village tourism is slowly promoted. Apparent factors for the attraction of the village tourism are environment friendly nature and diversification of tourists in the village which helps to balance economic opportunities.

Nepal with 85% rural settings, highly potential for the village tourism and that can be achieved by investing relatively low amount of money. The Kumpur is one of the potential villages that is illustrated below.

5.1 Prospects of the Kumpur Village

Nepal is in the middle of the tourism year even though its level of promotion is always questionable. National statistics show that tourists number is in increasing trend however the number of tourists coming for recreation is decreased. Similarly, environmental concerns are now become hot cake in almost all sectors. In such crucial circumstances, village tourism potential is very much high that every village should take advantage of this situation to the extent of possible.

Close to the Kathmandu: Nepal is a country with thousands of villages and every village might have some sort of potentials of village tourism. However, the more close to Kathmandu can give more prospects rather than too far from Kathmandu. The Kumpur is relatively close to Kathmandu and people can see the real village setting in such a close distance. It is 75 kilometers from Kathmandu and two days relaxed trek to get there. Tourists those who do not have several days to spend in the village can have privileges of visiting there in fewer days. Similarly, it has got potential of internal tourists, academicians and professionals as it does not take long time to travel. Those tourists have information or awareness on the NTY 2011 and village tourism, they can choose Kumpur as their destination which is the outside place of Kathmandu valley but close to Kathmandu.

Initiative has been started: Important prospect of the place is initiative for the village tourism promotion has been started even though it has not reached at the required level. At least, few agencies are working on it, several numbers of visitors have already visited the place and a kind of base for the village tourism is developed in the Kumpur. Although institutional set up is not done yet in the village for its promotion, conventional mind set for serving tourists and bit know how about the village tourism and home stay service can be observed in the behavior of residents in the Kumpur village.

Involvement of agencies for its promotion: Few agencies in Kathmandu and different social networks and organizations abroad have been working for its promotion. According to the agencies involved, no agency and individuals from the local level are involved in the promotion. The existing foundation for the promotion can be enhanced institutionally for the effective promotion of the Kumpur village.

Unique place with acute poverty picture: The place is extremely remote in terms of social and economic factors but not remote physically. It generates some sort of potential that people can feel the acute poverty relatively in the closer distance. The place seems unique for the people from developed countries or even for nationals those who have not seen the typical village. Their daily life routine, coping mechanism with so many difficulties and cooperative attitude even in the problems

are the strange features for the tourists. Another important factor is their honesty and the optimism which bring happiness by even a small intervention.

Homogeneity in the settlements: There are mainly three settlements in the Kumpur and all these settlements are very much similar. As we mentioned in the earlier chapters also that villages are mixed with several ethnic groups however the dominant portion is Ghales. Social harmony among different ethnic groups and their unity can be good learning for tourists. Similarly, another prospect for the place is cultures of *Ghale* which not only unites all people but makes the journey memorable. They do have traditional dances called *Ghatu* and other traditional songs. In addition, there are *Dalit* community called *Damai* and these are popular to play traditional music instrument which is called *pancha baja*. This kind of music system is being obsolete and the Kumpur is preserving it also.

Excellent route for Trek: This is home stay with trekking and sight- seeing services. It has got very short and interesting trekking route which starts from *Bumchung* village. Foot trail from the place up to Islang village is very good with not significant straight up trails. It takes 3-4 hours relaxed trek. After a night stay in the place, another trekking trail starts and it takes another 4 hours to get to Kumpur. This trail is different than the earlier as it is interestingly straight up.

Scenes, Scenarios and panoramic views: The village is situated at the top of hill with excellent view of Himalaya range in the north and river along the road side in the south. This is the place from where Himalayas and the plain terai can be seen clearly. Similarly, another attractive factor is the sightseeing with excellent views on the *Annapurna range, Ganesh Himal, Langtang, Manaslu, Mardi Himal, Gauri Shankar* and lots of water falls with panoramic views and natural beauty which surrounds Kumpur.

Market proximity for producing tourism products: Tourism product is most important for any kind of tourism and market proximity supports for this to some extent. Almost all villagers are relying in the agriculture activities and they can make money selling vegetable, live stocks and etc. What exactly they can produce for the

tourism promotion as souvenir that has not been discussed. However, they can largely get benefit of the close market for producing any type of tourism products which not only helps for the economic benefit but helps to create its own identity also.

Study opportunities: This is a quite place where every one is busy with own business. Still, there is no crowd of tourists and lots of activities. Another important aspect is the village has not turned in to the commercialization status for the home stay yet. This kind of situation generates another opportunity for the people to have multi facet study i.e. rural development challenges, environmental aspect, tourism aspect, social aspect and etc in a peace and pleasant environment.

5.2 Challenges:

Despite having so many potentials for the home stay in Kumpur, there are many challenges associated with it. Due to these problems it could not move further even though it commenced 4-5 years before.

-) **Lack of Common Understanding:** The researcher observed during interviews and the group discussions still common understanding on the home stay service and the role of host families as well as of community is not clear. They are not aware on the process of bringing tourists in the village. Another challenge is that they have not thought about benefit sharing of this program. A kind of wish is there but the process and their obligation is not well known.
-) **Tourism Product:** Developing own tourism product is a challenge for the Kumpur. Scenes, scenarios and mountain views are one kind of attraction which is not always adequate. The place has to be able to generate its unique tourism products that generate its own identity. Typical village activities, poor infrastructures, weak education system and conventional cultures and traditions are also some-how linked with the tourism products. Exploration and utilization of local resources, skills, and cultures are important to make products that could be tangible, intangible, physical, and emotional or any type that the tourists can take along with them. This is a kind of promotional tools also along with the economic benefit for the villagers. Training and orientation

programs are also very much lacking to make people think about product development.

-) **Planning and Recording:** It is a great challenge for the village to orient on the planning and recording aspects. Although this is not their sole activity, they could at least make some plan in advance. Since from the marketing to service arrangement and activities organization, they do not have any plan. Whatever they do is on adhoc basis which is a kind of obstacle for the promotion. Similarly, recording and documentation is another problems as no family can answer that how many tourists they accommodated. Tastes and preferences of tourists, their experiences and feed backs for the betterment of the service are all sidelined due to the absence of the record and documentation. Similarly, they have not even thought to extend their market for internal tourists which itself can be a big opportunity for them.

-) **Physical Facilities and Sanitation:** Accommodation in all houses are not very much good that was expressed by the tourists, involved by the agencies and the hosts families also. Although tourists going in the village are mentally prepared to rely on the local and available materials, but minimum standard for the tourists should be maintained. At least closed bath room, hot water in the bucket could be made available. Similarly, sanitation is another challenge where very less attention is given. Minimum cleanliness of toilets, kitchen, beddings and house vicinity are also not maintained.

-) **Village Level Promotion:** Another challenge is that no agency for promotion or even management is in the village. It could be learnt from other successful home stay villages like *Sirubari* and *Ghalegaun*. A management committee could be formed that could regulate all the arrangement activities and liaise with central level agencies for the promotion. Some sort of coordinating agency is required for the sustainability of the initiatives also. Similarly, there is no any organization or CBOs working in any sector. Formation of mothers groups and some other saving credit activities could be supplementary and complimentary to the home stay program.

-) **Cultural Preservation:** Almost every community is rich enough in the culture and this is the assets Nepali people have got. Host families have not been paying sufficient attention for the cultural preservation in sustainable manner. The home stay is a good opportunity for the cultural preservation and it needs intensive study of own cultures, practice, customs and etc. Some ad hoc programs in the name of showing culture does not help in the long run.

-) **Involvement of local government agencies:** Promotion of the Kumpur is not only for the Kumpur residents which are for the entire district. Village Development Committees and District Development Committees are not involvement for this initiative. Since the local level authorities are not involved, there is very less likely to get involvement from the national level authorities. There for, it has almost no network with the central level as there is no legitimate organization or agency to build the network on its behalf.

CHAPTER SIX

SUMMARY, CONCLUSION AND RECOMMENDATION

6.1 Summary:

Tourism sector has become important pillar for the economic sector which is contributing by earning foreign exchange and by generating employment in Nepal. Nepal has started various initiatives and campaign for the tourism promotion and nowadays the trend has been shifted to the village tourism promotion. There are many places been developed for the village tourism and providing home stay service in Nepal. The home stay in the village has been very popular and justified also from two aspects; (a) to decentralize the flow of tourists and so that villages also can be benefitted, and (b) to promote the tourism without substantially degrading the environment.

The research is a kind of case study of Kumpur village to analyze the village tourism trend and further potentiality. The Kunpur is one of the remote VDCs of Dhading district which is back-warded economically and socially even though it is relatively closer to the capital city. It is found that Kumpur has started its home stay service from late 2007 but still struggling to make it institutionalized. A group of entrepreneurs have started the initiative which is not supported by either the government and or the residents of the villages. Despite having highly potential for its promotion it is not moving forward. The research has laid down some challenges also to make it sustained. The subsequent portion of the report prescribes the overall conclusion and the recommendation for its institutionalization and sustainability as well.

6.2 Conclusion:

This study draws the following conclusion;

-) Nepal is in the middle of the Nepal Tourism Year 2011 and relatively better in terms of receiving tourists however achieving goal is still far. The tendency to always look in the central level for the tourism promotion is also realized whereas initiatives of each and every involved sector could be instrumental.

-) The hot discourse of the climate change and environmental impact has generated prospect of village tourism which is gradually evolved in the global context and Nepal also can get its benefit.
-) The concept of village tourism and practice of home stay are being increased nowadays however very few places have been able to sustain it.
-) Kumpur with the support of tourism entrepreneurs has started home stay service from last 4-5 years and still not moving well. Relatively close from Kathmandu, some potential aspects and few foundation works have at least raised some sorts of rays of hope.
-) It seems that the initiative is in the cross road neither it moves forward nor gets back ward. The study mentioned above shows that there are many positive aspects for the promotion of the Kumpur.
-) Analysis of the particular village also depicts good picture on why tourists prefer to come and how it is supporting the economic and social life of the Kumpur.
-) After consultation with different groups and stakeholders the researcher is able to come up with some ground reality, promotion potentials and actions to be undertaken. However, there are many problems and challenges also identified for the promotion.
-) Out of total areas almost 85 percent rural areas cover so there is high potential of village tourism in Nepal . The study mentioned above shows that the village tourism development is possible in Nepal .

6.3 Recommendations

After the thorough study, following recommendations are listed for the sustainable promotion of the Kumpur for the home stay;

-) Central level marketing and promotion is also not adequately done. A committee should be formed in the central level to establish networks with national and international level agencies and gear up promotional campaigns in coordination with government agencies and relevant organizations. A certain plan in the central level also should be formed to drive the national level actions smoothly.
-) In the village, management committee also should be formed to look day to day affairs when it requires. Activities of each host family and community counts for the promotion. The committee in the village level regulates the entire functions, help planning, help recording and documenting and encourage homes to have institutional lesson learning for its promotion. Similarly, formation of 'Mothers Groups' also can help them to work on it.
-) Awareness generation program among communities regarding its concept, prospects and the role of communities should be undertaken. Probably, the management committee can take such initiatives. Similarly, how the program can benefit all communities is also need to be known by all communities themselves.
-) Development of tourism products is another important requirement for its promotion. The product either be physical or social or cultural that every tourist can take with them as the identity of the Kumpur village. It supports the promotion as well as raises economic benefit for the people. For this initiative, using local resources, skills, providing different required trainings, micro credit programs and etc could be very much supportive. Some other organizations working in the relevant sector also should be consulted for this endeavor.

-) Sufficient attention should be given for the required basic facilities and sanitation. The management committee should constantly monitor the situation and encourage all community to maintain it.

-) Advocacy for the involvement of local government agencies i.e. VDC and DDC for its promotion should be geared up. In addition, the strong advocacy can support to get government resources also for the required infrastructure development which ultimately supports the home stay also.

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ANNEXES

Annex I

These questionnaires should be filled by the researchers, NOT be given to any respondents.

QUESTIONNAIRE NO. 1 : For host & potential host home Target Respondents 15-20

Personal Information (optional):

Have you started home stay service? (Tick in appropriate box) Yes / No

If Answer is No, skip no. 2-7 and go to Question No. 8

How long you have been providing this service? No. of year:

How many tourists usually stay at your home monthly?

Pick period (month)? Least period ?

Proportion of Nepali & foreigner usually in a month: :

For how long the tourists stay? to days

How much money you earn a month?

Where do you utilize this earning?

What types of activities do your guests prefer? (Tick)

Site seeing Trekking

Mountaineering Others

How do you think the satisfaction of tourist at your home? (Tick)

Happy Average Not happy

Have you thought starting home stay service? If Yes, from when.....?

What are the direct benefits you see from this program? (Tick)

Economic Employment

Culture exchange Others

What are the attractions of the tourism to come here?

.....

How do you think the village (home stay service) can contribute for the economic development of Kumpur?

.....

.....

How do you can make this program more effective?

.....

.....

What should the role of village for the ecotourism development in this area?

.....

.....

If you have something to say about this:

.....

.....

QUESTIONNAIRE NO. 2 : For visitors (both Nepali & foreigners)
15 Respondents

Target 10-

Personal Information (optional):

Gender (tick): Male Female

Where you from? country or district Nepal

You are in which age group? (Tick)

Below 30 30-45 45-60 above 60

What is your purpose to come here? (Tick)

Sightseeing Health

Study or Research Others

Please specify (if others)

How long do you stay here?

What is your average expenditure per day in this place? Rs

What should be improved to make your effective stay in this place?

.....

Who recommended you to come in this place?

.....

What excursion you get here in this place?

.....

How do you perceive the direct impact of this home stay initiatives for the development of this village?

.....
.....

To what extent your expectations are met in this place?

Highly Average Low

In your views what are the potentials to develop this place as tourist destination?

.....
.....

In your opinion, what sort of infrastructures should be developed to make this area as more attractive tourist destination ?

.....
.....

Would you provide some suggestions to promote the tourism in this area?

.....
.....

These questionnaires should be filled by the researchers, NOT be given to any respondents.

QUESTIONNAIRE NO. 3 : For agency

Personal Information (optional):

When did you start your tourism based business?

How long you have been operating package for Kumpur? No. of year:

How many tourists usually you send there monthly?

Pick period (month)? Least period ?

Proportion of Nepali & foreigner usually in a month:

For how long the tourists stay? to days

What types of activities do your guests prefer? (Tick)

Site seeing trekking

Mountaineering Others

What are the direct benefits you see from this program? (Tick)

Economic Employment

Culture exchange Others

What are the attractions of the tourism to come here?

.....

How do you think the village (home stay service) can contribute for the economic development of Kumpur?

.....

.....

What are the challenges for the tourism promotion in Kumpur?

.....

How do you can make this program more effective?

.....
.....

What should the role of village for the ecotourism development in this area?

.....

If you have something to say about this:

.....
.....

PHOTO GALLERY



Traditional houses of Kumpur Village



Tourists flow: by Ghale Treks



Traditional House of Kumpur Village



Researcher with Old Lady



Enjoying with kids: By Ghale Treks



Discussing with villagers in Islang



Tap with no water