

CHAPTER I

INTRODUCTION

This is an introduction chapter and in it tourism is described with some definition and meaning and importance of tourism industry. Along with that objectives limitation and importance of the study is introduced.

1.1 Background of the Study

Tourism is the largest industry in the world; the largest source of foreign exchange and revenue. Possessing 8 of the 10 highest mountains in the world, Nepal is the hotspot destination for mountaineers, white water surfers, rock climbers and people seeking adventures. The Hindu and Buddhist heritage of Nepal and its weather are strong attraction. (Source, NTB)

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

The word tourism has been derived from the French word "Tourisme" which was originated in the 19th century and popularized in 1930. (World Book Encyclopedia, Vol-19, 1997, P. 311) Webster's new international dictionary

defines the word tourism as "Travelling for recreation".

Theobald (1994) suggested that "etymologically, the word tour is derived from the Latin, 'tornare' and the Greek, 'tornos' meaning a lathe or circle the movement around a central point or axis. This meaning changed in modern English. The suffix - *ism* is defined as an action or process, typical behavior or quality' while the suffixes – *ism* and *ist* are combined, they suggest the action of movement around a circle. One can argue that a circle represent a starting point, which ultimately return back to its beginning. Therefore like a circle, a tour represents a journey in that it is a round-trip the act of leaving and returning to the original starting point, and one who takes such a journey can be called a tourist.

Various scholars have defined tourism in their words and the definition has also changed over years implying change in scope and trend.

One of the earliest definitions of Tourism was provided by the Australian economist in 1910 "bob total of operations, mainly of an economic nature, which directly related to the entry, stay and movement of foreigners inside and outside a country, city or region."

In the words of Jose Ignacio De Arrillaga, "tourism in its first period was considered as a sport or rather as a synthesis of automobiles cycling camping, excursions, touring and yachting." In the early nineteenth century, the term "tourist" amused a meaning of "one who makes a tour or tours, especially one who does this for recreation or who travels for pleasure, object of interest, scenery or the like" (Bhatia, 1982:95).

According to League of Nation and the UN," A tourist is any person visiting a country, other than that in which he resides, for a period of at least 24 hrs." The definition of 'tourist' adopted by the Government of India's Tourist

Department is as follows:

"A person having no residence or occupation in India whose stay in India does not ordinarily extend beyond three months and who has no other objectives in visiting India than recreation and sightseeing." (Virendra Kaul, Tourism and the Economy)

From the above discussions it concludes that the tourism means the inflow of tourist from foreign countries as within and stays in any part of the country for certain limited periods for pleasure and enjoyment. In fact tourism is an industry based on human motives. So it is said a tourist can be defined as a person who leaves his country for certain period and make tours to different foreign countries for the purpose of sight- seeing and recreation."

1.2 Statement of the Problem

The need for tourism planning arises because of the sheer importance of the tourism industry, its multi - sectored nature and its impact on every facet of life, whether physical or economic. Tourism here a purely seasonal activity shows an economic weakness because the people are out of employment during the slack season. Tourism business and its development is said to be inevitable in Dang, because it is economically disadvantaged and day to day population is increasing rapidly. Development history of Dang's tourism sector has had many challenges and faced a host of problems. Needles to say, some of these challenges and problems are still very much around. Due to the lack of management, Dang has been facing such problems to develop essential infrastructure of tourism development. There are few researches done in the field of tourism in Dang valley, both by government and private sector. Besides, Dang lacks in resource base industries and skill technology. Another hindrance is environmental pollution due to the serious exploitation

of resources may impact on the various aspects of tourism. For the tourism development resources is not usually enough still the country is facing problem of setting quality tourism and development problems.

1.3 Objectives of the Study

The general objective of the study is to review tourism development in Nepal and to analyze the prospect, problems and impact of tourism in Dang valley. The specific objectives of this study are as follows:

- i) To study prospects of tourism in Dang valley
- ii) To identify the problems of tourism in Dang valley.
- iii) To examine the impact of tourism in Dang valley.

1.4 Importance of the Study

The present study aims to analyze the prospects, problems and impact of tourism development in Dang valley. The salient significance of the study is that being rich in tourism resources the people do not know about uniqueness and beauties of Dang valley. Tourism also do impact to a number of indigenous industries and services, or creating direct, indirect and induced employment opportunities and also changes the way of living of people. This study visualizes and address Dang valley as one of the prospective and unique place of glories, land of culture, valley of lakes and temples, which can offer and welcome the increasing numbers of tourists and provides satisfactory pleasures to the visitors. As well as consequences of changes in the way of living in life of local people.

CHAPTER II

LITERATURE REVIEW

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

2.1 Theoretical Concept

Tourism is travel for recreational, leisure or business purposes. The World Tourism Origination defines tourists as people who travel to and stay in places outside their usual environment for more than twenty four hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the places visited.

The word tourism is derived from French word "Tourisme" consist of all these aspects of travel through which people learn about each other's way of life. Tourism also known as word "tour" which literally means trip or travel to new places the purpose of pleasure. Tourism means a journey a travel, a voyage, as pilgrimage and excursions etc.

United Nation's Conference on "Tourism and International Travel" which was held in Rome in 1963 has defined that, Tourism was to be conceived of as a fundamental and desirable human activity, dissolving the praise and support of all peoples and governments.

Bhatia (A.K. Bhatia 2001, International Tourism Management) in his book entitled "Tourism Development Principles and Practices" stated that tourism development makes a detailed study of the tourism phenomenon in its

numerous aspects. It explores various concepts in tourism, what makes it possible and how tourism is an important factor in the prosperity of a nation. Since tourism is highly complex phenomenon, various disciplines are invoked in its study. Some basic disciplines such as economics, psychology sociology and geography contributed a great deal to it. Disciplines of management and marketing, technique of planning, statistics and market research are also involved and are used extensively by tourism enterprises.

Tiwari (1994) in his book "Tourism Dimensions" Tourism has developed as a subject of academic study. Scholarly interest focused on its economic aspect as possibilities of tourism as a catalyst of economic development especially of regions lacking conventional resource endowments come to be recognized. The structure and organization of the new 'service industry' and its call on financial resources, were analyzed in the course of national and international efforts to promote tourism in the world's poor countries.

Tourism is regarded as a very important industry to virtually economic regardless of their level of economic development. It is an export industry and helps to correct and adverse trade balance in an economy, Even a highly developed economy like USA relies partly on an increasing number of Japanese tourists to correct its trade deficit with Japan. In the developing countries with large trade deficits with the developed counties, the authorities emphasize tourism as a source of additional external revenue. In addition to generating foreign exchange, tourism is accepted to create additional employment and income and generate multiplier effect in an economy. Some countries have a comparative advantage in the development of tourism because of their natural topography such as mountains, sandy beaches searches and lovely landscape, their rich cultural heritage and so on. However tourism is not unmixed blessing as it is blamed for causing environmental pollution and many social evils such as drug

addiction and prostitution.

The human history of traveling is very old and probably immemorial; it is hard to say when people first started traveling to enjoy the Mother Nature. However with increased urbanization and the introduction of faster modes of transport coupled with or rise in the incomes of the middle class, traveling become a part of life, especially in the west, which gave rise to tourism as one of the largest industries in the world. The important point here is that one person's enjoyment becomes the livelihood for others.

There are many studies on tourism by different national and foreign scholars. In order to make the study more reliable the few available dissertations, articles, bulletins, publication and other studies about tourism have been reminded.

Christopher Holloway (1998), in his study entitled, "the Business of Tourism" third edition tries to provide a sound foundation in the principles of business operations in travel and tourism. The Business of Tourism) This book offers a framework for problem solving and analysis in business, while encouraging these who seek to make their career in tourism to be mindful of their social responsibility towards its development. This book appeal particularly to these students following the new Business and Technical Educational council (BTEC), National Diploma in Travel and Tourism, and to these following BTEC business and finance courses with options in travel and tourism at both National and Higher National level. The study is helpful for others already employed in tourism wishing to broaden their knowledge of the industry as a world and appreciate the relationship between their sector or the industry and others.

S.K. Adhikari and Veit Burger (2003), studied the "Economic impact of

tourism in Nepal". In his study, they mentioned that tourism in Nepal is of rather recent origin. Before 1950, no foreigners were allowed to visit Nepal without permission of Rana Rulers. After opening the door of tourism, the tourist inflow in Nepal rapidly increased. He indicated that more than 100000 tourists visited the country in 1976. Since 1962 the number of tourist arrival has grown at an average rate 20 percent per annum. Among than 80 percent of total tourists arrived in the country by air Services and about 20 percent arrived over land. He expressed that the majority of tourists come for pleasure and sightseeing of the study was that only one out six tourists who visited India also visited Nepal. Europe was the major tourist generating market for Nepal in 1975 but the USA was the leading single country in terms of number of visitors.

K. Baskota, in a discussion paper "Performance of Tourism sector, Area Development planning and Implementation published by ICIMOD (1993), show that although the number of tourist had been increasing over the year the length of the stay of tourists has changed very little a period of roughly 20 years of tourism history in Nepal. The length of tourists stay was 9.3 nights per visit in average and when the trekkers were excluded this average dropped to 5.5 nights. The paper also presented that the tourist's average expenditure was estimated to be roughly Rs 747 in 1987 but has not increased since then in fact it has declined by 1.41 in real terms. The share of the tourists' expenditure on lodging and fooding was 53 percent and 12 percent on recreation and 14.7% shopping (handicrafts, jewlers, carpets, garments and books) [Banskota 1993]

S.B. Pradhananga (1993) in his Ph.D. Dissertation entitled "Tourism Consumption Pattern and its Economic Impact in Nepal" has analyzed tourist consumption pattern and its economic impact in Nepal. According to his study the tourism sector contributed 37.99 percent as direct expenditure. This

study has also found that the direct important content was 33.49 percent in tourist sector the increase in tourist expenditure leads to increase in imports and this was found to reduce the positive effect on the national economy. In his study the finding is that higher the propensity to import, higher is the leakage of money tourist expenditure was used for imports and thus the ultimate result would be unfavorable balance of payments. This study revealed that the major source of government income is usually from direct taxes and custom duties. It is indicated that the direct taxes generated from tourism sector was 2.27 and he also analyzed that the direct employment opportunities in tourism sector was 32.88 percent and non-tourism sector was 54.71 percent in 1993. In his study it was also further revealed that the tourist expenditure at current prices increased from Rs. 170.6 million to Rs. 2128.9 million during 1974/75 to 1987/88. This shows an increase in foreign exchange.

The Annapurna Conservation Area Project in Nepal (1997) has shown that there are ways through which the dual objectives of resources conservation and maximization of economic benefits of tourism to local communities can be simultaneously achieved. This study suggests that tourism sector helps to local people to conserve natural and cultural resources of the area, promote sustainable, social and economic development and develop tourism with minimum negative environment impact. It creates economic activities and sizable amount of income and employment for the local people.

Shur Bir Paudyal (1997) in his study "Tourism Development in Nepal, in the context of Regional Perspective" has studied on the topic Nepal's tourism in the context of SAARC region. He has pointed out that there are many factors negatively affecting the tourism development in Nepal e.g. pollution problem, transport bottlenecks, and low quality tourism products. This study suggests that government should implement suitable program for cleaning

Kathmandu and start a new airline as a joint venture between the private and public sector. This study has also suggested establishing some top standard international quality hotels to increase the numbers of tourists in Nepal.

Diwakar Chand (2000) in his book entitled "Nepal's Tourism Uncensored Facts" has shown the clear picture of Tourism in Nepal blending history with present and future. He says that from tourism perspective Nepal remained completely isolated and strongly barricade from the outside world which circumstantially prohibited any forms of touristic movement into the country under the reign of King Prithivi Narayan Shah. The visit of the Rana Prime Ministers to the west marked an opening of Nepal to the Western world which immediately led to the inflow of aesthetic western values and culture into the country in various forms and manifestations. He further suggests that Nepal is a small country and it should cash in on its size and on its natural environment and national façade. Tourists coming from the west would not anticipate a large ostentatious western typed multistoried building welcoming them, but rather what they would definitely contemplate would be to stay and spend their sojourn in an oriental structure reflecting and revealing entirely the Nepalese culture and tradition. This is what they would appreciate.

Tourism both as a Phenomenon and as an industry has made rapid advances in recent year. Both the Government as well as the private sector has now recognized the growth potential that the tourism industry possesses for special attention. The national action plan for tourism recognizes the potential of tourism industry by admitting that it is capable of generating employment (direct and indirect) to about 13-14 million persons annually.

Efforts are needed not only to train the local population in destination areas but also to create awareness among them towards tourism and its

consequences. It is observed that there are only few studies on tourism development of Dang valley. Therefore, the present study aims at to fill this gap, to some extent.

2.2 Efforts of Tourism Development in Nepal

In order to increase national production and income, expand the earning of foreign currencies, create opportunities for employment, improve regional balance and develop the image of Nepal in international community, Government of Nepal has formulated and implemented tourism development, policies and programs. Since tourism industry is a multi-sectored concern, its linkage with policies and institutions in the public and private sectors become important.

Tourism planning has received attention of development planners of Nepal from very beginning of economic planning. Till the down of democracy, Nepal was kept isolated from the outside world; there was no question of planning. Planned development of tourism began as soon as Nepal endeavored for national planning and Government of Nepal has accorded priority to tourism development in various plan periods.

2.3 Nepal Tourism Year 2011

Nepal is organizing Tourism Year 2011 to promote tourism. Around 1 million tourists are the target of Nepal tourism Board and for the promotion many work is being done by NTB Nepal.

Objectives of the Campaign

Establish Nepal as a choice of premier holiday destination with a definite brand image.

Improve and extend infrastructure in existing and new tourism sites.

Enhance the capacity of service renders.

Build community capacity in the new areas to cater the need of the tourists.

Promote domestic tourism for sustainability of the industry.

CHAPTER III

RESEARCH METHODOLOGY

A methodology is instantiated and materialized by a set of methods, techniques and tools. A tool is an instrument or apparatus that is necessary to the performance of some task. A methodology doesn't describe specific methods; nevertheless it does specify several processes that need to be followed. These processes constitute a generic framework. They may be broken down in sub-processes, they may be combined, or their sequence may change. However any task exercise must carry out these processes in one form or another.

3.1. Rationale for the selection of study area

Dang valley is good destination for tourist to enjoy different type of culture and ethnic groups along with different places to watch. Thus to find out the further more necessities for the prospect, problems and impact of tourism over the local people, this area is rationality of the selection as the study area.

3.2 Research Design

-) The research design is based on descriptive and exploratory approach.
-) It is descriptive as it presents detail account on the status of overall scenario of tourism in Dang.
-) It is exploratory in the sense that analysis is focused on exploration of the fact about the prospect, problems and impact of tourism in research area.

3.3. Nature and sources of data

The study has been conducted on the basis of both primary as well as secondary data. The source of primary data has been obtain from fieldwork and through observation, schedule questionnaire and interview of some key informants applying some additional questions where needed. Similarly information has also been obtained through secondary sources. The sources of secondary data were Nepal Tourism Board, Ministry of Tourism, National Planning Commission, Annual Statistical Report of Tourism Department, different bulletins related to tourism, Central Bureau of Statistics and District Development Comity Dang.

3.4 Universe and Sampling

The universe of this study is Dang Valley. In this study, judgmental sampling method is adapted. For the study purpose, 20 respondents of different sectors of Dang (i.e local leaders, hotel owners, shopkeeper, tourists, intellectuals, members of different religious organization, community forest etc) district are selected purposively to meet the objectives.

3.5. Data collection technique

Data collection is a term used to describe a process of preparing and collecting data. The purpose of data collection is to obtain information to keep on record, to make decision about important issues, to pass information on to others. Primarily, data is collected to provide information regarding a specific topic.

Various techniques for data collection have been employed during the research study the data have been gathered from schedule, observation, interview schedules and Key informant were interviewed.

3.5.1. Questionnaire cum Interview Schedule

A questionnaire is a research instrument consisting of a series of question and other prompts for the purpose of gathering information from respondents. Structured questionnaire has been utilized to collect information. Some local leaders, hotel owners, shop keepers, members of different religious monuments and community forests and some others were the sources of information for questionnaire, The data has been collected such as Income, expenditure, Personal identification, no. of the tourist, behavior of the tourists, tour of the destination, duration of stay etc. through the questionnaire.

3.5.2. Interviewed with Key informants

Key informants such as teacher, Businessman, Hotel owner, Staff members of hotels, transportation employers, shopkeeper and local leaders were interviewed in data collection process. In order to get more information tourists were also interviewed, regarding the services, access, availability, behavior and views.

3.6 Data analysis

Analysis of data is a process of inspecting, cleaning, transforming and modeling data with the goal of highlighting useful information, suggesting conclusions and supporting decisions making. Data is a practice in which raw data is ordered and organized so that useful information can be extracted

from it. The process of organizing and thinking about data is keys to understanding what the data does and does not contain.

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

3.7. Limitation of the study

All the research work has own limitation and purpose; no study can be made beyond the limitation. The present study is limited to Dang valley and it does not cover other districts. All the information is based on data collected from field survey and secondary sources.

The study is confined to Dang's tourism. This study is mainly concerned with the tourist destinations, tourism activity, tourism prospects, problems and impact in Dang valley.

The period of data collection was 15 days. During this period various kinds of tourist site were visited.

CHAPTER IV

INTRODUCTION OF THE STUDY AREA DANG VALLEY

4.1 General Background

Dang Valley is situated at the longitude of 270361 to 280291 to the north and at the longitude of 82021 to 82051 to the east in Rapti Zone, Mid-Western Development Region of Nepal. Dang Valley is the largest valley in the country comprising Dang, Deukhuri and Tulsipur. The valley is situated at an average altitude of 213m from mean sea level. The boarder is close to India to the south, Kapilbastu District to the east, Banke Surkhet to the west and Salyan, Ropla and Pyuthan to the North. The district covers 6,480 sq. km area. The district has been divided into two municipalities i.e. Tulsipur municipality and Tribhuvannagar Municipality, 39 village Development committees including 13 lakes and 5 constitutional areas.



4.2 Climate

The climate of the state has been divided roughly into the sub-tropical and

temperate. In summer season, there is maximum 40°C and minimum 25°C. Here the average temperature is 26°C and average rain in annually 170.6 ML. It is recorded that 90 percent rain out of total rain falls in summer season and sometimes the rain falls in winter season.

4.3 Taal, Fountain, River and Cave

There is mainly Rapti and Babai River in Dang valley. Barhakune Jakhere, Parseni, Gauri, Bhote, Jyamire, kichine, laptakunda are the major Taals in Dang valley. The major fountain of Dang is puranhara fountain which is situated in Purandhara VDC. Chamere cave, Chandrakot cave, Gupteshwar cave are attractive caves of Dang Valley.

4.4 Flora and Fauna

The valley is rich in its forest wealth. In fact forests constitute 1, 92,155 hector of the total area of Dang which is an important sources of wealth. The state is bestowed with abundant natural resources. It has tremendous biodiversity and will have been identified as one of the hot spot far biodiversity. The plants and animals are major attraction of Dang valley.

Dang valley is heaven for birds almost most of the birds found in Nepal can be found in Dang valley. Seasonal birds like Taal Chari migrate to Dang valley every winter from Europe when rice plant is ready to harvest.

4.5 Populations

According to 2058 census, total population of Dang is 4, 62,380, female 233422 and male 228958. Tribhuvan Nagar Municipality consist high population and Koilabas VDC consists low population i.e. 43126 and 1354 respectively. (Source CBS 2001)

4.6 Education

Dang is historical and important district in the aspect of education. There are secondary schools to university level. Mahendra Sanskrit University is the single University of Dang. There are four Tribhuvan University Campuses i.e. Mahendra Multiple campus, Bharatpur Dang, Rapti Babai Campus, Tulsipur Dang, Rapti Education Campus and Deukhuri Multiple Campus, Lamahi Dang. In spite of these, there are twelve higher secondary schools in Dang. There are five technical schools also. There are 68% literate people in Dang, male 69.3% and female 46.9%. (Source CBS 2001)

4.7 Trades and Industry

In the comparison of Terai districts, there is not industrial boom in Dang valley. But recently there are opening three cement factory, biggest in country will change the scenario. Beside this rice mill, oil mill, wheat mill, bread industry, coal industry, Brick industry, timber industry and press are opened in Dang. About 13.23% people are dependent in industry.

In the perspective of trade, this district is the centre of Rolpa, Rukum, Salyan, Puthan and Jajarkot district. The major trade of Dang is Fabrics, fuel, Metal and plastics ware, medicines, electrical and electronics goods, rice, mustard, maze, wheat and medicinal herbs etc. The main commercial centers of Dang are Ghorahi, Tulsipur Lamahi, Bhalubang, , Koilabas (Indian border) etc. Here, 26 percent people are dependent in trade. (Source CBS 2001)

4.8 Agriculture Production

Agriculture development is vital to the progress of Dang valley, because more than 67 percent of population depend on agriculture for their

livelihood. The main agriculture products of Dang are paddy, wheat, maize, oilseeds (Source CBS 2001)

4.9 Minerals

Dang is rich in mineral resources, lime stone and coal are the main mines of dang valley. Others minerals found in Dang are stone, sand copper mines and gold mine still to discover etc. (Source MOF MG)

4.10 Ethnic Variation

Dang district is reach in its ethnicity. The district is inhabited by various ethnic groups like Brahmin, Chhetri, Tharu, Yogi, Magar, Rautye and some occupational caste like Badhi, Kumal, Sarki, Kami, Sunar and Damai. Traditional festivals, religious rites and rituals, art treasures, language, dress, dances, music and folklore have endowed the district with culturally very rich.

CHAPTER V

PRESENTATION OF DATA

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

5.1 Present Information about Tourists and Tourism

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

5.1.1 Distribution of Tourist by Nationality

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

Table: 1 Distribution of tourist by Nationality

S.N	Countries	Number	percentage
A	Domestic (Nepali)	11	55
B	International	9	.
1	German	3	15
2	U.K	2	10
3	India	2	10
4	Japan	2	10
Total		20	100

Source: Field survey 2010

Though Dang valley attracts tourist from different countries in the past, during the field visits researcher meet tourists basically from four countries. It is delighting to see more domestic tourists during field visit. The respondents selected for the study consists 55 percent from Nepal i.e. domestic tourists, 45 percent from abroad.

5.1.2 Age Differences of Tourist

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

Table 2: Age Differences of Tourists

Age group	Number	Percentage
Below 20 years	3	15
21-50 years	12	60
Above 50 years	5	25
Total	20	100

Source: Field visit 2010

Table reveals that 15 percent of the respondents are below 20 years of age, while 60 percent are within the age group of 21 to 50 years. Similarly, 25 percent of respondents are of Above 50 years.

Different ages of tourists visit Dang valley is shown in figure below.

5.1.3 Distribution by Purpose

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

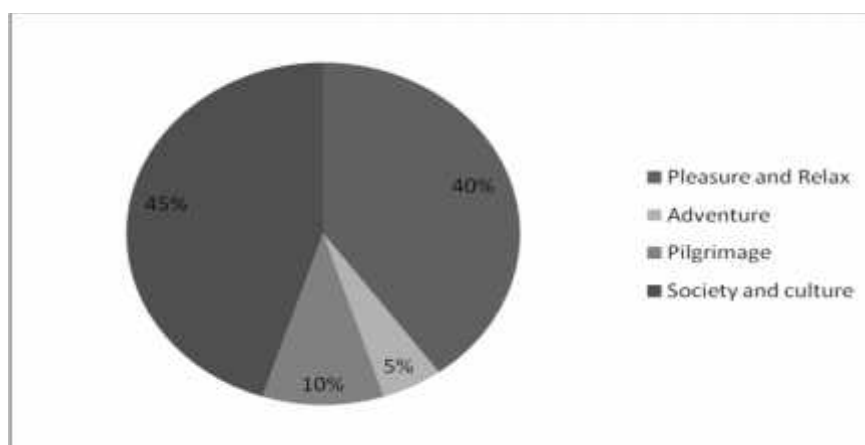
Table 3: Distribution by Propose of visit

Purpose of Visit	Total Number	percentage
Pleasure and Relax	5	40
Adventure	1	5
Pilgrimage	2	10
Study		
Business assignment		
Project assignment	2	
To gain health		
Local people and tradition	10	50
Total	20	100

Source: Field visit 2010.

The above table shows that majority of tourists i.e. 50%, visit Dang valley to see and enjoy the traditional culture, cultural heritage folk song, folk dance like shorethi naach, dhan naach, lakhe naach, badka naach etc of village people. Similarly, 40% visit Dang for the purpose of pleasure and relax and five percent each for adventure and pilgrimage.

Figure no 2: Distribution of tourists by purpose of visit



5.1.4 Occupational Difference of Tourist

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

Table 4 Occupational Difference of Tourist

Occupation	Number	Percent
Student	6	30
Service	8	40
Business	4	20
Others	2	10
Total	20	100

Source Field survey 2010

The table shows that 40% of respondents were service holder, 30% were students, 20% were engaged in business and 10% in different occupation including volunteer, social worker etc.

5.1.5 Length of Stay

The length of stay is crucial in tourism development. In order to develop tourism industry, the length of stay must be increased. The length of stay varies from tourist to tourist. Generally, it depends on time, money and desire of tourist.

Table 5 length of stay

Duration	Number	Percent
1 night\ 2 days	12	60
2 nights\ 3 days	4	20
4 nights\ 5 days	4	20

Total	20	100
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Source Field survey 2010

The above table show that 60% of tourist stayed for 1 night\2days, while 20\20 rest. There is no one to stay above 4 nights and more so it is necessary to encourage the tourist to lengthen their stay.

5.1.6 Favorable Season to Visit Dang According to Tourist

Seasons plays vital role in in-flow of tourists in any area. Though field visit was conducted during summer season respondents shows their willingness to visit Dang in various seasons. This is shown in below table.

Table 6: Favorable Season to visit Dang

Seasons	Number	Percent
Summer	3	15
Spring	2	10
Autumn	9	45
Winter	6	30
Total	20	100

Source; Field visit 2010

The above table shows that the largest number of tourist likes to visit Dang in autumn season i.e. 45 percent, though they are visiting in summer, because of various reasons. According to them they can enjoy pleasant weather and panorama scenic beauty of plains during that season. Similarly, 30 percent shows their interest to visit Dang during winter season, 15 percent in summer and only 10 percent in spring.

5.1.7 Expenditure Pattern of tourists

The expenditure patterns of tourists deeply influence to the tourism sector of any area. It will be beneficial to encourage tourists to spend more during their short stay rather than to make their stay long. The distribution of expenditure is shown in below table.

Table 7: Expenditure Pattern of Tourists (Per Day/Per Tourist)

Amount (US\$)	Lodging Expenditure		Food Expenditure	
	Lodging Exp	Percent	Food Exp.	percent
Below 10	12	60	10	50
11-20	6	30	7	35
21-30	2	10	3	15
31-40				
41-50				
Above 50				
Total	20	100	20	100

Source: Field survey 2010

The above table shows that about 60 percent visiting Dang spend less than US\$10 on lodging. Basically these are the charge made by the home stay and small lodges owner 30 percent spend 11-20 dollar and only 10 percent spending between 21-30 \$ per day. Similarly, 50 percent spend less than US\$ 10 on food, 35% between 11-20 and only 15% between 21-30.

5.1.8 Most Appreciated features of Dang

The inflow of tourists of any place highly depends upon the special features possess by that place. Most appreciate features of Dang according to the respondents are shown in below table.

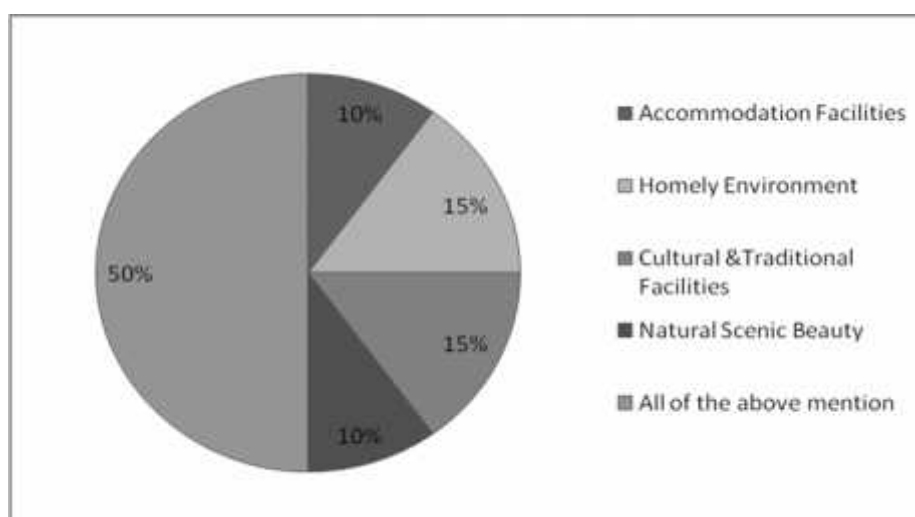
Table 8: Most appreciated features of Dang

Features	Number	Percent
Accommodation Facilities	2	10
Homely Environment	3	15
Cultural & Traditional Facilities	3	15
Natural Scenic Beauty	2	10
All of the above mention	10	50
Total	20	100

Source: Field visit 2010

Above table reveals that most of the respondents i.e. 50 percent says that all the listed features in the table attracted them. Similarly, 10 percent like the accommodation facilities available in Dang and 15 percent each like homely environment provided by the local people and the cultural, scenic traditional facilities like badka naach, lakhe naach, Dhan naach etc. Finally, 10 percent like natural scenic beauty of Dang valley. The mostly Appreciated features of Dang is also shown in below figure

Figure No 4: Mostly appreciated Feature



5.1.9 Current Saturation of Infrastructure Facilities in Dang According to the tourists

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

Table 9: Current Situation of Infrastructure Facilities in Dang according to the Tourists

S.N	Facilities	Excellent	%	Good	%	Don't Know	%	Bad	%	Very bad	%
1	Water Supply	4	20	12	60	4	20	-	-	-	-
2	Communication	12	60	8	40	-	-	-	-	-	-
3	Electricity	13	65	7	35	-	-	-	-	-	-
4	Road	6	30	14	70	-	-	-	-	-	-
5	Health Service	-	-	12	60	8	40	-	-	-	-
6	Solid waste collection & disposable system	-	-	-	20	100	-	-	-	-	-
7	Cleanliness of place	2	10	12	60	6	30	-	-	-	-
8	Security	4	20	12	60	4	20	-	-	-	-
9	Drainage system			8	40	12	60	-	-	-	-
10	Street lighting			12	60	5	25	3	15	-	-
11	Hotels			17	85	-	-	3	15	-	-
12	Restaurants			15	75	-	-	5	25	-	-
13	Toilets			14	70	-	-	6	30	-	-

14	Service			16	80	-	-	4	20	-	-
15	Conservation and promotion of Natural & cultural assets			11	55	9	45	-	-	-	-
16	Behavior of local people	16	80	4	20	-	-	-	-	-	-

Source: Field visit 2010

Excellent = When a particular facility is over supply.

Good = When a particular facility is abundant.

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

Bad = When a particular facility is in short supply and difficult to use.

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

The above table shows that respondents are satisfied with overall situation of the infrastructure available in the study area. More over they are satisfied with the behavior of the local people and also communication available in Dang valley, because communication tools like telephone fax, internet, etc are easily available there.

However when it comes to street lighting (15%), hotels (15%), restaurants (25%), toilets (30%) and service (20%) respondents replied bad and suggest that it should be upgraded for the betterment of the tourism. Moreover, sanitation, toilets and solid waste disposal system should be upgraded and systematized as it may create problems of sustainable village tourism development in future.

5.1.10 Future Pattern of Tourism Development in Dang According to the Tourists

During the field visit when asked to domestic tourists about the prospect of tourism in Dang, more the 90% said yes only 10% reply don't know. And more than 80% reply that they will prefer and visit the village again. It implies that it has huge domestic tourism potential.

Similarly, 80 percent foreign tourists see excellent prospect while 20 percent says doesn't know. And more than 60% reply they will prefer to visit Dang again. Also more than 65% reply that they will refer to visit Dang to their acquaintances after their visit. Thus we can see the prospect of attracting foreign tourists too. But it also implies that there are lots of things to be done concerning tourism development in Dang.

Response of tourists' for futuristic pattern of tourism development in Dang is shown in below table.

Table 10: Futuristic Pattern of tourism Development in Dang

S.N	Future	Preferences					
		Absolutely Desired	%	Desired	%	Not Desired	%
1	To benefit rich and upper class only	-	-	-	-	20	100
2	To benefit poor and lower class only	4	20	14	70	2	10
3	To benefit all poor and lower class community	16	80	4	20	-	-
4	To benefit only those professional	5	20	7	23	80	40
5	To benefit only those who can invest.	-	-	5	25	15	75

Source: Field visit2010

The above table shows that all the tourists are much concerned about the futuristic way of tourism development pattern in Dang. They want a fair distribution of tourism income among the locals. Therefore, 80% of them have chosen to benefit all segments of village having emphasis upon the poor and lower class community. They are against the kind of tourism development, which benefits rich and upper class only.

5.2 Present situation of Hotels in Dang

Hotel industry plays a dominant role in tourism development. Tourist inflows increase in Dang after the black topped road was constructed to join Ghorahi and Tulsipur with Mahendra highway in 1999. After that there was a felt need for hotels and lodges. With the increase in tourist activities in Dang, the number of hotels has grown significantly.

Now there are above than 40 paying guesthouses, 18 lodges and 3 resorts. All the lodges and paying guesthouses are made giving priority to the tourists who like to enjoy village environment.

5.2.1 Profile of Hotel Owner

Most of the hotels in Dang Valley are owned by locals all are operated in respondent's own premises by their own resources. And majority of the owner belongs to the local people. This shows Dangali people are investing a lot in tourism industry.

5.2.1.1 Accommodation Capacity Hotels and Guesthouses in Dang

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

Table 11: Distribution of Accommodation Capacity

S. N	Type of Accommodation	N o.	%	Room and Beds					Total	
				Single	Double	Bed	Dormitory	Bed	Room	Bed
1	Paying Guest Houses	13	46.42	5	19	41	-	-	24	41
2	Lodge	14	50	14	10	20	6	24	30	58
3	Resort	17	35.7	-	12	24	-	-	12	24
	Total	28	100	19	41	85	6	24	76	123

Source: Field visit 2010

The above table shows that 46.42% of the total accommodations available in Dang are of low cost and easily accessible paying guesthouses, which has 24 rooms and 41 beds. These are located in the market area and run by the locals providing homely environment. Most of the tourist used to stay here in order to enjoy the local culture and traditional way of living and also to learn Nepali language.

Similarly, 50% of the total accommodations available in Dang are medium standard lodges, which are operated giving emphasis to the tourists who are much concerned with village life and tradition, especially Dangali lodges has been decorated with the old equipments that hold the historical value, like khukuri, theka, old gun etc.

5.2.1.2 Accommodation Price

The accommodation price varies between different classes of hotels. But accommodation charges are very similar among the hotels. The

accommodation charge of single bedroom is from Rs 100-200 per night while double bed room is Rs. 200-300 and dormitory room is Rs. 400 per night.

Similarly, accommodation charges of guesthouses are also similar. They charges Rs 250-300 for one night. Within that they will provide both lodging and fooding. It will be cheaper of domestic tourists. There is only one standard resort in Dang, which charges US\$ 15-28 for European and other tourists, IC 550-100 for Indians, and NC 700-1300 for Nepali for lodging and fooding according to the need of guest. These prices may change in case of off-season and other cases.

5.2.1.3 Investment Pattern of Hotels

The investment pattern of hotels has been grouped in three categories; Below Rs 200000 Rs. 500000 to Rs.1000000 and above Rs. 1000000. The variation in investment is shown in table below.

Table 12: Investment pattern of Hotels

Types of Hotels	Investment (in Rs)	Number of Hotels
Paying Guest house	Below Rs. 200000	50
Lodge	Rs. 500000 to Rs. 10,00000	24
Resort	Above Rs. 10,00000	3

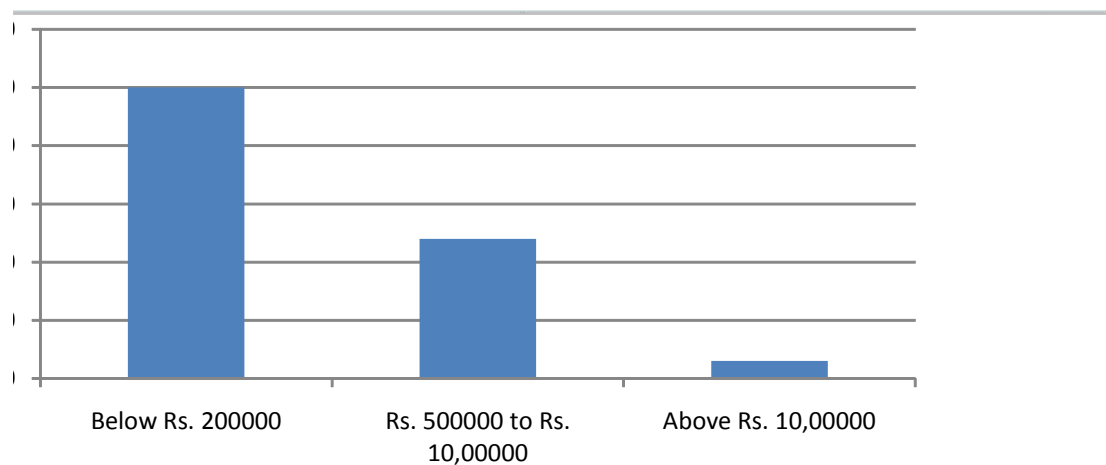
Source: Field Survey 2010

The above table shows that home stay guesthouse in Dang have investment of Rs 200000. Out of 46.42% percent of total accommodations in Dang fall in this investment group. Investment between Rs. 500000 to Rs. 1000000 consists 50% percent of the total hotels while above 1000000 consists 3.57 percent.

Most of the hotels in Dang are self -financed by the owners. This indicates that the investment pattern of hotels in Dang is depending upon the level of individual investment capacity.

Investment pattern of Hotels in Dang is shown on below figure

Figure no. 6 Investment Pattern of Hotels



5.2.1.4 Income Variation of Hotels

In general, income variation among hotels in Dang is common. The income variation of hotels has been grouped in three categories: below Rs 200000 between Rs. 400000 to Rs 600000 and above Rs. 600000 per annum. The income generated by hotels in Dang is shown in table below.

Table 13: Income Variation of Hotels

Type of Hotels	Annual Income	Number of Hotels
paying Guest House	Below Rs. 200000	34
Lodges	Below Rs. 400000	22
	Between Rs. 600000	11
Resort	Above Rs. 600000	3
Total		70

Source: Field visit 2010

The above table shows that the paying guesthouse's income is below 200000 and small hotels or lodges have also annually income less than. But the Hotel Dang valley, Hotel Rapti super lodge and Hotel Three Star has income above 1000000.

This indicates that there is direct relationship between the standard of hotel, tourist inflow and annual income of the hotels.

5.2.1.5 Food Price Charge

There are both cheap and expensive food price in Dang comparing with other tourist area. In general the charge for breakfast is 40-60 of domestic and 100-150 for international tourist, Rs. 80-100 for Lunch and Dinner each for Nepali and 200-300 for internationals. The breakfast, lunch and dinner rates at the resort are us\$3, 5 and 7 respectively.

5.2.1.6 Sources of Goods for the Hotels

During field visit when it is asked from where you get necessities for hotel then most of the hotel owners reply that they supplied mainly from local markets. All the necessities like vegetables, meat, eggs and fruits are bought from local markets and only when it comes to the goods of large amount and the goods which are not available in the local market then they will purchase from Koilabash, Nepalgunj (Rupaidhaya) And Butwal .

5.2.1.7 Employment Generated by Hotels

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

Table 14: Employment Generated by Hotels

Types of Hotel	Skilled Employees	Unskilled Employees
Paying Guest House	35	150
Lodge	56	28
Resort	23	18
Total	114	196

Source: Field visit 2010

The employment has been grouped as skilled and unskilled. The above table shows that paying Guesthouse that covers 46.42% of accommodation in Dang has employed only 175 employees that are also unskilled. Similarly, a lodge, which covers 50%, has provided employment to only 64 persons. The biggest hotel in Dang Hotel Rapti Super Lodge, Hotel Three Star and Hotel Dang Valley provided employment to 41 persons. These employees are from Outside Dang and most from Dang.

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

Table

S.N	Impact Description	Positive Effect House hold %	Effect	Negative Effect household %	Effect	Total Household %	Household %
1	Opportunity employment and service	25	89.28	3	10.71	28	100
2	Opportunity of local business	24	85.71	4	14.28	28	100
3	Opportunity of farming	28	100	-	-	28	100

	animals, vegetables and fruits						
4	Opportunity in the establishment of traditional cottage industry	25	89.28	3	10.71	28	100
5	Conservation and promotion of natural and cultural heritage	28	100	-	-	28	100
6	Community welfare by the development of infrastructure	28	100	-	-	28	100
7	Growth cleanliness because of proper disposal of sewerage	13	46.42	15	53.57	28	100
8	Price rise in services and commodities	12	42.85	16	57.14	28	100
9	Growth in moral and social assumption and values	26	92.85	2	7.14	28	100
10	Awareness community in sentiment	28	100	28	-	28	100

Source: Field visit 2010

The table shows that though there is low inflow of tourist, due to various reasons the hotel owners are very much optimistic towards this sector. They do agree that overall impact of tourism is positive in Dang valley. In reply of almost all impact questions they answered that it has possess positive effect in Dang except in the cases of growth of cleanliness and price rise in services and commodities. For that 53.57 denied and 57.14 think that price will rise in services and commodities after high tourist's inflow. But, they support very highly about the opportunity of farming animals, vegetables and fruits (100), conservation and promotion of natural and cultural heritage (100), community welfare by the development of infrastructure (100) and awareness in community sentiment (100) due to the tourism.

5.2.1.8 Response of Hotel Owners Regarding Current Infrastructure Facilities Available in Dang

As mentioned earlier, the development of infrastructure is very important for tourism development. The hotels in Dang were asked to evaluate the different infrastructure facilities. The survey results are presented in below table.

Table 15: Responses of Hotel Owners regarding Current Infrastructure Facilities Available in Dang condition of facilities

S.N	Facilities	Excellent	%	Good	%	Don't Know	%	Bad	%	Very bad	%
1	Water Supply	-	-	24	85.71	-	-	4	14.28	-	-
2	Communication	-	-	28	100	-	-	-	-	-	-
3	Electricity	28	100	-	-	-	-	-	-	-	-
4	Transport	-								-	-

5	Health Service	-	-	25	89.29	-	-	3	10.71	-	-
6	Solid waste collection & disposable system	-	-	-	-	-	-	28	100	-	-
7	Cleanliness of place	-	-	24	85.71	-	-	4	14.28	-	-
8	Security	28	100	-	-	-	-	-	-	-	-
9	Drainage system	-	-	-	-	-	-	28	-12q	-	-
10	Street lighting	-	-	20	71.42	-	-	8	28.57	-	-
11	Hotels	-	-	28	100	-	-	-	-	-	-
12	Restaurants	-	-	28	100	-	-	-	-	-	-
13	Toilets	-	-	25	89.28	-	-	3	10.71	-	-
14	Service	-	-	28	100	-	-	-	-	-	-
15	Conservation and promotion of Natural & cultural assets	-	-	28	100	-	-	-	-	-	-
16	Behavior of local people	28	100	-	-	-	-	-	-	-	-

Source Field survey 2010

The table reveals that hotel owners are satisfied with the infrastructure facilities that are available in Dang. Nobody say badly to the existing infrastructure. However some of them are not satisfied with the water supply (14.28), health service (10.71), cleanliness of the place (14.28), street lighting (28.57), Toilets (10.71), finally all of them are satisfied with the solid waste collection and disposal system of Dang valley.

There is not much problem with other facilities, such as communication, conservation and promotion of natural and cultural assets, service, hotels, restaurants and street lighting etc.

It also reveals that all the hotel owners are completely satisfied with the electricity facility, security/peace and finally behavior of local people.

5.2.1.9 Perception towards the future Pattern of Tourism Development in Dang According to the Hotel Owners

During the field visit when hotel owners are asked about the prospects of tourism development in Dang 90 percent hotel owners see excellent and only 10 percent of them have unsure prediction.

Though tourism activities are limited around the market area within few active people most of the local residents and hotel owners are aware of the fact that the future pattern of tourism development in Dang should be oriented towards to betterment of the all irrespective of caste, creed and class having emphasis upon the poor and lower class.

The futuristic patter of tourism development in Dang are shown in table 20

Table 16: Futuristic pattern of tourism Development

S.N	Future pattern	Preferences					
		Absolutely Desired	%	Desired	%	Not Desired	%
1	To benefit rich and upper class only	-	-	-	-	28	28
2	To benefit poor and lower class only	8	28.57	20	71.42	-	-

3	To benefit all poor and lower class community	28	100	-	-	-	-
4	To benefit only those professional	15	53.57	10	35.71	3	10.71
5	To benefit only those who can invest.	6	21.42	4	14.28	18	64.28

Source: Field visit 2010

The above table shows that all the hotel owners are aware with the situation of the poor villagers thus they put their emphasis upon the rational of equal and justifiable distribution of revenue generated from tourism in Dang among all the Local people. That is why all the respondents (100) replied against the sole benefit of rich and upper classes likewise; about 65 percent are against the benefit only for those who can invest. Similarly, they have also given preferences (53.57) to those competent, efficient and professional who can contribute their abilities for the development of tourism in Dang.

5.3 Survey of Local Residents

During the field visit, 60 respondents were asked about the present situation and the future prospects of tourism in Dang and also analyzed the direct and indirect impacts of tourism in local people. Since development of tourism in Dang has brought many changes in the lives of local residents it is necessary to interact with local residents about truism.

5.3.1 Classification of Households According to the Caste Group

The respondents are from all caste and creeds and the questionnaires have covered all the upper, middle and lower classes of the society as shown in below table:

Table 17: Classification of Households According to the Caste Group

S.N	Caste Group	No. Of Households	Percent
1	Brahmans	16	30
2	Chhetries	16	30
3	Baishya	15	22
4	Shudras	13	18
Total		60	100

Source: Field Survey 2010

The above table shows that survey has been done including all the Hindu caste groups. In the total respondents i.e. 60 occupational or so-called lower caste including Kami, Damai, Sharki, Sunar, Badhi etc are 41.66% and dominant group like Tharu, Magar, Gurung, Newer represent 31.66% and the so-called upper class represents 24%.

The classification of households according to the caste group is shown in below figure.

5.3.2 Classification of respondents by Profession

The respondents are engaged in different profession for the livelihood like business and trade, agriculture, services and other activities. Generally, all caste people are found engaged in trade and business and the caste like Brahmins, Chhetries engaged in service and agriculture and Tharu, Magar

wage labor, pastoral and agriculture. The classification of profession is shown in the below table.

Table 18: Classification by Profession

S.N	Profession	No	Percent
1	Agriculture	40	50
2	Trade and Business	14	18.33
3	Service	13	21.66
4	Others	6	10
	Total	63	100

Source: Field Survey 2010.

The above table shows that 50 percent of the respondents depend in agriculture as the main source of income, which is considerably lower than the national average of 74 percent. Similarly, 18.33 percent are making their living in the profession of trade and business. Likewise, 21.66 percent are dependent on the income of services rendered to educational, governmental and private institutions and 10 percent i.e. 6 households depend on wage earning pastoral and pottering activities.

5.3.3 Local People Indirectly Involved in Tourism

Local people of Dang also indirectly engaged in tourism industry. Farmers are getting opportunity to sell their products to hotels and local markets. Potters, transport worker have also got opportunity to earn their livelihood. Thus tourism is an important industry in Dang and it is providing benefits to local people directly and indirectly.

5.3.4 Impact of tourism Development According to the Local Respondents

During the field visit, the respondents were asked about the kind of changes they noticed with the increase in the number of tourists visiting Dang. Their view of changes can be seen from the table below.

Table 19: Impact of Tourism development According to the Local Respondents

S.N	Impact Description	Positive Effect		Negative Effect		Total	
		House hold	%	House hold	%	House hold	%
1	Employment opportunity	55	91.66	5	8.33	60	100
2	Business opportunity	56	93.33	4	6.66	60	100
3	Animal husbandry, Horticulture and vegetable farming opportunity	56	93.33	4	6.66	60	100
4	Development of cottage industry	45	75	15	25	60	100
5	Conservation and promotion of natural and cultural assets	58	96.66	2	3.33	60	100
6	Development of infrastructure	55	91.66	5	8.33	60	100
7	Proper disposal of sewerage and cleanliness	40	66.66	20	33.33	60	100
8	Price rise in services and commodities	15	25	45	75	60	100
9	Increase in moral and social values	45	75	15	25	60	100
10	community awareness	45	75	15	25	60	100

Source: Field visit 2010

The above table shows that local residents of Dang accept that overall impact of tourism is positive. 96.66 percent of the total respondents agreed that conservation and promotion of natural and cultural assets has been increased. Similarly, their view towards the impact on employment, local business, animal husbandry, farming opportunity, development of infrastructure is also positive. More than 90% in above points agree that tourism industry will pay positives role. More than 60% agree that tourism has positive impact on development of industries, proper disposal of sewerage and, increase in moral and social values. And 75% agree that it has negative effect increase in price rise in services and commodities. Thus, the above discussion clearly shows that tourism has brought more positive impact than the negative to the people of Dang.

5.5 Survey of Key Information's

During field visit various people like teacher, V.D.C secretary, Priest, Businessmen etc who are closely interlinked with the locality but not directly involved in the tourism sector were interviewed about the present situation of tourism in Dang as a key in formations through the questionnaire. twenty key information's were asked to fill the questionnaire including V.D.C. secretary Mr. Nanda Badhur Adhakari, Chairman of Nepal Chamber of Commerce Mr. Chandra Raj Pant, Priest of Ambikeshwori temple Narayan Adhikary Chairman of Dang Samajik Samiti Mr. Parbin Budathoki, Chairman of Sathya Sai Centre Toran Dhoj Shrestha . Most of the informants reply they see the bright future of tourism in Dang Valley.

5.5.1 Classification by Profession

Key informants were different field like working as a teacher, businessman, priest, service etc. This is shown in below table.

Table 20: Classification by Profession

S.N	Profession	Number of Key Informants	Percent
1	Teacher	5	25
2	Service	5	25
3	Business	9	45
4	Priest	1	5
Total		20	100

CHAPTER VI

PROSPECT OF TOURISM IN DANG VALLEY

Prospect of tourism development in any area are influenced by different geographical, cultural, religious elements. Dang valley has its own scope for tourism development and heading to be another tourists destination in the state. When a tourist decides to make his destinations to the Dang, he/she is likely to spend a minimum of 4 nights/5 days. The other fundamental attractions of tourism are natural beauties pleasant weather, wild animals, colorful different communities and their life styles with different language.

6.1 General Prospects of Tourism

6.1.1 Religious Yatra

Bagar Baba temple in Rihar, Chaughera Nath and Bageshwori Bhagawati temple in Siuja, Manthoria temple in Narayanpur are important in religious Yatra in the district. Khairabang Bhagawati temple, chhayachhetra of Salyan are also important for religious visitors.

6.1.2 Baraha Temple

Baraha is the main form of Vishnu God. And the habitant of Vishnu is Barhakune Taal. Barhakune Taal is one of the historical, religious, cultural and places of Mid-western region which lies in Dang valley. It is 3 kms far from District headquarter Ghorahi Municipality-7 Sesar. There are twelve corners in this Taal. So it is known as Barhakune Taal. This place is also known as Baraha Chhetra Religious spot because of the habitant of Baraha God.

Baraha is the clan deities of Magar ethnic groups. Gharti family is the

traditional priest of Baraha temple. In Gharti family, the eldest son will be the priest to take up the duties of his predecessor.

In 1991/92, Taal was about in five hector. But because of the rain and soil erosion, now days, Taal is going to disappear. Yet Baraha Chhetra preservation promotion committee in established and this committee is working for the preservation of Taal and promotion of taal. In the last of the poush and first of the Magh, there is held a huge fare in Barhakune Taal in every year. About 2500 sheep are sacrificed in this temple annually. Now days, it is developing as picnic spot and visionary site. Baraha Chhetra is also rich in flora and fauna. If we can develop it furthermore, we could attract a lot of domestic and external tourists. Now, about 4000 Indian tourists come here annually. So, Baraha Chhetra is one of the important tourist destinations in Dang valley. (Source Baraha chhetra Development Committee Sewar)

6.1.3 Pandabeshwari Shiva Temple

Pandabeshwari temple is nine kms far from Ghorahi headquarter, in southern area, which is situated in the lap of sunkot hill, near the Babai river, Dharna VDC, Dharapani. In this place, five pandava conducted Maha Yangaya during their wild stay period. The water dropped from the Bishnu Paduka would never dry. In past, a beggar came to temple and tried to break the Shiva Linga thinking that there would be gold. However, his hands were cut off and he became mad. Huge fare in Shiva Ratri is held annually in this temple. (Source Temple Priest)

6.1.4 Manthoria Temple

Manthoria Goddess is the Goddess of Tharu Society and it is named in Tharu language. The word Manthoria is derived from Tharu language which

means changing the desires into reality. The temple was constructed by Pandava in Duwapar age. Manthoria temple lies on Narayanpur VDC ward no 7. North Amarai.

6.1.5 Shree Manakamana Devi Temple

Shree Manakamana Devi Temple lies in western Dang Pawannagar ward no 2, Bayardanda. This temple was erected in 2024 B.S. This temple is situated on North-west 10 kms far from Tulsipur Bazar.

The temple is important in the perspective of religious and tourism. It is not only important site but also important for flora and fauna. We can see different types of birds in this area. (Source DDC Dang)

6.1.6 Chhillikot and Kalika-Malika

After defeating the king of Challa vansha to Dangisharan, the king of Challa Vansha lived in Dang which is known as Chhillikot. And the king has established Kalika temple. East side of Kalika, we can see the Malika temple. And Kalika-Malika temple was established in 2033/034. (Source DDC Dang)

6.1.7 Ambikeshwori Bhagawati Temple

Ambikeshwori Bhagawati lies in Ghorahi Municipality-5, Dang district. It is one of the most important religious sites of Dang. It is not set up by any individual. The place where the goddess originated looks like ear-shaped and Deep Ocean. The temple was built by the king of Salyan. The modern artistic temple was built in 2032 B.S. Ghorahi Municipality formed Ambikeshwori Community in 2046/47 B.S. to promote and preserve the temple. The evident found here are 201 year back. Many devotees visit the temple from the distant places as people believe that the worship of

Ambikeshwori Bhagawati fulfills the desire of the people. There is a library in the temple premises. There are two priests for regular worship of Bhagawati. (Source Ambikeshwori Development committee)

6.1.8 Rihar (Bagarbaba)

Bagarbaba (Barahababa) temple lies on Satabariya VDC-8, Rihar which is 28 Kms far from Ghorahi and 4 m kms far from Lamahi Bazaar. It is situated North-west of Mahendra Highway-Arabati river flows on south side of this place. At the commencement of Kali era, Bagar Baba (a cattle owner) with his nine hundred thousand cattle turned to stone seeing the sin in the world. There is dozens of stone of different shapes which are assumed to be of that period. Bagar Baba is observed as the god of livestock property among Tharu people. When cow and buffalo fail to give birth, they invoked the Bagar Baba and promise to sacrifice rams and goats. (Source people Satabariya VDC-8, Rihar)

6.2 Lakes in Dang valley

6.2.1 Jyamire Daha

Dang district is the attraction center for bio-diversity. Water resource is very important to preserve to promote and to give continuity of bio-diversity. Lake, pond, river and even small sources of water have crucial role to preserve the bio-diversity. Jyamire Daha is not only naturally important but also the importance of bird habitat. Jyamire Daha is situated in Ghorahi Municipality-7 of Jyamire community forest area in Dang. After half-hour trekking from Barhakune Daha, we can reach Jyamire Daha. Jyamire Daha, surrounded by dense forest and hills, seems like English number eight (8). The water of Jyamire Daha flows under the land and meets near stream which is used for irrigation. Different types of birds can be seen around

Jyamire Daha. Queen bird, Titara, kaliz, eagle, Baudai, Kakakul, , vulture kalo Chibe, green chibe, hutityau, Aalibird, hile Vulture etc. can be seen around the Jyamire Daha. Snake, tortoise, rabbit, etc can be also seen around the Jyamire Daha.

6.2.2 Jakhera Taal

For the purpose of irrigation in winter season, rainy season's water was stored which is now transformed in lake i.e. Jakhera Taal. Jakhera Taal is situated in Sonpur village development committee-5. Jakhera Taal is sit 5 kilometer east-north and from Lamahi Bazaar and situated at hilly Lap. Jakhera Taal covers 2 Bigaha of area. Now days, Jakhera Taal is very important for domestic tourists and it has developed as picnic spot.

6.2.3 Charinge Daha

Eight kms away from Dang, Ghorahi, Charinge Daha lies on Rampur village development committee.7, Buka which covers an area of 3 bigaha. This Daha is important for irrigation. On this area, we can develop agriculture, fish business and boating. It we can preserve this Daha, and we can develop it as picnic spot, it is sure that we can attract more domestic tourist then before.

6.2.4 Bhote Daha

Bhote Daha is situated in Rampur V.D.C-7, Dang. Few years ago this Daha is so huge but now it is going to disappear. It is very important place for visionary site and it also carries historical importance. Near the Bhote Daha, there is wonderful temple which is also in the poor condition. If this area can be preserved, this area will be developed as domestic tourism.

6.3 Other Destination in Dang Valley

6.3.1 Chamere Cave

Chamere cave is situated in Halwar village Development committee - 5 mulkot hill which is in top of Guhar Khola and Kala Khola. Cave is situated in the top of hilly area, under the hilly area and is divided 4/5 flats. Every flat's height is 20to 25 metets. Because of the lack of ladder, electricity, it is so difficult to observe this cave. If the electricity, transportation and habitant area is managed, this cave will be attractive center for tourism.(Source DDC Dang)

6.3.2 Purandhara Fountain

This fountain lies on Purandhara. Village Development Committee-8, which is known as natural fountain.15 minutes trekking away from motor way. We can reach on this fountain which is situated near Babai River. About fifty meter long fountain is the major natural beauty of Dang. If we develop transportation, electricity, hotels on this area, we can attract domestic as well as external tourists on this area.

6.3.3 Sawarikot

It lies a Laxmipur V.D.C.-5 Sawarikot which is 10kms a from Dang Ghorahi. Jaspurkot and Pauwakot are situated around the Sawarikot. It is very beautiful place. It is the importance for visionary site. It is amused that if we can construct tower on this area, we can see directly the south part of the India. So, if we can develop it, it will be important destination place for domestic tourist even to external tourist.

6.3.4 Bird Watching

Out of 9702 species of birds found in the world, Nepal boasts to have 844 species (8.7% of world's species). Dang district harbors a spectrum of bird habitats including Sal Forest in the low land of Dang and Deukhuri valley and mid-hills in northern part of the district. Wetland of Rapti flood plain, the Sal Forest of Baraha Chhetra and Jamire lake, Sal Forest around Charinge lake, mixed forest around Jakhera lake are the heart lands for large number of avifauna including *Alcedo atthis*, *Bubo nipalensis*, *Demdrocygna javanica*, *Egnetta alba* and *Pavo cristatus*. Spiny bablor (Kande Vakur) has been reported by the users in Ganeshpur community forest at Tulsipur. So, Bird watching is another prospective.

6.3.5 Honey Hunting

There is no special attraction of honey hunting in the district. However, the spices *Dorsata* (big and aggressive variety of *Apies*) are found in the old and big trees in the country side. Tharu and magar possess special art of harvesting honey from the colony of such aggressive insect. There is tradition of harvesting honey in communal basis and sharing among the entire cluster household in Tharu Communities.

6.3.6 Nature Watching/Sight Seeing

The district is endowed with peaks in northern part of the district viewed as natural hill tower for sightseeing. Gadiko lekh, Sawarikot, sulichaur, Holeri, Kagpani Lekh, Swargadwori route and Chhilikot are the potential spots for sightseeing.

They offers fully natural environment and human settlement for nature lovers for eco-trekking. Chamere cave, purandhara water falls and various

types of lake and wet land provide a big spectrum of recreation opportunities in the district.(Source DDC Dang)

6.3.7 Cultural Attraction

Culture is a great motivation factor of attraction to tourists. Dang is a rich district for cultural attraction. Dang mahotsav is an attempt in this direction. This cultural festival show cases the rich cultural heritage and social ethos of the people of Dang. Mahotsav is even more special when food is served in traditional style one gets a more intimate feel of the food when served in the traditional ambience.

6.3.8 Rafting in Dang

Rafting is a later extract of adventure spot in Dang. Only the Rapti River offers long stretches, which is ideal for safe rafting on the river Rapti from Madi River.

6.4 Vulture Restaurant

Vulture restaurants are now new tourist attraction in Dang valley. The number of vultures, including some critically endangered ones, is on the rise with the establishment of vulture restaurants in Lalmatiya and Bijauri VDCs in Dang district.

The local forest users' group set up a vulture restaurant in about one hectare of land inside Kalika Community Forest area at Lalmatiya-4 some three years ago and established and in Bijauri-3 Ecology Sustainable Development and Research Centre set up the restaurant there six months ago in a bid to conserve vultures. The restaurant provides diaclofenac-free carcasses to the vulture. They have been keeping old animals in the

premises of the restaurant so that they can provide carcasses to the vulture after their natural deaths.

6.5 Sworgadwari

Sworgadwari is counted among Nepal's top pilgrimage sites and listed in a national inventory of cultural and historic heritage sites. Sworgadwari lies in Pyuthan district. It is a must see destination for Hindu pilgrims. Whenever we talk about Sworgadwari Temple, we talk about the Guru Maharaj and his disciples. Sworgadwari Guru Maharaj was an incarnation god.

Swami Guru Maharaj took his samadhi by his own wish and he gave some of his divine power to a few of his disciples. There is an account of people seeing the cows emptying all of their milk at the Samadhi spot every day.

Dang valley is the center for tourists and pilgrims to the way of Sworgadwari.

CHAPTER VII

PROBLEMS OF TOURISM DEVELOPMENT IN DANG VALLEY

Problem of tourism development in any area are influenced by different geographical, cultural and religious elements. Dang valley has its own scope for tourism development and heading to be another tourists destination in the state. But it is facing some hindrances which are tried to uncover in this chapter.

7.1 Role of District Development Committee

To ensure the local community participation in the tourism planning and the development process, DDC should provide initial support in the form of grants and skill development opportunities. Infrastructure development phase in itself will not produce an immediate return on investment. Once the infrastructure is in place, it might take some years to determine by the private sector and local communities to take initiative on the development activities. DDC will play its role:

- i. By coordinating with the various training institutions to ensure training programs in hospitality guidelines and tour guiding to ensure quality tourism services.
- ii. By coordinating with Ministry of Tourism and Civil Aviation, Nepal Tourism Board, Travel Agents and Trekking Associations to ensure the financial sources, technical capabilities and transportation facilities for tourism promotion in the area.
- iii. By developing link roads with the district head quarter and to other VDCs.
- iv. By allocating more development budgets to new programs mainly for infrastructure development.
- v. By providing technical support to the VDC for product development.
- vi. By joining a catalytic role between VDCs, municipalities and government

office.

7.2 Plan of Dang for Development of Tourism

Revival of cultural heritage of Tharu culture and Magar culture, systematic documentation of cultural assets, promotion of local occupation of underprivileged caste groups and exploration of archeologically important site are the prompt necessity. The financial outlay of this plan includes hardware parts that are needed to be intervened in the district for tourism promotion. Software parts like formation of management committee awareness raising, maintaining the code of conducts other site specific small scale activities are not mentioned. District development committee is the focal point to carry out and co-ordinate the tourism related development activity. Following are the priority of the program.

First Plan Periods (up to 2009)

- Z Construction of cultural museum in Ghorahi
- Z Human resource development
- Z Building medication cum documentation center in chaughera/renovation of main temple/renovating lake in chaughera
- Z Renovation of Manthra temple
- Z Development of Rumdi (Rolpa) as religious site
- Z Handing over of the community forests along eco-trekking route
- Z Land acquisition in Sukaura, archeological exploration, Building Park and pond renovation.
- Z Building open community learning site at Barahachhetra.
- Z Renovation of lake (Gairighan tal, Charinge daha, Jamire daha)
- Z Building infrastructure for village tourism.
- Z Ceremonies and publicities

Z Exploration and documentation of archeological and cultural sites

Second Plan Period (up to 2014)

Z Human Resources Development continue

Z Care monies and publicities

Z Exploration and documentation of archeological and cultural sites

Z Building capacity of forest users groups for recreation management, linking farmers groups and co-operatives for agriculture production and tourism

Z Handing over of CF in view of recreation, land escape architect and environment management

Z Construction of Gravel road Goberdia/Bagarbaba Monastery

Z Building library cum documentation center at Sworgadwari

Z Building rafting facility in Rapti River

Z Construction of eco-trail Harnok/Gadichheda.

Z Building view point at Gadko lekh

Z Renovation of religious Sites Sana Ratna Nath Temple, Sidhabhagawanta Nath temple, Babarbaba temple, Ratna Nath Temple.

Z Building village tourism site continue (Tharu culture focused)

Third Plan Period (up to 2019)

Z Human resource development continue

Z Ceremonies and publicities

7.3 Role of Municipalities and Village Development Committee

Concerned village development committee and municipality shall play pivotal role in coordinating with local people, labors and other related

organizations. This will not only exhibit seriousness but will also make local bodies financially better off in the long run. Here are some major roles that VDC/municipalities can play to promote tourism as follows.

- Z Implementation of codes of conduct related to tourism and other development activities.
- Z Facilitate Hotel and lodge Management committee to function.
- Z Monitor/facilitate the temple management committee.
- Z Construction and maintenance of trekking routes and paths
- Z Conservation of tourist attraction and protection of public properties
- Z Participate on the development activities
- Z Maintenance of environment balance
- Z Share the benefits obtained from tourism
- Z Impact cooperation and coordination with local level agencies, NGOs, INGOs, and GOs for the support of tourism development.

7.4 Problem of Tourism Development in Dang

In spite of attempt of District Development Committee and Municipality, Village Development Committee in Dang, there are many problems of Tourism Development in Dang.

7.4.1 Identification of Main Problems

One of the main purposes of this research is to identify the problems which have been main obstruction for the development of tourism in Dang. It is widely accepted that Dang with its natural beauties got high potential for the development of tourists industry. There are several serious problems which are obstruction in the path of development of these sectors.

On the other hand, Dang excels in tourism but much of its vast potential still

awaits exploitation. Much remains to be done for its improvement. Tourism here a purely seasonal activity, shows and economic weakness because the people are one of employment during the slack season. The whole region, therefore, needs a proper policy and planning for fullest and exploitation of the existing tourism industry.

The facilities and services deteriorate sharply during the peak season, as the amenities available cannot cope up with the huge rush. There are shortage of electricity cut, deterioration of municipal services, congestion in public transport and lack of accommodation all these lending to a chaotic condition. Not only the visitors are in convinced and put to unnecessary tensions when the local inhabitants get separated.

Demand for more tourist accommodation and provision of services industry associated with tourist activities need more spaced. Mushroom growth of hotels, shops and restaurants, has defaced much of the positive glories. Uncontrolled urban growths, high rise building construction, overlooking government regulations dumping of dirt and filth have robbed the scenic beauty. Uncontrolled wide spread falling of trees for the urban expansion have not only defaced the scenic beauty and grandeur but has caused the loss of different types of herbs, cause land slide.

From the different studies and survey of Dang tourism shows that during the peak seasons, the visitors are greatly inconvenienced by soaring prices. Not only the essential commodities are in short supply but the traders also charge high prices. Even the hotel charges fluctuate according to the demand. The private transport owners demands higher fares and accommodation more passenger than the available capacity. Service conditions in the hotels deteriorate sharply there by affecting valuable customers. The porters and guiders take their opportunity to charge higher rates. Thus the tourists go

with a bad impression and sometimes lead to social tensions and occasional crimes and vices. There are so many problems in Dang. They are as follows.

7.4.2 Lack of Good Quality Hotels

In Dang there are only seven\eight standard hotels till now. The government has not taken initiative to great quality hotels. That is the main problem of tourism sector.

7.4.3 Lack of Well-Trained Guides

Well-trained guides are only one, with whom tourists make contact for the information and importance of our cultural and historical places. So a guide should be able to explained and express the importance of our cultural and historical places in an attractive way. If a guide is not well trained and uneducated he may give misinformation about the cultural and historical places in his own way, which will make an impression to a visiting tourist depends upon the way they influence the tourists through proper guiding explanation about our unique social cultural antiquities.

7.4.4 Lack of Travel and Trekking Agencies

Tourism can be developed through travel agencies if they perform smoothly. Travel agencies play significant role in generating tourists form tourist originating countries, making reservation for hotel accommodation, organizing travel and tour for a tourist etc. But due to lack of well-organized travel agencies, it could not provide substantial contribution in the tourism sector. Besides these state travel agencies do not have their branches in foreign countries, which is also affecting development of tourism in our country i.e. state. (Dang valley)

7.4.5 Lack of Advertisement and Publicity

For the development of tourism advertisement and publicity play important role. Advertisement and publicity are only means to attract tourist from its organizing country. To attract tourist, culture and architecture, natural beauties, religious environment etc. through pamphlet, booklets, short documentaries, films, post cards international magazines and other possible means.

7.4.6 Unplanned Development

Development efforts have largely been concentrated in urban areas, and the state has witnessed a high rate of migration from the villages to the towns. Rapid urbanization has far outpaced the supply of infrastructure and civic amenities. With no firm policy for the acquisition and disposal of plots in urban areas, urban development has been largely unplanned. As a result sanitary poverty of garbage disposal is a remarkable problem in the town. Most of the towns have seen rapid building activity in the last few years, with little attention to aesthetics, building laws, civic amenities or even to local materials and styles. Apart from the environmental hazards that result from over building and congestion, Dang area is fast becoming eye sores in another wise scene and beautiful hilly landscape. The process is not reversible, and if unchecked could for a stand destroy the tourism potential of the state. District development committee has not done anything for the development of Dang valley as tourist destination.

CHAPTER VIII

IMPACT OF TOURISM

Tourism industry does not only lift up the economic level of the country, but it also brings a number of changes in and around the local community, tourism in Dang Valley has brought several remarkable changes in both human and related atmosphere. The impact of tourism is noticed both positive as well as negative. Mainly, social, economic and environmental impact of tourism in dang valley is analyzed in this chapter.

8.1 Social Impact

Tourism has brought a great change in society and culture of the indigenous people of dang. Conservative and rigid structure of society has become quite modern and movable. The life style of the people seems to be inclined towards the modernity such that man starts to put on jeans and t-shirt instead of their traditional dresses. Because of the tourism the infrastructure like transportation, communication, recreational activities are found improving. The young local people especially Magar and Tharu boys are seen clean, well dressed and children are seen in school dress. The villagers are in close contact with tourist as they supply firewood, vegetable and other necessities. So they are found influenced by foreigners.

Tourism has also brought some negative impact such as local indigenous unique culture of Tharu and Magar is slowly dying and mixing with modern culture of foreigners, habit of over expenses, use of foreign goods, begging with foreigners, etc. Even upper class Brahmin and Chhetri people have changed a lot in their living. Traditional spiritual co-operative and helpful local culture is eroding with modern selfish culture and materials values. In this way, tourism is helping to erode out the bad aspect of culture like

touchable, untouchable, caste system, superstitions, etc in one hand but also loosing the good aspect of the culture with it. So, from the tourism both good and bad impacts are found to be felt in societies of Dang but comparatively beneficial are more.

8.1.1 House Structure

The Tharus and Magars have their own social system. It is found that the social structure of the natives have changed drastically in recent years. Previously, each and every house of the Tharus was made of cow dung, straw, soil, bamboo etc. There used to very small window on their houses. And Magars stone roofed. Thus it cannot be ignored that ‘architectural pollutions’ is also experienced in Dang valley due to the tourism.

8.1.2 Family Structure

Earlier, the native’s household was composed of more than three generation. It reveals that was a largely extended joint family in the Tharu society. But it is leant that there is a dramatic changes in the view of the natives regarding the family structure. Most of the natives especially new generation are to be interested to stay in nuclear family instead of joint family. Besides, the native have followed the nuclear family on account of financial crisis.

The Tharu who were recognized as ‘dawn to dusk’ but nowadays in spite of it most of the young generation have just paid attention on how to earn money. Thus, it can be found that native whose subsistence was based on agro pastoral professions have abandoned the activities of their inclination towards tourism.

8.2 Environmental Effect

The quality of the environment, both natural and man-made, is essential to

the tourism. However, tourism's relationship with the environment is complex. It involves many activities that can have adverse environmental effects. Many of these impacts are linked with the constructions of general infrastructure such as roads and airports, and of tourism facilities, including resorts, hotels, restaurants, shops, golf courses and marinas. The negative impacts of tourism development can gradually destroy the environmental resources on which it depends. On the other hand, tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance.

8.3 Cultural Impact

The impact of culture on Tourism examines the growing relationship between tourism and culture, and the way in which they have together become major drivers of destination, attractiveness and competitiveness.

The impact that tourism has on the cultural lives of communities is one of the most important issues debated by tourism researchers and academics today. There is an increasingly growing concern that tourism development is leading to destinations losing their cultural identity by catering for the perceived needs of tourists. Although they take longer to appear, the cultural consequences of tourist activity have the potential to be much more damaging in the long term than environmental or social effects. Commercialization of traditional cultural events and customs is leading to 'fake folklore' for the tourists, but more importantly, with no cultural value for the local population or the visitors. The issue is the potential conflict between the economic and cultural interests, leading to culture being sacrificed for reasons of promoting tourism i.e. creating an additional

economic value at the price of losing a cultural value. Tourists are sometimes presented with a commercialized and stylized presentation of a destination's cultural destiny, which may lack authenticity.

8.3.1 Religion

Religion is the belief in and worship of a god or gods, or in general a set of beliefs explaining the existence of and giving meaning to the universe, usually involving devotional and rituals observances, and often containing a moral code governing the conduct of human affairs.

As far as the Tharu religion is concerned they believe in supernatural forces. They have several deities associating with home, forest and some different material cultures. GANA and TRIPURA are very reserved by every Tharus as home deities. The anthropomorphic deities are installed either inside or outside their home. While worshipping they need their priest known as Guruwa especially. In order to solve problems they had to depend on the guruwa or faith-healer and sorcerer. Actually, several schools as well as modern hospital and health post are established in Dang valley and the institution of guruwa is getting weaker.

As Tharus, Magars are also concerned toward religion they believe in supernatural forces. They have several deities associating with home, forest and some different material cultures. They believe in Jhakri and seek help in every problem they face. They need Jhakri in marriage to death and saving them from disease and other problems.

The Tharus and Magars had strong belief in their religion till before the introduction of tourism in Dang. But now they are converting to Christians. Not only Tharus and Magars other caste people also have changed their religion and become Christians

It reveals that tourism is not directly responsible to bring about the change in the society. Besides it can be said that modernization and urbanization motivate the local people to change their traditional beliefs.

8.3.2 Drug Addiction

Drug addiction is a pathological or abnormal or abnormal condition which arises due to frequent drug use. The disorder of addiction involves the progression of acute drug use to the development of drug-seeking behavior, the vulnerability to relapse and the decreased, slowed ability to respond to naturally rewarding stimuli.

In most of the tourist destinations, the young members are seen to be addicted of drugs. It is reported that free individual tourists like to have Hashes, Charas and booze. If the tourists are pleased from such type of services, he does not hesitate to give big amount of tips, Drug addiction is increasing in Dang

8.3.3 Acculturation

There are 61 ethnic groups and 70 dialects in Nepal. Out of the, the Tharu and Magar speak their own dialect. Actually the Tharus and Magar inhabitants in different regions of Terai speak different languages. The Tharus of Dang have their own language called DANGAHA THARU language. They communicate their idea in their own language.

Furthermore almost all the Tharu male and female members can understand Nepali language as well, but still there are some old groups who do not speak Nepali. But the fact can't be ignored that the youngsters have gradually forgotten their language and cultural terminology. The questions arise who is responsible for all this linguistic acculturation. It can be said that

the change in the young folk is because of the schooling while the people. Hence, it is difficult to point out a particular group responsible to bring the linguistic acculturation.

8.3.4 Demonstration Effect

In the process of urbanization and modernization and after Rapti resettlement program in 2020 BS the non-Tharus started migrating from hills. School, hospitals colleges many government office and cinema halls were also established. The children have their school uniform. Tharu village tour is also a kind of tourist activities in Dang valley. So it can be said that illustrative effect can be noticed among local people of Dang valley, in such cases hybridization takes place. It is seen that the new generation of the community are blindly accepting the life style of tourists and they endeavor to achieve those things. All the above matters indicate that traditional effect, the informants expressed that their original dresses, make them ugly and they have inferiority complex.

CHAPTER IX

SUMMARY AND CONCLUSION

Tourism development in Nepal

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

As with other impacts this massive economic development brings along both positive and negative consequences.

According to the World Tourism Organization, 698 million people traveled to a foreign country in 2000, spending more US\$ 178 billion. International tourism receipts combined with passenger transport currently total more than US\$ 575 billion-Making tourist the world's number one export earner, ahead of automotive products, chemicals, petroleum and food. Source: WTTC

9.1 Summary

Dang is a popular destination for tourism, natural and cultural heritage resources preferred by the tourists. The natural scenery, the rich flora and fauna, peaceful environment, the ethnic simplicity, the rich and diverse culture are the tourism industry of Dang. Almost all the countries of the world have given priority to the development of tourism by allocating more money in this sector. All the countries including Nepal have accepted tourism industry as major source of earning foreign currencies along with a generator of new employment opportunities. Dang also opened its door to tourism. The hilly peaks, temples, lakes, picturesque landscape, wide

diversity of flora and fauna, pleasant climate on the natural heritage, diverse customs and traditions. Hence, Dang provides a wide spectrum of tourist interest ranging from sightseeing, hilly peak, adventure, researches, cultural trips and pilgrimage and reveal others. Realizing the fact, district development committee has started to work by planning.

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

(a) Findings from Tourist Survey

- It is delighting to see more domestic tourists during the field visit. The respondents selected for the study consists 55% from Nepal and 45% from abroad.
- 50% of tourist visit Dang valley to enjoy the traditional culture, cultural heritage, folk song and dance.
- About 60% of tourist stayed for 1 night\2 days. The largest number of tourist like to visit Dang valley in autumn season to enjoy pleasant weather and natural beauty.
- About 60% visiting Dang valley spend less than10\$ on lodging and fooding. Similarly 50% says that they enjoy homely environment, cultural and traditional facilities and natural beauty.
- Respondents are satisfied with overall situation of infrastructure available in the study area.

(B) Findings from the Survey of Hotel Owners

- The survey of hotels in Dang valley has shown that accommodations facility available is of medium investment type and privately operated venture. 50% of the total accommodations available are of medium standard. There are only 3 standard lodges which can meet the standard of hotel or resort.
- The accommodation price varies between different classes of hotel. Single bed room charges are about Rs 300 to Rs 400 in guest house, Rs400 to Rs 600 in lodges and above 1000 in standard hotels for lodging and fooding.
- Local have dominant role in hotel occupation, 75% hotels are run by local people.
- Food price in Dang valley is cheaper than other tourist destinations in Nepal. In general charge for breakfast is Rs 30-Rs40 for domestic and Rs 60- Rs 90 for international. Rs 100 – Rs 500 for lunch and dinner.
- All the necessity goods are found in local market only for some goods hoteliers have to move to other places like Nepalgung, Butwal.

(c) Finding from the Survey of Local Resident

- The survey of local resident shows that Dang does not represent national average of agricultural dependency. About half of the total respondents 40% were dependent on other than agriculture.
- People of dang are indirectly employed in tourism industry, local farmers, transport operators, potters, shopkeeper etc.

- Similarly 55% replied that they call tourist only white skin whereas 45% reply all the visitor including domestic and Indian.
- About the especial product of Dang more than 45% replied diverse culture and tradition, natural beauty of plain and diverse flora and fauna
- They do agree that almost all impact of tourism is positive. In all impact question they answered that it posses positive impact except in case like prostitution, theft, drug addiction.

(D) Findings from the Survey of Key Informants

- The infrastructure facilities that are in bad condition by key informants are water supply, health service, electricity, street lights and toilets. However they agree with communication, solid waste management, cleanliness of place, conservation and promotion of national heritage and behavior of local people are good.
- Most of them are aware of the fact that the future pattern of tourism development in Dang valley should be oriented toward the betterment of the all irrespective of caste, creed and class having emphasis upon all.
- Similarly, only 45% people called the entire visitor tourist including domestic and Indian. Otherwise villagers called tourist only to white skinned people

9.2 Conclusion

Dang a land comprising just 6,480sq.kms in area possesses the power to attract tourists with varied interest nature, an adventure seeking, or keen bird watcher, a trekker etc.

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

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

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

- Z In addition to economic significance, it has socio-cultural, educational and political significance as well.
- Z Few increasing flow of tourist to a state Dang shows the great prospects of tourism development.
- Z In Dang, tourist flow is totally seasonal.
- Z Besides economic benefits by way of earning foreign exchange and employment generation, tourism also makes contribution to the improvement of social and political understanding.
- Z The majority of the tourist travels on local buses, jeep, van and car which give economic support to the local people.

Z With the expansion and development of tourist destination, the average length of tourist stay increases, with increase in the length of tourist stay will definitely lead the economic growth.

‘ATHITHI DEVO VABA’ in our Hindu mythology guests is treated as God. But in the process of being modern civilized and professional, we forget our ethical values. Now it is the duty of the state and our social organization to aware people about tourists, tourism and its impact to the place which they visit.

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The Survey of Hotels

The following data are being collected for the submission of the thesis on "Tourism In Dang valley" A case study of Dang valley. With your help in this matter we feel some very useful conclusions can be reached for the development of Dang valley.

A Personal information

- 1 Name of the hotel.....
- 2 Location.....
- 3 Name of Proprietor.....
- 4 Age..... 5 Sex.....
- 6 Other occupation.....
- 7 Religion..... 8Caste.....

B Questionnaire

- 1When was the hotel established?
- 2How many hotels were before you started?
- 3How many hotels and restaurant are now in Dang valley?
- 4 Are you from Dang or outside?
 - (i)Yes
 - (ii) No
 - (iii) Where
- 5Do you have hotels in other tourist centre in Nepal?
 - (i)Yes
 - (ii) No
 - (iii) Where
- 6What do you think about the existing situation of hotels in Dang valley?
- 7How are you running your hotel?
 - (i)Proprietorships
 - (ii) Partnership
 - (iii)Private limited
 - (iv) Joint Venture
- 8How do you establish your hotel?
 - (i)Self finance
 - (ii) Loan From bank
 - (iii)Personal loan
 - (iv)Others
- 9How much money you have invested?
Total in NRs
- 10what are the number of rooms and in your hotel?
 - (i) Total room
 - (ii) total bed

11 How much do charge per night

- (i) single
- (ii) double
- (iii) deluxe
- (iv) luxury
- (v) breakfast
- (vi) lunch and dinner

12 Total number of tourist this year

Month	No of Tourist	Length of stay
January\February
March\April
May\June
July\August
Sep\ Oct
Nov\Dec

13 Nationality of Tourist

14 What is the average spending of tourist?

NRs..... Per day

15 Were do you buy your stuff?

- (i) local market
- (ii) other market

16 How many staffs are there in your hotel?

- (i) skilled
- (ii) unskilled

17 Is your hotel making profit?

18 What are the impact of tourism in this area?

- (i) positive
- (ii) negative

19 Do you see prospective of tourism in Dang valley?

20 How tourism be developed in Dang valley?

21 Would you like to give some suggestion and comments for the development of tourism in Dang valley?

Opinion on prospects of the **tourism** busyness

.....

Opinion on problems of the **tourism** busyness

.....

Any Suggestions

Thank You

The survey of key informants

The following data are being collected for the submission of the thesis on “Tourism

In Dang valley” A case study of Dang valley. With your help in this matter we feel

That some very useful conclusions can be reached for the development of Dang Valley

A. Personal information

1 Name.....

2 Locations..... 3 professions.....

4 Age..... 5 Sex.....

6 Religion..... 7 Caste.....

B. Questionnaire

1 Do you see the prospect of tourism in Dang valley?

2 What do you think about promoting the international tourism?

3 What are the prime attraction of Dang valley?

4 How do you evaluate the existing facility in Dang?

(i) good (ii) excellent (iii) bad (iv) very bad

5 what are the effect of tourism in Dang?

6 Are the local people aware of tourism?

7 How the tourism should be developed in Dang valley?

8 Can the negative effect of tourism upon local life, environment and culture be minimized?

9 Is there any necessity to establish Dang community tourism development committee?

10 Would you like to give some suggestion and comments for the development of tourism in Dang valley?

Thank you

Survey of local people

The following data are being collected for the submission of the thesis on “Tourism

In Dang valley” A case study of Dang valley. With your help in this matter we feel

That some very useful conclusions can be reached for the development of Dang valley in every way possible, mainly through the tourism sector.

A Personal information

- 1 Name.....
- 2 Addresses..... 3Educations.....
- 4 Age..... 5Sex.....
- 7Religion..... 8Caste.....
- 9 Marital status..... 10 No of family.....

B Questionnaire

- 1 What do you do for living?
i)service ii)agriculture
iii)business iv)foreign
- 2What is your annual income?
- 3what is your annual expenditures?
- 4What do think of tourist?
- 5Where do you sell your products?
- 6Where are tourist most attracted in this area?
- 7What do you think the government should do for tourism in this area?
- 8What are the impact of tourism in this area?
(i) Positive (ii) negative

9Do you see prospective of tourism in Dang valley?

11 Would you like to give some suggestion and comments for the development of tourism in Dang valley?

Opinion on prospects of the **tourism** busyness.....
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Opinion on problems of the **tourism** busyness.....
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Any Suggestions.....
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Thank you

The Tourist survey

The following data are being collected for the submission of the thesis on "Tourism

In Dang valley" A case study of Dang valley. With your help in this matter we feel

That some very useful conclusions can be reached for the development of Dang valley in every way possible, mainly through the tourism sector. Please give me few minutes.

A. Personal information

Opinion on prospects of the **tourism** busyness

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Opinion on problems of the **tourism** busyness

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Any Suggestions

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Thank You