

Chapter One

Introduction

Though nothing is manufactured nor produced, tourism has been classified as a largest industry in the world. It is an ancient phenomenon and an inherent nomadic urge in man. From the very earliest historical period, travel has remained a fascination to man. In ancient time pilgrims, traders, explorers, adventurer and some scholars had undertaken journey in order to fulfill their respective requirements and needs. The progress of tourism development is related with human evolution. Although modern tourism concept was initiated with the industrial revolution in the world. It brought major changes in the ranges and type of tourism development the increase in productivity, regular employment and growing urbanization promoted people with several opportunities and motivation to go on holiday.

Tourism is arguably now the world's largest industry, and ecotourism among its growing segments. But eco-tourism is a relatively new phenomenon, the name itself being coined only recently, during the 1980s. In fact, as recently as the 1970s tourism and the preservation of natural habitats were viewed largely as incompatible pursuits. One of the first and best examples of eco-tourism lies in Africa some adventures, of course, have always traveled to wild areas of the earth, but the contemporary history of popular eco-tourism probably traces to the East African nation of Kenya. In the middle part of the 20th century, continued hunting pressures had severely reduced animal's population and development activities conducted ignoring environment had developed the concept of ecotourism in the world. To stop the trend of environmental degradation as well as ensure the habitat of other living thing in the earth are the focus points of the ecotourism. (www.ecotourism.org.com).

Eco-tourism is recent phenomenon in the Nepalese context. So, the history of eco-tourism is not very long in Nepal. In Nepal, conservation activities were started during early 1970s. The eco-tourism activities started only after the inception of Chitwan National Park in 1973. In true sense, ecotourism

activities started only during the decade of 1990s. Perhaps, Ghalekhark-Sikless ecotourism project was the first ecotourism project in the country which had launched in 1992. Before this project when WWF started its activities in Nepal in 1967, the conservation activities got pace in the decade of 1970s. Also, trekking tourism arose during the decade 1960s with the development of trekking tourism and conservation activities. When Sagarmatha Pollution Control Committee (SPCC) was initiated Sagarmatha region in 1992 focused to the conservation of the targeted area. In 1994, another ecotourism project KEEP was initiated in Kathmandu. Ecotourism is recent phenomenon in the Nepalese context. So, the history In 1995, ACAP started another important project in upper Mustang region of ACA, by the name 'Upper Mustang Conservation and Development Project (UMCDP), two years later, in 1997, King Mahendra Trust for Nature Conservation (KMTNC) launched another major project in ecotourism field, Manaslu Ecotourism Project in Gorkha District with the assistance of ADB presently known as Manaslu Conservation Area Project (MCAP). In 1998, WWF launched a major conservation project, Kanchanjunga Conservation Area Project (KCAP) in Kanchanjunga area. UNDP initiated a project Langtang to improve the quality of tourism and environmental conditions in the region. In the year 2000, ADB approved an ecotourism project known as ADB Ecotourism TA Project. The latest and the most important endeavor in this direction is the project of Tourism for Rural Poverty Alleviation Project (TRPAP)

Although small in size, Nepal is nevertheless a country of immense diversity in her geography, natural setting and culture. the majestic Himalayas, breathtaking natural beauty and her rich cultural heritage attract a large number of tourist to Nepal. It is not surprising that tourism has been recognized as on of the major potential industries in the country. Nepal has immensely diverse and undulating topography, varied climate and mix of people that combine to produce a magical attraction for the outsiders. Walking in the interior of the county follows ancient foot trails which meander through the scenic rivers intricately terraced fields and forested ridge connecting picturesque hamlets and mountain village. For the nature lovers and pleasure seekers, Nepal can

provide many attractions. The sight seeing, Jungle safari, Trekking, White water rafting, sports fishing mountaineering, mountain hiking sharing are the happy and joyful life patterns of simple and friendly ethnic people.

In view of cultural heritage, Nepal is one of the riches members of the world cultural communities. It is the homeland of several tribes and races. Different life style of these people reflects varieties in culture. Mount Everest, the famous trekking routes, richness in biodiversity and natural wilderness including cultural richness provide a wide scope for the tourism industry in Nepal. At present tourism has become a very important source of foreign currency earnings.

Although trekking is the main ecotourism activity in the Himalayan Kingdom, but it is not the trekking alone, that represents ecotourism in Nepal. Actually, the ecotourism in Nepal is the mixture of adventure, culture and ecotourism blended together. The ecotourism in Nepal is the hybridization of adventure tourism, trekking and cultural tourism

Ecotourism is based on the conservation of environment as well as uplift the people economic condition. The Annapurna Conservation Area Project (ACAP) is one of the most popular destinations for ecotourism in Nepal as well as the world. Besishahar is one of the gateways to ACAP region which lies in Lamjung District.

1.1 Background of the Study

Nepal is a small Himalayan Kingdom in between two big economic powers of Asia, China in the north and India in the east, west and south with the open border. Nepal is a least developed, land locked and geographically disadvantageously placed country. Its location is in the northern margin of south Asia. It is roughly rectangular in shape with a total area of 1, 47,181 square kilometer. The absolute location of Nepal lies between 26⁰22' to 30⁰27' north latitude and 80⁰4' to 88⁰12' east longitude. Nepal has assets of about 23.1 million people, 6000 rivers, 5000 species of plant, and 175 species of mammals. Nepal occupying only 0.03 percent of the total landmass of the

world. Nepal is a country having great natural beauty and of a rich cultural heritage. It is home to 2 percent of all flowering plants in the world, 8 percent of the world's population of birds (more than 848 species), 4 percent mammals in earth, 11 of the world's 15 families of butterflies (more than 500 species), 600 indigenous plant families, 319 species of exotic orchids (*Source: Traveler's Information: NTB, 2007*). Tourism is a major source of foreign exchange earnings, especially since Mount Everest was first climbed by Tensing Norgay Sherpa and Sir Edmund Hillary in 1953; the Himalayas have attracted foreigners to Nepal

Tourism industry plays an important role to develop the economy of Nepal. Development of tourism sector has contributed to increase employment, income generation and it has contributed to improve the balance of payment of the country. Development of tourism in anyhow an integral part of overall economic development. Nepal has become an attractive destination for the visitors from the world, Due to its natural beauty, cultural heritage, geographical diversity and diversity in living style, tourism industry has great potentiality for its development and expansion.

A significant recent phenomenon in the tourism industry is 'ecotourism' or 'nature tourism' which is gaining importance rapidly in a number of countries. Ecotourism that involves traveling relatively undistributed or uncontaminated natural areas with the specific objective of studying, admiring and enjoying the scenery and its wild plants and animals as well as any existing cultural areas in which the conservation of ecosystem and protection of biodiversity is aimed at, the desired types of tourists visit the protected areas/destination, and the organization and legislation of the tourism development support a sustainable development. This is a kind of small scale tourism which is based on natural and cultural conditions and does not destroy the resources which tourism builds on.

Tourism is a mixed up of ecotourism, adventure tourism, pilgrimage tourism etc. Ecotourism is considered as the major factor for sustainable tourism development in Nepal. Ecotourism is more suitable in Nepal, keeping the

view of bio-diversity and cultural diversity. The main theme of ecotourism is “Keep only footprint and take only photo”.

Lamjung district situated in western development region has an area of 1692 sq km and politically bound on east by Gorkha, west by Kaski, north by Manang, south by Tanahun district. It constitutes of 61 VDCs and the elevation ranges from 480 meters to 8163 (Manaslu). The district headquarter of Lamjung is Besishahar which is linked to the national road network at the Prithivi Highway through Dumre-Besishahar feeder road. Lamjung has predominantly mountainous geography with notable tourism. It is a gateway to the idyllic tourist destination of Manang and Mustand and forms part of the world renowned Annapurna circuit trek. As a headquarter, Besishahar is more developed region than other parts of the Lamjung district. It's boundaries are east Banjhakhet VDC, west Baglungpani VDC, North Chandisthan VDC, south Gaunsahar VDC with the total area of 587.58 ha (0.35% of district). As one of the most important gateway to enter the ACAP region, Besishahar has it's own value in ecotourism. It is a homeland of 11626 people of different cast and ethnic like Chhetry, Gurung, Newar, Magar, Brameen, Sarki, Kami etc living in peace and harmony The Marshyandi River has added the scenario beauty of that place, where the tourist enjoy rafting. (*Village Profile of Besishahar VDC 2064*)

1.2 Statement of the Problem

Due to the environmental pollution, desertification, low productivity of Land, heavy rain, Low rain, Landslide have been facing since some years, so the environmental preservation is the hot issue in the world. People are being bored by the artificial development activities mainly in the developed countries. seeking peace environment, where they can enjoy nature. In this context, ecotourism industry will be fruitful to run in Nepal to escape people from poverty and hunger as well as air pollution.

Eco-tourism is a kind of profession of people in tourist areas. It plays an important role in promoting good environment and ecology. While the good

management of eco- tourism can be the attractive point for the tourists, like any other industries. It provides employment as well earn foreign currency to keep balance the economy of the nation. Eco- tourism play an important role in the economic development of a developing countries like Nepal through diversification of economic activities, the creation of new sources of employment and by encouraging the establishment of the indigenous industries. Thus tourism has a great potential in bringing prosperity and development in developing countries.

Nepal is quite rich in natural and cultural diversities and one can study, inter-link the culture and tourism of the existing area for the development of the destination. In this sense, ACAP is a natural heritage; tourist arrival to this area is increasing rapidly. Hence, people are more motivated to tourism. However, tourism has brought about many socio-cultural changes on the people at Besishahar. Their manner, life style and food habits are directly or indirectly affected by tourism. Generally the natives of the destination area do not like to continue their old traditions because they are gradually influenced by the activities and the culture of the tourists visiting that area. In such a situation, the natives gradually leave their traditions, customs, manners, habits, norms, values and ethics. Of course, there is positive economic impact due to tourism. The question comes, is tourism fully responsible to bring change in cultural and economic status? Realizing these problems, the researcher would carry out the research to find out the cultural and economic impact of tourism in destination area

Ecotourism as responsible travel to natural areas that conserves the environment and improves the well-being of local people. This means that those who implement and participate in ecotourism activities should be follow the following principles.

- Minimize impact
- Build environment and cultural awareness and respect
- Provide positive experience for both visitor and hosts
- Provide financial benefits and empowerment for local people

1.3 Objective of this Study

The general objective of the study is to show the relationship between ecotourism and economic development. The specific objective is listed as under:

-) To find out the flow of eco-tourists in the ACAP region from Besishahar.
-) To dig-out the ecotourism contribution in economic development of this area.
-) To suggest for establishment an eco-tourist centre in Besishahar.

1.4 Rationale of the Study

Ecotourism deals with environmental and cultural conservation. Now a days, the world is being polluted because of the large numbers of industries. Forest is being destroyed due to the rapidly growth population, the temperature of the world is being slowly high, as a result heavy rain, low rain, acid rain, decrease of production, we are facing. In this terrified stage of the world, ecotourism plays vital role for the conservation of the environment. "Ecological balance is need for the sustain human as well as other animals and plants in the world". Don't destroy the environment just for your desire but think for the future generation. Mainly ecotourism provides us two benefits, one is economic development and environment conservation and it directly concern with development of rural sector. So that ecotourism is double benefited industry. The topography of this region is very suitable for the ecotourism, if the government body as well as no-governmental agency seriously concerned to build the infrastructure for tourism, tourists will be attracted more

1.5 Limitation of the Study

Due to the boundary of time and resources, this study was conducted on the Besishahar area only. Besides, the ACAP region had been touched frequently. The case study for this research was done in limited local people, tourists and hotels owners. It had not used any specific statistical tools as correlation, regression and central tendency etc.

Chapter- Two

Literature Review

2.1 Concept of Tourism

The word "Tourism is derived from the French word "Tourism" in the early 19th century. It has been popularized and used in English as Tourism after 1930's. The word tourism is defined by many expertise and different organization in different ways. In 1910 the earliest definition of tourism was given by an Austrian economist Hermann Von Schullard. he states the " sum total of operations mainly of economic nature, which directly related to the entry, stay and movement of foreigners inside and outside a certain country, city or region"

"Tourism" originated in the 19th century and cited for the first time in Oxford English Dictionary in 1811 A.D. meaning "the business of providing accommodation and services for people visiting a place." Tourism is general develops the movement or journey of human beings from one place to another whether it may be within own country or second countries for various propose (*Bhatt, 2006*)

World Tourism Organization (WTO) has defined tourist in precise term as "Any person who travels to a country other than that in which he/she has his/her usual residence, but outside his/ her usual environment, for a period of at least one night but not more than one year and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited. This term includes people traveling for leisure, recreation and holiday visiting friends and relative, business and professional, health treatment, religion/pilgrimages and other purposes" (*Bhatt, 2006*)

The world book encyclopedia (vol.19/1996:311) defines tourism as, "tourism is the supplying of service to tourist. A tourist is a person who travels away for at least 24 hours or one night. The reasons for such travels include leisure (recreation, holidays, health, education, religion and sport), business and

family matters. A holiday maker, a conference delegate, and a traveling business person are all tourists”

Five main characteristics of tourism may define conceptually

- Tourism arises from a movement of people to and their stay in various destinations.
- There are two elements in all tourism: the journey to the destination and the stay including activities at the destination.
- The journey and the stay take place outside the normal place of residence and work, so that tourism gives rise to activities, which are distinct from those of the resident and working populations of the places, through which tourists travel and in which they stay.
- The movement to destination is of a temporary, short-term character, with intention to return within a few days, weeks or months.
- Destinations are visited for purposes other than taking up permanent residence or employment remunerated from within the places visited.

Upadhyay (2006) outlines the following characteristics of tourism.

- Tourism involves a complex set of interrelationship between people, places and products.
- The interrelationship evolves through the transaction of people to various destinations outside of their normal place of residence and their stay at those destinations.
- The duration of visit must generally be of a short-term nature.
- Tourism is essentially a pleasure activity in that it does not involve earning related travel.
- It is a service and is intangible; it cannot be seen or inspected before its purchase.

- Tourism product is not homogeneous. Tour package to a destination may vary in quality, depending upon the circumstances. For instance a delayed domestic flight could affect the image of the product.
- Tourism product cannot be brought to the consumer but the consumer has to be taken to the product.
- The short-term supply of the product is fixed. The number of hotel rooms cannot be increased overnight to meet the requirements of the season.
- The tourism product is highly perishable. A hotel room or an airline seat not used today is total loss.
- The tourism product cannot be stored for future use.
- Its raw material is inexhaustible.
- The tourism products do not diminish with constant use.

The Tourism Society in Britain defined tourism as; the temporary short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at these destination, it includes movement for all purposes as well as day visits or excursions.'
(*Bhatia, 1994*)

In Sanskrit literature, we find three terms defined for tourism derived from the root, which means leaving home for some time to other places. According to *Nagi (1990)* the three terms are:

Paryatna : It means going out for pleasure and knowledge.

Desatna: It means going out of the country primarily for economic going.

Tirthatna : It means going out to places of religious merits.

R.De. Meyer has defined tourism as " A collective term for human movement and its attendant activities caused by the exteriorization and fulfillment of the desire to escape that is more or less latent in everybody." (*Chattopadhyay, 1995*) This definition received the first prize by academic intention de tourism at Monte Carlo in 1952.

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

- A movement of people to various destinations and has two components, journey and stay both of which take place outside the normal area of residence and works.
- The movement is to a temporary nature and for a short duration, which distinguished if from migration.
- It gives rise to activities at the destination, which are distinct from those of the resident population of the place visited.
- The main motive for participation in tourism is largely recreation and the visit is made for the purpose other than seeking permanent residence or employment remunerated from within the place visited.
- Tourism in the pure sense is essentially a pleasure activity and involves a discretionary use of freely disposable incomes and free time.

2.2 Tourism in Nepal

When we analyze the data of tourists visiting Nepal, the growth rate of tourists arrivals and the duration of their stay, the number had declined by 2.6 percent from mid December 2004 to Mid December 2005 as compared to the same period of the preceding year. However, the tourist arrivals increased by 4.9 percent during the one year period from mid-December 2005 to mid-December 2006. The duration of stay on average was 9.1 days from mid-December 2004 to mid-December 2005 and 9.5 days from mid-December 2005 to mid-December 2006. Most of the tourists are found to have come to Nepal for recreation, trekking and mountaineering purposes. During the period

from Mid-December 2005 to Mid-December 2006, it is found that 42.7 percent came for recreation, 16.4 percent for trekking and mountaineering, 5.9 percent for business, 12.7 percent for pilgrimage, 4.5 percent for official visit and 17.9 percent for miscellaneous purposes. Majority of the tourists visited Nepal from western Europe. Analysis of data for the year from Mid-December 2005 to Mid-December 2006 shows that 26.1 percent tourists came from Western Europe, 6.1 percent from North America, 2.2 percent each from Australia and Eastern Europe, 26.7 percent came from India alone. The number of tourist from India, Asia and East Europe increased over the previous comparable period. The foreign exchange earnings from tourism sector declined by 8.68 percent to Rs.9,556.0 million in FY 2005/06. During the first eight months of FY 2006/07, Rs.6,176 million was earned from the tourism sector, short of the earnings realized in the corresponding period in the previous fiscal year. The foreign exchange earnings during the first eight months of FY 2006/07 accounted for 14.9 percent of total foreign exchange earned from the export of goods, 9.8 percent of total foreign exchange earned from total exports of goods and services and 4.4 percent of the total foreign exchange earnings. All these three ratios had declined during the similar period in *FY 2005/06 (Economic Survey, 2006/07)*.

Tourism in Nepal is a recent phenomena, it took its pace after the culmination of democracy in 1950. The first ascent of 'Sagarmatha' (Mt. Everest) on May 29, 1953 by Tenzing Norgay Sherpa and Sir Admund Hillary created massive national and international media hype and propelled Nepal as a new potential tourism destination. Toni Hagen was the first foreigner to walk 1400 km along east-west stretch as part of the geological survey under UN assignment. Hagen's book titled "*Nepal: The Kingdom of Himalayas*" compiled never before seen pictures of landscape, people and culture played and instrumental role in introducing Nepal to the outside world. By 1965, there were half a dozen travel agencies. The start of two five- stars hotels, Hotel Soaltee in 1965 and Hotel Annapurna in 1966 opened the window for high class tourists. The starts of Air Services by RNAC in the year 1960, finally unlocked this landlocked country to outside the world. After the establishment

of department of tourism in 1962, some potential destinations were gradually opened and developed. The year 1973 marks a turning point in Nepalese tourism when the first wildlife reserve Royal Chitwan National Park was designated. This is a way gave boost to the image of Nepal as ecotourism destination in Nepal with such activities as jungle safari, elephant ride and ethnic culture. The first master plan in tourism of 1972 provided a planned development of tourism for the first time. In order to develop qualified manpower to meet the demand of growing tourism industry, Nepal Academy of Tourism and Hospitality Management was established in 1972. Since then many private colleges and institutions, government institution like Ministry of Culture, Tourism and Civil Aviation, Nepal Tourism Board have involved in process of tourism development and promotion (*NTTR, 2006: 34-35*).

Pushpa Shrestha (1999) has made a study in her PhD. thesis on the topic 'Tourism in Nepal: Problems and Prospects'. She concluded that despite the various problems, the prospects of tourism are bright in generating employment, contributing to the exchequer and also for overall development of Nepalese economy

2.3 Concept of Ecotourism

In the late 1980s, the concept of eco-tourism was launched and became popular in very short time. However, a world wide definition of ecotourism is not upon (*Beun and Lamichhane, 1999*). Ceballos-Lascurain defines ecotourism as "Tourism that involves traveling to relatively undisturbed or uncontaminated natural areas with the specific objective of studying, admiring and enjoying the scenery and its wild plants and animals as well as any existing cultural aspects (both past and present) found in these areas. Richardson (1993) defines Ecotourism; ecologically sustainable tourism in natural areas that interprets local environment and culture furthers the tourists understanding of them, fosters conservation and adds to the well being of local community. David Western equated ecotourism "as amalgam of ecology and economics" (*cited in Bhatt 2006*)

Singh suggests some important facts for promoting eco-tourism in Nepal which are given below:

- The architectural program for eco tourism center should include controlled access points and cabins, roads, self guided natural trails, transportation options, interpretive centers, signs, observation towers and blinds, adequate but unpretentious lodging and dining facilities, docks, garbage disposal facility and other utilities as per requirement.
- Provide visitor's information and interpretation services covering particularly (i) what to see (ii) how to see (iii) how to behave. It can be done through brochures, leaflets, specialized guides, visitor information centers and so on.
- Alternative energy resources (solar, biogas, hydropower) should be provided to protect and preserve the remaining forests. The use of efficient kerosene should be promoted to reduce firewood consumption.
- The trail or roadside should be planted with soil binding trees to stop soil erosion.
- Villages and the main trails should be excluded from the wildlife reserve and national park to enable the tourist for uninterrupted enjoyment of the area.
- Tourist Education Program (TEP) should be enforced.
- Motivate to the local community to increase their participation in sustainable tourism activities.
- Raise awareness amongst all concerned about the importance of sound eco-practices in tourism development.

The Ecotourism Society in 1991 defined ecotourism as responsible travel to natural areas that conserves the environment and sustains the well being of local people.

National Ecotourism Strategy of Australia defines ecotourism as "nature based tourism that involves education interpretation of the natural environment and is managed to be ecologically sustainable"

Ecotourism denotes nature tourism with a normative element'. A response to the desire to permit access to areas of natural beauty , ecotourism's underlying premise is that the enjoyment of future generations should not be affected negatively by that of today's visitors.(*Ceballos Lascurain Tourism, ecotourism and protected Area 1996,p 20*)

By definition, ecotourism denotes nature based tourism but not vice versa. Nature-based tourism activities can not be equated with ecotourism unless they directly contribute to conservation. For example, tourists in wilderness or adventure travel may gain a deeper understanding of the natural places they visit. Their appreciation does not necessarily help those areas, and so can not be defined as ecotourism.

The term ecotourism is defined as traveling to relatively undisturbed or uncontaminated natural areas with specific objectives such as studying, admiring and enjoying the scenery with its flora and fauna as well as any existing cultural manifestations found in those areas (*Lascurain, 1981, cited in MOPE, 2004*).

In the Nepalese scenario, "Ecotourism" is not precise term. In Nepal, a broad definition of sustainable tourism or eco tourism is adopted as "any style and type of tourism that has the potential to bring benefits to the local economy whilst contributing to natural and cultural resource conservation" (NTB, 2001). Eco-tourism principally concerns experiencing the natural or cultural environment without threatening it (*Chauhan 2004*). While it started as a description of a kind of nature tourism that would raise consciousness to conservation issues, later it also included concern for host community. At

present in Nepal it is referred to as the practice of nature tourist that minimizes the negative impacts of tourism on environment and socio-cultural aspects. It looks for a balance between 'natural conservation', 'sustainable socio-economic development', and nature-tourism' eco-tourism also implies a managed approach to tourism development (*Beun and Lamichhane, 1999*)

Eco-tourism seems to be a catchword that means many things to many people. To some it means ecologically sound tourism. To other, it is synonymous with nature tourism. Eco-tourism is both these things but it must go a step further. It must be a force for sustaining natural resources. Eco-tourism is nature travel that advances conservation and sustainable development efforts (*Kunwar, 1997*)

In general, ecotourism is the best available option to develop tourism products with minimum of negative impacts. This is instrumental in opening an access to new and virgin natural regions but steered with an objective to conserve vegetation, its habitat and also by developing linkages to bring for the welfare and well-being of local residents. Travelers themselves begin to be concerned about traveling lightly and not leaving behind a legacy of negative environment and cultural impacts. More visitors are aware of the harm they can do to value of wildlife and to the concerns of local people's (*Ecotourism and Biodiversity Conservation, 2005: 178*).

Marthe Haney, the editor of 'Ecotourism and Certification' outlines seven points that define ecotourism as its best. (*Haney ed. 2002:7*)

- Involves travel to natural destinations, usually remote and under environmental protection.
- Minimizes the adverse effects of development, attempts to limit damage to the ecosystem.
- Builds environmental awareness and insight into natural and cultural history.
- Provides direct benefits for conservation.

- Provides financial benefits and empowerment for local people and communities.
- Respect local culture and strives to have a minimal effect on the environment and people.
- Supports human rights and democratic system

2.3.1 Eco-tourism Guidelines 'for ecotourist' (Tourist Service Center)

- Do not take anything away, only memories
- Come see and conserve.
- Nothing beats walking
- Trees are meant to grow, don't make an open fire. Firewood is scarce, avoid misuse.
- Littering is careless manners, burn or bury paper and carry away all non- degradable garbage. Resist the graffiti itch.
- Bury your waste; attend the call well away from the water source.

2.3.2 Eco-tourism Guidelines 'for government' (Bhatt 2006)

- Development ecotourism policies; include ecotourism in the tourism policies; Amend the present laws if needed.
- Identify the ecotourism sites.
- Include the role of ecotourism in development plans so that natural areas and cultural heritage protected.
- Provide information and education about ecotourism.
- Identify impact of tourism.
- Enforce laws to prevent illegal trade of and archaeological objects.

- Identify the areas where tourism activity should be restricted to protect natural environment and identify areas where tourism activities can be carried out without destroying natural environment.
- Regulate and monitor ecotourism activities. Make EIA studies compulsory for all tourism projects. Emphasis carrying capacity of the sites.
- Arrange training programmes for the tour operators, hotels and guides ect.
- Involve private Sector, non-governmental agencies and international agencies in it.

2.3.3 Eco-tourism Guidelines for Tour Operators (*Bhatt 2006*)

- Comply with national laws and international conventions relating to environment.
- Practice environmentally responsible activities like waste management and reuse and recycling.
- Educate your staff about environmental, cultural impacts of tourism so that they can manage clients in sensitive areas.
- Contribute the conservation of area visited.
- Take local community in confidence and tell them about the costs and benefits of tourism in the area.
- Tourist group should be small to minimize the impact.
- Do not encourage the trips to areas over visited already.
- Arrange accommodation in the environment friendly and minimum negative impact area.

- Manage the waste, do not bury the not-biodegradable waste carry it back with you too proper disposal.
- Minimize campfires to protect forests.
- Encourage all stakeholders to be eco friendly.
- Be sensitive with areas heritage and culture.
- Provide mutually satisfactory interaction between tourist and local people.
- Educate tourists about environment, conservation and positive and negative impact of tourism.

2.4 Requirement for ecotourism

If an activity is to qualify as ecotourism, it must demonstrate the following characteristics.

- It promotes positive environmental ethics and foster “preferred” behavior in its participants.
- It does not degrade the resources. In other words, it does not involve consumptive erosion of the natural environment.
- It is oriented around the environment in question and not around the human. Eco tourist accepts the environment, as it is, neither it to change or to be modified for their convenience.
- It must benefit the wildlife and environment. The environment Must attain a net benefit, contributing to its sustainability and ecological integrity.
- It provides a first-hand encounter with the natural environment

- It actively involves the local communities in the tourism process, so that they may benefit from it, there by contributing to a better valuation of the natural resources in that locality.
- Its level of gratification is measured in terms of education and appreciation rather than in thrill-seeking physical achievement; the latter is more characteristic of adventure tourism.
- It involves considerable preparation and demands in depth satisfaction derived from the experience is felt and expressed strongly in emotional and inspirational ways.
- It does not degrade the resources. in other word, it does not involve consumptive erosion of the natural environment.(*source: Lascurain, 1996*)

2..5 Principles of Ecotourism

Although the scholars have defined ecotourism in various ways, the essence of each definition is more or less same. The principles of ecotourism developed by The International Ecotourism Society (TIES) are presented here under (*Shrestha and Walinga, 2003*)

- Focuses on personally experiencing nature in way that lead to greater understanding and appreciation.
- Avoids negative impacts that can damage or destroy the integrity or character of the natural or cultural environments being visited.
- Educates the travels on the importance of conservation.
- Directs revenues to the conservation of natural areas and the management of protected areas.
- Beings economic benefits to local communities and directs revenues to local people living adjustment to protected areas.

- Emphasizes the need for planning and sustainable growth of the tourism industry and seeks to ensure that tourism development does not exceed the social and environmental carrying capacity.
- Retains a high percentage of revenues in the host country by stressing the use of locally owned facilities and services.
- Increasingly relies on infrastructure that has been developed sensitively in harmony with the environment minimizing use of fossil fuels conserving local plants and animals and blending with the natural environment.
- Consistently meets customer expectations.

2.6 Ecotourism: Past and Present

Evolution of ecotourism, however it is considered that it has been attached to remote past that is the origins of nature travel. As Lascurain is of the view that Herodotes was one of the first nature tourists who visited Black Sea; Egypt, Athens and the Aegean sea (*Bhatt 2006:29*) Records of his visits show that he was interested not only in history but also in geography, the natural environment and ancient monuments.

The concept of ecotourism is also rooted in the environmental concerns raised by industrial development in Europe during the sixties. The unprecedented industrial development essentially raised awareness regarding environmental conservation and conservation organization that came into being demanded that governments set aside a landmass not just for tourism purposes but for preservation of ecosystem integrity. The whale conservation movement during the second half of the sixties was an example of such campaign and this period mark the birth of ecotourism.

With the unprecedented development in transportation, even travel to most in accessible feasible areas. Therefore, ecotourism today is not confined to

popular national parks and has expanded to include even the most remote parts of the earth.

The decade of the 1990s saw a remarkable growth in ecotourism. Various countries adopted and started ecotourism projects. In an attempt to emphasize the importance of ecotourism, the United Nations declared 2002 as the 'International Year of Ecotourism' which with 18 preparatory meetings in Asia, Europe and Australia finally concluded in Quebec, Canada with a 15 points declaration (www.ecotourism.org).

As mass tourism explored in the 20th century, another type of tourism emerged rather in a smaller way but with different reputation. In late 60s public concern about the environment increases particularly in the industrialized countries conservation organizations became active formed to lobby governments to set aside land not just for the tourists or for certain animals but to preserve the natural integrity of the whole ecosystem.

In July 1998 the United Nations economic and Social Council (ECOSOC) proposed to members of the UN central Assembly to designate 2002 as the international year of ecotourism (IYE). The members of ECOSOC consider the designation of the IYE as an encouragement for intensified cooperative efforts by governments international and regional organization as well as non governmental organizations to achieve the aims of agenda 21 in promotion development and the protection of the environment ([http://www.gdr.org/uem/eco-tour2002/year ecotourism 2002. html](http://www.gdr.org/uem/eco-tour2002/year%20ecotourism%202002.html))

The IEY was successfully held in Quebec City, Canada from 19 to 22 May 2002, with the participation of 1,169 delegates from 132 different countries representing public, private NGO, academic and research institutions, intergovernmental, national and international development and aid agencies as well as local and indigenous communities and individual experts. The main outcome of the summit is the, 'Quebec Declaration on Ecotourism', a document that was prepared through wide consultation at the summit and contains general guidelines as well as stakeholder specific recommendations for the sustainable development of ecotourism (www.worldtourism.org).

In present situation many developed and developing countries are practicing the ecotourism in their economic development. As a smokeless industry 'ecotourism' can play a crucial role for economic development of a country.

2.7 Ecotourism in the Third World

A survey has been carried out by the Ministry of Population and Environment entitled *State of the Environment Nepal; Ecotourism (2004: 49-51)*. This report analyzed the development and status of ecotourism in the third world as under;

As a form of alternative tourism the emphasis on ecotourism development in the Third World should be on small-scale. Locally owned activities there are three important features of ecotourism in LDCs;

- The facilities in terms of infrastructure and superstructure are simpler and less expensive than those demanded by mass tourism. Hence ecotourism can prove a viable alternative in cases where funding for larger scale tourism development are scarce or unavailable.
- It offers market for local products and labor. This has much higher multiplier effects throughout the local economy.
- The profits should accrue locally instead of flowing back to the country of origin. This is the most attractive prospect for Third World Countries.

The major initial attempts at alternative tourism development within the less developed world were made by variety of church-related groups through a series of high-profile tourism-related conferences. These events can be collectively described as the first step in an effort to have organized alternative tourism platform. The earliest among these was the 1969 World Consultation of Leisure Tourism, convened by the World Council of Churches in Tutzing West Germany. The event recognized the power of tourism to effect change across a road range of destinations and called for the implementation of alternatives to the conventional mass tourism model (*Gonsalves, 1987*). More explicit reference to the less developed countries

(LDCs) was made during Penang Conference 1975, sponsored by the Christian Conference of Asia. Primary outcome of the conference was a 'code of ethics' for tourists traveling to the less developed countries; clearly addressing the perceived problem by influencing the individual behavior of tourists from most developed countries (MDCs). The approach later formed the basis for initiatives of Just Travel, founded in Australia in 1980 for the benefit of Australians traveling to LDCs.

The Manila Workshop on International Tourism in 1980 introduced the phrase '*alternative tourism*'. This workshop was also sponsored by the church and critically analyzed mass tourism. The workshop was deliberately timed and located to coincide with the world tourism organization (WTO) sponsored Manila conference on tourism, which was seen by the militant Christian sponsors of the workshop to be supportive of the status quo. Other such initiatives were the formation of the Third World Tourism European Ecumenical Network (TEEN) formed in 1981 and the North American Coordinating Center for Responsible Tourism (NACCRT) in 1984. The Alternative Tourism Conference held on Chiang Mai, Thailand in the same year was one of the first major attempts to identify actual alternative tourism strategies in order to advance a process that promoted a just form of travel between members of different communities to achieve, mutual understanding solidarity and equality amongst participants.

The third phase in the evolution of advocacy with in LDCs involved two developments the widespread adoption of Alternative Tourism (AT) principles and philosophies by mainstream tourism institutions and the synthesis of the socio-cultural and environmental mainstreams (*Weaver, 2001*). The social and environmental perspective of tourism was recognized in Hague in 1989. The WTO Hague Declaration was directed primarily toward the less developed world as:

"Countries should determine their national priorities and tourism role in the ' hierarchy' of these priorities as well as the optimum tourism strategy, within these priorities. This strategy should define, among others, the balance to be

sought between international and domestic tourism and take into account the carrying capacity of destinations within the overall national tourism strategy, priority attention should be given to selective and controlled development of tourist infrastructure facilities, demand and overall tourist capacity in order to protect the environment and local population , so as to avoid any negative impacts which unplanned tourism might produce . In tourism planning and area development it is essential for states to strike a harmonious balance between economic and ecological considerations" (WTO, (1989) The popularity and significance of ecotourism for the Third World countries are obvious in terms of tourism revenue when some of the prime ecotourism areas are examined on the table below. A ten- fold growth in receipts was witnessed on Belize over the decade of the nineties similar growth was experienced in Costa Rica and Maldives.

2.8 Ecotourism, the local population and economic benefits:

A definition of ecotourism must also take into account the local population - ecotourism should minimize negative impacts on the host community because otherwise the local population may come to dislike the presence of tourism, and this could undermine its long-term prospects. Tourism is likely to have the greatest socio-cultural impacts on small, isolated communities [Pearce, 1994] which may themselves be one of the tourist attractions. As a result, any cultural changes in the community's way of life may reduce the tourism product's overall marketability and therefore future prospects. At the same time, ecotourism should produce direct economic benefits for the local community if it is to receive their continued support – benefits that should compliment rather than overwhelm traditional practices and sources of income [Wallace & Pierce, 1996]. However, such economic benefits and material wealth obtained by the local community may themselves lead to cultural changes in their way of life. The literature on ecotourism asserts that economic benefits should be accrued by the host community whilst at the same time *preserving* the environment and cultural way of life of that community. Little of the literature acknowledges the fact that the two will often be mutually exclusive. An article by Wall [1997] notes that “ecotourism is an

agent of change” [p.490]. He also notes the widespread misuse of the term “sustainable tourism”, asserting that it should be considered as “tourism which is in a form which can maintain its viability in an area for an indefinite period or time” [Butler , 1993, cited in Wall, 1997, p.486]. Considering that “ecotourism is not automatically sustainable” [Wall, 1997, p.490], it may have to be viewed as part of a longer term strategy of sustainable development in which tourism is later phased out [Prosser, 1994]. Such an argument questions the underlying principle of ecotourism – that it is a sustainable form of tourism.

It is widely agreed that the host population should receive economic benefits from ecotourism. Without economic benefits, the host community will have little reason to view the intrusion of tourists positively and will have little incentive to protect the environment upon which tourism depends. Ecotourism is often found in designated protected areas or national parks which may have been imposed upon the indigenous population and if they can see no benefit from it’s existence, they may have little incentive to adhere to the environmental regulations of the “common pool” resource [Hardin, 1968; Healy, 1994; see also Bird, 1997]. Ecotourism is regarded by some critics as a form of neo-colonialism, and the question of who actually benefits from the designation of protected areas is addressed by *Mowforth and Munt [1998, p.177]: p. 31 [http://www.gdr.org/uem/eco-tour2002/year ecotourism 2002 html](http://www.gdr.org/uem/eco-tour2002/year%20ecotourism%202002.html)*.

Kamal Sarup News.(17 May 2005) has written about Nepal’s eco-tourism on Scoop independence that the economic recovery of Nepal will depend on improved security because it is based upon assumption of the restoration of law and order, Addressing the underlying caused of the insurgency widespread rural poverty and the failure to spread the benefits of development more widely is critical for Nepal’s tourism development.

Nepal has immense potentiality in terms of tourism. The mystical Himalayan mountain kingdom on the roof of the world has held a very powerful appeal as a tourist destination. Nepal offers tourists a breathtaking experience of nature and ever present mountain scenery, including Everest, the world’s highest peak. Flora and Fauna in Nepal are truly amazing both in terms of their variety

and in some cases, their rarity. The friendly populations of the country are generally very happy to share their innate hospitality as well as their many customs and traditions with the visitors. (*Ecosystem and Biodiversity Conservation; 2005: 164*)

Perhaps the most used and missed used word in the travel industry. But what does it mean? The Ecotourism Society defines it as "responsible travel to natural areas which conserves the environment particular walk somehow benefits that environment and the people who live there. A rafting trip is only ecotourism if it raises awareness and funds to help protect the watershed. A loose interpretation of this definition allows many companies to promote them as something that they are not. If true eco-tourism is important to you, , ask plenty of questions to determine if your trip will help "conserve and improve" the places you visit. www.ecotourism.org.

The environment is one of the primary concerns of ecotourism, which often involves travel to relatively undisturbed areas. As the tourism product is often dependent upon nature, negative impacts upon that resource should be minimized. As Cater (1994)notes, even the most conscientious tourist will have some degree of impact on the environment and so ecotourism should therefore attempt to minimize that impact. Many studies of tourism attempt to identify an environmental carrying capacity but major difficulty of this technique is that is "implies the existence of fixed and determinable limits to development and that if one stays below those threshold levels no changes or deterioration will occur" {Murphy, 1994, and Gunn, 1994 Farrel &Runnyan, 1991.

Veit Burger (1978) had made a important and first study about Nepal's tourism in his Ph.D thesis on 'The economic Impact of Tourism in Nepal: An input Output Analysis, the study found that tourism in Nepal is of rather recent origin. Before 1950no foreigners were allowed to visit Nepal without the permission of the Rana rulers. After opening door to foreigners, the tourist inflow of Nepal increased rapidly. This study adds, more than 10,000 tourist arrived in Nepal in 1977. The rate of tourist arrivals was increasing by 20

percent per annum since 1962, and more than 80 percent tourists arrived in Nepal by air and 20 percent by using land way. One out of six tourists who visited India also visited Nepal, was the important findings of the study. Burger concluded his research with the view that although tourism is the recent phenomenon in Nepal, it has grown astonishing rate. And Europe was the major tourist generating market for Nepal in 1975; however the USA was the leading single country in terms of number of tourist.

Kamala Sarup (2005) 'Eco tourism in Nepal- Making Nepal Unique' An eco tourism based economy features steady, vigorous competition among those who provide the money and take the risks and benefits of ownership. They buy equipment, goods and labor services to create tourism for sale. "Buy cheap and sell dear" is their slogan to increase profits. We have to seldom serious problems like war and economic depressions to interfere with our eco tourism development. It is true, eco tourism provides for full and effective participation and viable income generating opportunities for local people and it may also provide significant opportunities for income generation and employment. Some eco tourism based economy will make enormous profits. Thus, in a eco tourism based economy, money creates greater amounts of money and greater average living standards. What eco tourism can provide, if managed and catered for properly, is the utilization of natural resources to create sustainable income for businesses and individuals.

However, eco tourism based economy produces sustained income and wealth for most of the Nepali citizens, compared with rich nations, and the causes of our success can be summarized as follows: An eco tourism based economy model is the only model that ever shown sustained, if uneven, improvement in living standards for most of its people. It is the economy that reduces the productive efficiency to produce more wealth to the nation so strategies must be economically feasible if private investors are to support the program. On the other side, it is also true, eco tourism based economy will reduce conflicts, if the government promotes education and values that emphasize tourism conflicts will diminish, in the long run. The results of reducing conflict are that when people engage in tourism, production than war, then the killing and

maining are reduced and the general living standards are increased and people are more satisfied.

The questions deeply arise concerned about the situation of tourism in Nepal and put the questions: how continuance of violent activity began to affect both seasoned vacationers and business travelers? How development has not been able to reach many remote and inaccessible areas of the mountains? How tourist arrival in Nepal has declined to some extent due to the increment of the price of trekking permits? How one of the major challenges facing the industry is the need for a professional and skilled work force to meet the existing and emerging needs of tourism sector? How much it contributes to GNP and how this contribution compares with other countries? Tourism has great influence on the Nepalese economy but when it goes down, it has an impact on other businesses.

If the greater facilities are offered to bring tourists into the country, the flow of investment also increases so safety awareness campaigns should be conducted. There is an urgent need to follow an 'Open sky policy' Encourage international airlines and hotel chains, to set up shop in Nepal by providing them with land, price and tax concessions. The existing rules and regulations need to be re- looked into and supportive legal framework has to be developed for the success of eco-tourism in Nepal. Several issues have been raised for the development of the tourism sector but the implementation aspect of the recommendations is not effective in Nepal, So long run planning is required for the revival of the tourism business.

(Dr. Upadhyay, 2004). Ecotourism focuses on local cultures, wilderness adventures, volunteering, personal growth and learning new ways to live on our vulnerable planet. It is typically defined as travel to destinations where the flora, fauna and cultural heritage are the primary attractions. Responsible ecotourism includes programs that minimize the adverse effect of traditional tourism on the natural environment and enhance the cultural integrity of local people. Therefore in addition to evaluating environmental and cultural factors,

initiatives by hospitality providers to promote recycling, energy efficiency, water re-use and the creation of economic opportunities for local communities are an integral part of ecotourism.

Poudel (1996) on her Ph.D. thesis has studied on the topic 'Tourist Resources and Environment Appraisal in Pokhara Region'. The study shows that most families oriented to tourists activities of the municipality rely on more than one source of income. However, 2,083 people have been directly employed in tourist activities. Of which hotels/ lodges comprise 56 percent followed by restaurant 14.9 percent curio and handicraft shop 5.3 percent and tours and travels 4.2 percent respectively, Still, Pokhara has the high prospect of employment if tourism activities are planned properly.

2.9 Regional Scenario of Ecotourism

Tourism is one of the fastest growing sectors of the global economy and this industry can result in serious environmental and social problem. The United Nations contends that such negative effects can be controlled and reduced.

Ecotourism today is a global phenomenon it is not restricted to any particular region of the world but has been expanded worldwide. The continent wise survey of ecotourism depicts a diverse picture of ecotourism throughout the world.

Damodar Prasad Bhatt (2006) has described about the regional experiences of ecotourism in his newly published book entitled 'Ecotourism in Nepal: with Theoretical Concept and Principles' which are as under;

Ecotourism in North America (Anglo American region which includes USA and Canada), is the high government priority. Although states governments have much role and central government playing smaller role in USA; however most of the states have high priority for ecotourism development. Thus, ecotourism in North America is on high profile. In Europe, ecotourism is known by the name sustainable tourism although ecotourism is not popular by its own name

but people know it by the name sustainable tourism, and also on high priority both at government level as well as in private sector too. Europe has its own definition of ecotourism.

In Asia, picture is diverse; perhaps it is due to the large size of the continent too. There are two extremes; at one end of the extranet are the regions like South East Asian with high ecotourism while on the other end are the countries of west Asia with low ecotourism priority, the other regions fall in between these two externs. The whole regions comprise different sub regions. Among them East Asia (which comprises of Japan North and South Korea, China, Mongolia and Siberia) has diverse status but abundant opportunity for development, while South East Asia with pervasive and high ecotourism priority is a rapid ecotourism growing region in south and ecotourism in this region is synonym to trekking. Trekking and wild life visit represents ecotourism here. The tourism is concentrated along Himalayan range. South West and Central Asia have poorly developed ecotourism religions (Islamic), culture monuments, desert conditions represent ecotourism in the region.

Oceania (Australia, Newzeland and South Pacific) is the region which represents highly developed ecotourism region in the world, particularly Australia (other countries have however, not much developed ecotourism) having well developed on infrastructures, explicit and supporting governmental policies, dedicated private sector and co-operating non-governmental organizations. Australia is leading in innovations and researches in ecotourism.

In Africa, ecotourism is concentrated in protected areas. Kenya and South Africa are leading countries in the region. The ecotourism in the region is in growing phase.

Finally, the region Latin America and the Caribbean consists two diverse patterns in ecotourism. At one extreme are countries of Central America (Costa Rica and Belize) with high profile ecotourism and Caribbean region. To other extreme are countries of South America where ecotourism is in less developed and incipient stage despite its abundant natural asset.

In this way the survey shows that status of ecotourism across the globe is not similar but a diverse picture emerges even in a continent too. However, one thing is clear, that ecotourism, at present is not concentrated to any particular region of the world rather it is a world wide phenomenon.

Pushpa Shrestha (1999) in her doctoral thesis entitled "Tourism in Nepal: Problem and Prospects" mainly concerned with the problems and prospects of tourism in Nepal. Beside this it also analyzed the trend of foreign demotic predicts. Her study identify the basic problems of tourism in the basis of its contribution to national economy, status of tourism infrastructure, review of the planning and policies of the government and as visualized by both tourist and the expert in the sample. She pointed out Nepal has not been able to introduce and diversify new tourism products. Her study found between the age of 16 to 45 establishing Nepal as a detonation for the young and adults and a mainly dominated by male visitors. The tourist generating regions are Asia and Western Europe. Out of them primary tourist generating countries are India, Japan UK, USA, France, Germany, and Australia. Shrestha put forward that the role of tourism in economic development is significant. The net earnings form tourism are greater than some other sectors.

Upadhyaya (2003) in his Ph.D. dissertation entitled "Tourism as a Leading Sector in Economic Development of Nepal" has highlighted the importance of tourism in economic development of Nepal for the promotion and development of tourism sector in Nepal. Dr. Upadhyaya's suggestion are as under:

- Various dimensions of tourism need to be highlighted from time to time.
- For rapid and sustainable expansion of tourism sector quantity and quality of tourism infrastructure need to be constantly monitored.
- Nepal should be able to attract tourists from diverse income groups by catering their respective needs and presenting Nepal as the destination for all types of tourists.

- Government must define develop strategy to promote village tourism to enhance employments and to reduce widespread poverty and regional inequality.
- Film shooting must be encouraged as it is in practice in Switzerland, Thailand and Maldives, which will be helpful in promoting Nepal's tourism globally.
- We have to open and develop new trekking routes that can contribute to the employment of rural economy, help to increase living standard of the people in remote area and the income obtained remain in the local community.

Legal framework must be made to facilitate the growth of tourism sector of the economy.

This study concluded that if tourism sector is given proper attention, it has the potential to promote overall economic development of the Nepal. This sector has an edge over commodity producing sector like agriculture and industry.

Kunwar (1997) in his book *Tourism and Development Science and Industry Interface* states that there is no doubt that travel opportunities can enhance the quality of human experience in spiritual as well as material ways, as witness the section headings used in a well-known book on tourism. Here it is shown the important characteristics of travel.

- Travel is recuperation and regeneration.
- Travel is compensation and social integration.
- Travel is escape.
- Travel is communication.
- Travel is broadens the mind.
- Travel is freedom and self-determination.

- Travel is self-realization
- Travel is happiness.

In this book, he has provided very important insights of tourism management of Himalayan region. In order to develop sustainable tourism in the Nepal Himalayan region, the areas should be developed under the theme of four management prospective first and foremost, the camp site of trekking route should be properly managed in the development contexts. This is known as camp site management. After the management of camp, these area along the trekking trail should also be properly managed. If this would be properly managed the whole trekking areas can be properly protected. To protect the area is to prefect its nature and cluster. This is called protecting management. Thirdly, if visitors could be topologically categorized and be sent to the proper places, this policy will be further enhanced to preserve both culture and ecology on one side and to keep balance environment on the other side. This is known as visitor's management. The fourth one is known as research management tries to give his view about ecotourism as, "For tourism to and in natural areas, recently a new concept, ecotourism is introduced the use of this concept is not unambiguous. In the past few years, many definition of ecotourism have been introduced. The definition varies from a description of nature tourism to a broader definition where by not only the activities of the tourist are involved but also elements such as the conservation of eco-system and sustainable development". He also adds "Ecotourism seems to be a catch word that means many things to many people. To some it means ecologically sound tourism to others, it is synonymous with nature tourism. Ecotourism is both these things but it must go a step further. It must be a force for sustaining nature resources. Ecotourism is nature travel that advances conservation and sustainable development effort".

Ananda Ghimire (2002) in his book *Travel and Tourism* has given more information related to the tourism. Tourism is related to traveling and is naturally a human character. Man needs change and travel provides the change. During primitive period travel was there but tourism was not there.

Because at that time and motive was not to seek holiday from the routine work. The primary motive of their travel was trade and commerce or pilgrimage or to explore. The basic concept of tourism 'Pleasure to Leisure' was not there. When people learned to travel for pleasure, the concept of tourism was started. Learning to differentiate between work and Leisure create tourism. So tourism is related to the movement of people from one place to another for the purpose leisure.

He used different techniques to calculate the economic impact of tourism. Mainly he has explained about multiplier effect and input-output analysis. Ghimire further describes about tourism as it is a compound of different elements. It doesn't exist in isolation. To understand tourism is necessary to know about the various components which together make tourism. Tourism is made of 4A's as follows:

- (i) Attraction
- (ii) Accessibility
- (iii) Accommodation
- (iv) Amenities

Ecotourism and nature based tourism have become mainstream in recent years and are widely acknowledged to be a valuable part of the general product mix. Encompassing soft adventure, culture, activity wildlife, village and rural tourism, ecotourism is based on the outdoors, usually in remote and unspoiled natural or cultural surroundings. This interest has come about largely because, over the past two decades, an awareness of the environment in which we live, a concern for the fragility of the planet and an appreciation of tradition cultures has spread from the concern of a few to a pre occupation amongst many educated travelers (*National Ecotourism Strategy, 2002, p. 16*).

Chauhan, Yashwanta Sing (2004) in his book 'Ecotourism in Nepal' has mentioned that in the area of tourist concentration, deforestation due to

increasing fuel needs, pollution of streams and haphazard waste of disposal are becoming evident. In the developed towns, the tourists flow is quite high and will increase further in the future. It seems necessary that some remedial and improvement measures be taken before the environment becomes further polluted, and natural resources are over exploited.

Major findings of the book are:

- In Nepal there is no other source of foreign earnings than the tourism, it contributes 25 percent in its total GDP.
- Maximum number of tourists are coming from India and lowest from Australia, so we can say that the maximum tourists are coming from developing countries and lowest from western developed countries. So due to this Nepal is earning less foreign exchange.
- Maximum number of tourists arrives in the month of October because the climate is very pleasant in this month.

Chauhan interviewed with 800 tourists, tourist guides and officers of tourism in the month October. From this experience he concluded that:

- The 80 percent tourists said Nepal is a beautiful place for tourism and 20 percent said it is all right. So for these 20 percent Nepal government has to develop more tourist places and facilities to attract them with the help of remote-sensing.
- 60 percent tourists said that the facilities are not adequate. They complained about the cleanliness in hotels, about waiters, traffic and transportation.
- 80 percent tourists said that they are aware about the concept of ecotourism.
- 80 percent tourists said that people of Nepal are friendly with them but 20 percent complained about their hostile behaviour.

- 50 percent tourists told that tourist departments and the tourist guides have friendly behaviours with them, also provide proper details and information about the tourist places but 50 percent complained about their hostile behaviour.
- 40 percent tourists gave positive results for not breaking the branches of trees or plucking flowers but 60 percent gave negative result which is dangerous for ecology.
- 25 percent tourists gave positive results about not teasing the animals but 75 percent gave negative result which is very harmful for faunal diversity of Nepal.
- 80 percent tourists know about the air and water pollution acts but practically found that these tourists are not obeying these acts properly. 20 percent do not know about these acts.

So, above results are positive towards the ecotourism in Nepal but still we observed many problems associated with tourism and environment.

He has enumerated following recommendations for promoting ecotourism in Nepal. They are,

- Trekking permits should be given on the basis of carrying capacities of the area.
- Tracks and trails at higher altitude should be properly regulated as to geology and structure.
- Suitable places for toilet facilities should be provided along the main tracks and halting places.
- Proper arrangement for litter dumping and waste disposal should be made.
- Group leaders of trekking parties, Sirdars and local people should be fully educated about environmental matter and hygiene.

- Alternate energy resources (Solar, biogas, hydropower) should be provided to protect and preserve the remaining forests. The use of efficient stoves should be promoted to reduce firewood consumption.
- The trial or road sides be planted with soil bindings trees to check soil erosion.
- Tourist Education Programme (TED) should be enforced in the mountain areas so as to protect the area from further determination.

Tourism Master Plan formulated by ministry of commerce and industry (1972) has focused the potentiality of sightseeing and trekking as well as combination of both. This plan provides and comprehensive policy suggestion for the tourism sector. It was the first detail document for tourism in Nepal. Tourism master plan had provided guideline for tourism development in Nepal. The plan shows the potentiality of sightseeing tourism, trekking tourism, recreational tourism as well as internal pilgrims in the country.

Cruz (1999) has studied about *The Impact of Ecotourism in the Annapurna Region* a case study of 'The Baragaon, the Annapurna Sanctuary, and Sikles Sector by using Primary data, in his research paper major findings are;

- In the Annapurna Sanctuary, ACAP and the LMC have been able to not only create strong conservation rules, but also to follow them. Lodges are regulated, and there is an effective ban on cutting down wood.
- A large portion of tourism revenue is put back into community, infrastructure and development.

ACAP's focus on the community and local level decision making and involvement have proven to work here. None of the three sites is showing serious social/cultural degradation, or wide scale deterioration of the environment.

Upadhyay, Rudra (2004) in his paper entitled *Tourism and Regional Development* presented on NTTR opines that regional imbalance can be removed through various measures related to tourism. He further states that tourism has tremendous growth potential as it stimulates the growth of overall economy. Tourism offers an opportunity for foreign exchange at a low social cost. It can help in solving chronic economic problems like unemployment, regional disparity and poverty in less developed countries. The economically backward region may have resources like scenic beauty and cultural heritage that can be mobilized as an attraction to the tourists. Both the developed and developing countries have been already realized tourism development could be a proper means of reducing the regional imbalances of the country. Balanced regional development through development of tourist center strategy for overall development of Nepal. Hence, tourism industry is no doubt a means of sustainable and regional development of each.

Subas Niroula Director, NTB, in his vision paper named *Tourism Development in Nepal: Our challenges and Strategies* presented in NTB has highlighted various aspects of tourism. This paper is divided into two parts. In the first part he has mentioned about tourism development in Nepal and in the second part he has attempted to present existing challenges and future strategies to be undertaken by Nepal.

In above paper Mr. Niroula has opined that tourism is the fastest growing largest industry worldwide. It creates demand for multiple goods and services having a strong multiplier effect. Roughly, the contribution of tourism is 3 percent of GDP. It covers 11 percents of total foreign exchange earnings. More than 4 lakhs people of Nepal are directly employed in tourism. Presenting about global trends, he mentions that tourism accounts for 10 percents of the world GDP. It provides job to over 230 million people worldwide. Tourism and travel business will generate US \$ 1 million pull in 2007. Emerging concepts like pro-poor, community based, participatory and sustainable tourism in Nepal's product strength.

Tourism industry has so many challenges:

- The terrain is a bottleneck and limited accessibility of air transportation.
- Lack of awareness and understanding among people and even policy level.
- Creating the inventory of qualified human resources.
- Inadequate funds for constant vigorous marketing and adherence to traditional marketing.
- Poor implementation of plan and programmes by the government.
- Challenges related to public private partnership (PPP).
- Regional and global challenges.

To overcome these challenges, Subash Niraula has prescribed some strategic options. Product development strategy, marketed and promotional strategy service development strategy, resources generation and mobilization strategy are some of the strategy that the government should follow for the betterment of tourism sector.

Three Year Interim Plan (2064/65 to 2066/67), prepared by National Planning Commission aims to average 5.5 percent economic growth, lower incidence of poverty by 7 percent from 24 percent, increase per capita income by 3.3 percent on annual average and set a target of limiting inflation to 5.6 percent during the plan period. The interim plan aims to spend Rs.587.7 billion.

Tourism policies under three year interim plan (2064/65 to 2066/67) are:

- By introducing new tourism area and tourism product, employment opportunities and economic activities will be promoted.
- Information of physical and non-physical cultural heritage will be collected throughout the country.
- Airport in remote areas will be constructed; expanded and reformed.

- Construction of an international airport will be initiated. As per necessity, new airport in regional and local areas will be developed and constructed.
- Existing literature, art, language, music and other cultural heritage will be preserved and promoted.
- By increasing the volume of local people participation in tourism industry, poverty will be minimized.
- Specific identification of Nepal will be preserved by promoting cultural, archaeological and religious assets.

2.10 Potential Ecotourism Sites in Nepal

The major tourism destination for sightseeing in Nepal at present are the Kathmandu and Pokhara valley. Apart from Kathmandu, Chitwan has emerged as another major tourist destination because of its wildlife and rich culture, Lumbini by virtue of being the birth place of Lord Buddha also attracts a sizable number of tourists every year. As for trekking destination the major area frequented by tourists are Annapurna, Manang, Jomsom, Everest (Sagarmatha Region) and Langtang. A better destination of tourist across the country is much desired specially for reducing the concentration and associated impact in this location and for spreading tourism earning to their less visited area. Apart from well established tourist destinations there are several potential ecotourism sector throughout the country. Based on secondary literature, which include NTB publications, the ADB Ecotourism Project Report and other relevant publications, the following sites are recognized as potential ecotourism destinations in the country.

Trekking is another prime attraction of Nepal. The diversity in Nepal's nature and a range of exotic culture makes this country ideal for trekking. Trekking in Nepal provides an opportunity to observe the local culture of the people and enjoy the beauty of nature undistributed by influence of modernity. Nepal has aptly been called "A Trekkers' Paradise" as her terrain-mountains, hills and

the Terai offers some of the most spectacular trekking routes in the world. Protected regions along the Himalayas, like Shey-Phoksundo National Park, Annapurna Conservation Area, Manaslu Ecotourism Area, Langtang National Park, Sagarmatha National Park and Makalu Barun National Park provide excellent trekking options. Trekking in Nepal is as much a cultural experience as a Himalayas adventure. The major trekking regions are; Everest region, Annapurna region, Langtang region, Gorkha and Manaslu region, Kanchanjunga region, lower Dolpa and upper Dolpa region, Humla and Jumla region, Palpa region and Trekking in and around the Kathmandu valley (www.welcomenepal.com).

Lamjung has its own scope for tourism development. The fundamental attraction of tourism in Lamjung are natural sceneries, pleasing weather, Long and short-trekking routes, Large and small hills with greenly forest, snow capped mountains and hospitable people. Apart from natural beauty, this is a region of ethnic diversity and cultural heritage. Lamjung offers some of the most usual and delightful trekking. Tourist who come to Lamjung can make their tour more exciting and pleasant through such trekking. Being these all attractions Lamjung has strong potentiality for development of ecotourism.

Above all, this study has been composed based on various literatures from national and international level. Among the various literatures, the importance of ecotourism in economic development of the Besishahar has been thought to be reviewed both on theoretical as well as empirical background.

Chapter- Three

Research Methodology

3.1 Research Design

This study was carried out on the basis of exploratory research design. The study investigates the benefits of ecotourism in rural sector. The study had been found out the trend of employment, environmental conservation, income level of local people, impact of tourism in this area. Thus the study is exploratory research. Besides, the study was made an attempt to describe the size, existing condition of ecotourism. Thus the study was both exploratory and descriptive. In addition to it, case study research design had been taken for household survey.

3.2 Rationale of the Selection of the Area.

As a non pollution industry, ecotourism is popularized day by day due to the environmental degradation in the world. ACAP is the most popular destination in term of ecotourism in Nepal. Besishahar VDC which is the headquarter of Lamjung District, is one of the entrance gates to ACAP region. So it is a researchable place while describing the ecotourism of this sector.

3.3 Population and Sampling

There are 300 houses in Besishahar, out of which 30 houses and ten hotels were taken as sample by using the simple random sampling. Similarly 10 foreign tourists of ACAP region during the research period were taken as the sample survey.

3.4 Nature and Source of Data Collection

On the basis of nature, both qualitative and quantitative data had been agglomerated. The age, sex, Occupation, income belong to quantitative nature where as why and how they are dependent on tourism is collected hereby in quantitative nature.

On the basis of sources both primary and secondary data were collected during the entire research process.

3.4.1 Primary Data

To generate primary data for this study, key informant interview, field observation, household survey had been applied.

3.4.2 Secondary Data

This information about ecotourism and its interrelationship between economic development and environment conservation had gathered from hard or soft copy of scholarly journals, books, reports, library works as the secondary data needed during the study.

3.5 Data Collection Tools and techniques

The study demands varied forms of data ranging from qualitative to quantitative and primary to secondary hence following techniques were applied to pick up the data.

3.5.1 Household Survey

To generate the accurate data from households survey of the ecotourism, structured questionnaire had prepared. The respondents were requested to fill up the questionnaire. In case of the respondents who could not fill up the questionnaire, the questions had been asked to the respondents and answers were filled up by himself.

3.5.2 Key Information Interview

Apart from a schedule some guided interview was conducted with the respondents. Utmost care was taken not to hamper his/her activities. Question about how, why and to what extent their living standard increased by ecotourism was tried to collect in the informal interview with the help of interview guide. This technique was used to those who were well informed including two foreign tourists.

3.5.3 Field Visit and Observation

Each household who were directly or indirectly involved in tourism sector selected in sampling were visited and observed twice time in research period. The data were recorded while observing the household environment, education, income rate etc.

3.6 Methods of Data Analysis

The data collected so far were properly edited and coded for further processing. After properly editing and coding, the data were subjected to describe in analytical way. The quantitative data collection were analyzed via the simple statistical methods such as tables, graphs and charts for data analysis. Depending upon the qualitative data gathered, simple descriptive method was applied.

Chapter Four

General Introduction to Study Area

Lamjung is hilly district, which is located in western Development region of Nepal with an area of 1692 sq km. Extending from 28°04' to 28° 31' north latitude and 84° 10' to 84° 40' east Longitude. The altitude of this district ranges from 480 (Ramghatar) to 8163 m (Manaslu Himal) above from the sea level. The district headquarter is Besishahar. It is linked to the national road network at the Prithvi Highway through Dumre-Besishahar feeder road. Lamjung district has 61 VDCs, and 11 Ilakas. Lamjung has various climates as it varies with topography. Mainly there are five climate types: sub-tropical Humid, warm Temperature Humid, Cool Temperate Humid, High mountain/Alpine and Arctic climate with a maximum temperature of 30° Celsius. Lamjung is a multicultural district because it is the homeland of different ethnic communities like Gurung, Brameen, Chhetry Magar, Tamang, Dura, Newar, Kami, Sarki, Gharti, Damai etc. Lamjung is very rich in terms of natural, cultural, environmental and hydropower prospects. But Lamjung is known as an origin of the Gurung caste. Lamjung has various natural resources, green forests, rivers, mountains, holy sites. Being these all assets, Lamjung can provide eco-tourism destinations for nature lovers.

4.1 Population composition

Besishahar is one of the most important places for district people as well as a tourist destination because of the headquarter of the district and gateway for eco-tourists. It lies on the bank of Marshyandi river with an altitude range of 760 m to 1100 m. The total area of Besishahar is 597.58 hectares which is 0.35% of the total landmass of the district, with a total population of 11,626 (Village Profile of Besishahar VDC 2064). The boundaries of Besishahar are: East of – Banjakhhet VDC, West of Baglungpani VDC, North of – Chandisthan VDC, and south of Gaunsahar VDC. (Besishahar VDC Profile 2064) The following table presents the ward-wise population of Besishahar VDC.

Table No 4.1 Population of Besishahar VDC by Wards

Ward No	1	2	3	4	5	6	7	8	9	Total
Male	706	1251	819	566	174	186	121	283	1954	5860
Female	731	1244	765	569	166	199	138	271	1683	5766
Total	1437	2495	1584	1135	340	385	259	554	3437	11626

Source: VDC Profile, 2064

4.2 Education Status

Education is the one of the foundation of development. It is counted as an important instrument to combat with underdevelopment. Since this VDC is the headquarter of lamjung district, the literacy rate(79.5%) is very high in comparison to other VDCs and it is higher than the national level also. The educational status of the VDC has been presented under the table.

Table No 4.2 Educational Status of Besishahar VDC by Wards

Ward No	1	2	3	4	5	6	7	8	9	Total
Literate	1194	2000	1095	750	255	296	200	447	2890	9127
Illiterate	243	495	489	385	85	89	59	107	547	2499
Total	1437	2495	1584	1135	340	385	259	554	3437	11626

Source: VDC Profile, 2064

The Annapurna Conservation Area Project (ACAP) is the largest protected area in Nepal covering an area of 7629 sq km of land, which is the 5.8 % of the total land of the country and 28 % of the total protected area, containing some of the worlds' highest peaks (>8000 m), the worlds' deepest valley, the Kali Gandaki River valley. Basically it is designed as an ICDP (Integrated Conservation and Development Programme) and is a well-known, internationally recognized ; best designed and well planned ICDP not in the Nepal but in the world. The project is well known in the international arena too for its community based planning.

It is one of the most popular trekking destination in Nepal as well as in the world. More than 50000 visitors visit annually in this region. It is also rich in terms of biodiversity where 22 different forest types with 1226 plant species including 55 endemic, the entire habitat gradient from subtropical Sal forests to perennial snow, harbors 101 mammal species including many rare and endangered species (snow leopard, musk deer, Tibetan argali and Tibetan wolf) and 478 bird species including 38 breeding birds species at risk in Nepal. This is the only area in Nepal where all six species of Himalayan pheasants are found.

Some Distinguishing Features of ACAP

- A valley with fossils from the Tethys Sea dating back to 60 million years ago.
- The region also contains world's largest Rhododendron forest Ghorepani.
- World's highest lake - Tilicho Tal
- One of the world's tallest peaks – Annapurna 1st and the sacred mountain Machhapuchhre & the stunning trans- Himalayan Zone of upper Mustang.
- It is the first protected area to allow the local residents to live within the protected area boundaries.
- First protected area which refrained using army assistance to protect dwindling natural resources.

Chapter Five

Data Presentation and Analysis

This chapter is the most important chapter of the study. It basically analyze the collected primary data and attempts to fulfill the objective of the research in separate heading;

5.1 Tourist Arrivals in Beshishahar

Table 5.1 No of tourist Arrival in ACAP region in 2001-2008

Year	As a whole in ACAP region	Besishahar
2001	76407	15017
2002	65313	9218
2003	38642	9238
2004	40668	7088
2005	42347	5602
2006	36224	8440
2007	-----	13091
2008	-----	15765

From January to July

Source : Trekking Information Centre Besishahar.

Table 5.1 shows the trend of tourist arrivals in Besishahar. The data are recorded by Trekking Information Centre Besishahar and National Trust for Natural Conservation-ACAP, Bhulbhule, Lamjung. The table 1 shows that the volume of tourist is decrease in 2002 to 2006 because of the political instability in the country. While the nation was on the peace process, tourists have been increased highly as past of 2001. Table 1 shows the highest tourist arrival 15765 in the year 2008,

Table 5.2 Tourist Arrival by monthly
Monthly Tourist arrival in Besishahar in 2007

Table 5.2

Month	2007	year	2008
Jan	131		162
Feb	326		291
March	1605		1981
April	1965		1810
May	487		733
June	108		217
July	189		183
Aug	310		344
Sep	1531		2003
Oct	4260		5309
Nov	1843		2384
Dec	336		384
Total	13091		15765

Source: Trekking Information Centre Besishahar.2009

The table shows the tourist arrival in ACAP region through Besishahar by monthly. The pick seasons are March to May and September to November. The largest number of tourist have been came to this region in October 4260 and 5309 in 2007 and 2008 respectably.

Table 5.3 Profile of the Respondents

Respondents	No of respondents
Tourist	10
Hotel/Lodge	10
Local people	30
Total	50

Source: Field Survey, 2009.

Table 5.3 shows the main respondents from which primary data were collected. The main respondents are tourists, the sample size is 10, for local people sample size is 30, hotel/Lodge owner sample size is 10 the above table give the brief profile about the respondents.

Table 5.4
Level of satisfaction
Satisfaction from Different Services

Services	Satisfied	Ok	Bad	Total respondents
Accommodation	5	5		10
Transportation	2	5	3	10
Food and Beverage	1	9		10
Hotel & Lodge	7	3		10
Physical Security	8	2		10
Hospitality	10			10
Behaviour of local people	9	1		10
Information	1	5	4	10
Guides	7	4		10

Source: field Survey, 2009

Table 5.4 shows the satisfaction level of tourist regarding in different services of Beshisahar. Few tourist are not satisfied with transportation and information. Regarding other services, tourist is found satisfied or ok.

5.2 Expenditure by tourist in Besishahar

The expenditure pattern of the tourist has been shown under the table;

Table 5.5 Expenditure Range
Expenditure by tourists in Besishahar

Types of tourists	Range
Foreigners	Rs. 500-1000

Source : Field Survey,2009

Table 5.3 shows the expenditure pattern of the tourist, expenditure by a tourist is minimum Rs. 500 and Maximum Rs.1000 in this region, which is moderate expenditure.

**Table 5.6 Opinion
Opinion of Tourist about Local People
Number of tourists**

Positive	Negative	Not any
10	-	-

Source : Field Survey 2009

The table 5.6 shows the opinion of tourist about local people has been found positive. This result proves that the people of Besishahar show their hospitality to the foreigners.

5.3 Features of Besishahar

**Table No; 5.7
Most Appreciate Features of Besishahar**

Features	Excellent	Good	Bad	Don't know	Very bad	Total
Natural scenic beauty		10				10
Cultural heritage		8		2		10
Homely environment		10				10
Greenly forests		7		3		10
Local culture		8		2		10

Source: Field Survey ,2009

The table 5.7 shows the features of Besishahar, out of total 10 respondents 10,8,10,7,and 8 respondents viewed on natural scenic beauty, cultural heritage, homely environment greenly forests and local culture respectively answered good. And 2 ,3 and 2 respondents on cultural heritage, Greenly forest and local culture respectively answered don't know.

**Table 5.8 Tourists Stay
Duration of Stay of Tourist in Besishahar**

Duration of Stay	Number	percentage
One day		
One- Two	10	100
Two- Four		
A week		
Total		

Source: field Survey,2009

Table 5.8 shows the stay of tourists in Besishahar is one –two days. Almost all tourist stayed one – two days in hotels. It is because after two days they went to the trekking to up hills area.

5.4 Occupation of Respondents.

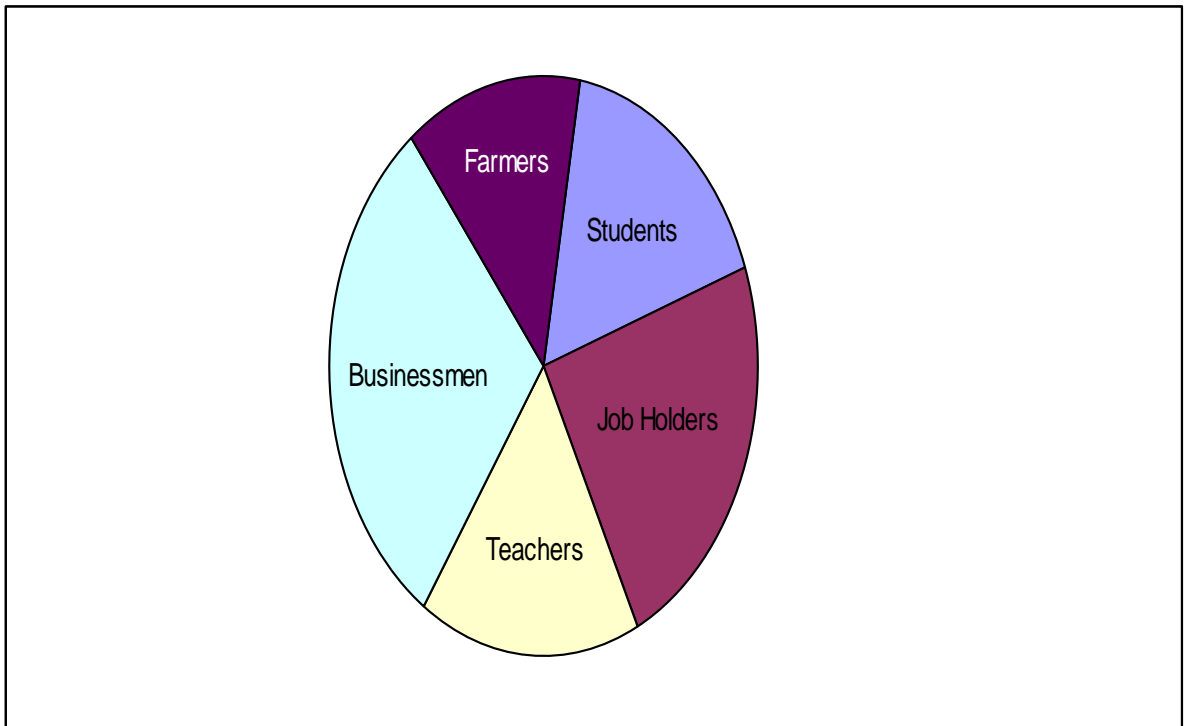
The occupational status of the respondents has been presented bellow on the table.

**Table No 5.9
Occupation of the Local Respondents**

Characteristics	Sex				
	Male			Female	
Occupation	Student	Job holder	Teacher	Businessman	Farmers
	5	7	5	9	4
Percentage	17	23	17	30	13

Source : Field Survey,2009

Figure 1
By Occupation



5.5 Family involvement

The involvement of the family in tourism sector has crucial in determining the level of income. The following table shows the families involvement out of the total respondents.

Table No 5.10
Numbers of Family Member Involved in Tourism Related Field

No.of Family members	No.of respondents	percentage
No one	12	40
One	14	46.7
Two	4	13.3
Three	-----	-----
Four	-----	-----
Total	30	100

Source: Field Survey,2009

5.6 Change in Socio-economic, and Cultural Aspects

One of the aspect of ecotourism in this site is the changing pattern of socio – economic and cultural life of the local people. It has been shown in this table;

Table No. 5.11 Tourism impact on various sector

Impact	No of respondents	Percentage
Positive Impact		
Employment Opportunities	25	83.3
Income generation	28	93.3
Change in life style	15	50
Interacting with outsider	20	66.7
Negative Impact		
Environmental Degradation	12	40
Rapid change in socio-cultural value	14	46.7
Increase in Inflation	18	60
Misuse of Community Property	10	33.3

Source : Field Survey,2009

Table 5.12 Economic Contribution

Contribution to the Economic due to Tourist inflow

Characteristics	No of respondents	percentage
very much	-	
Little bit	13	43.3
To some extent	15	50
No change	2	6.7
Total	30	100

Table 5.13 shows the contribution to the economic change due to tourist inflow. It states that 50 percent of the total respondents responded that inflow of tourist contributed to change in economic value to some extent. 43.3 percent were in favour of little bit change in economic value due to tourists' inflow. Only 6.7 percent were see that there is no role of tourist in change of economic value in Besishahar.

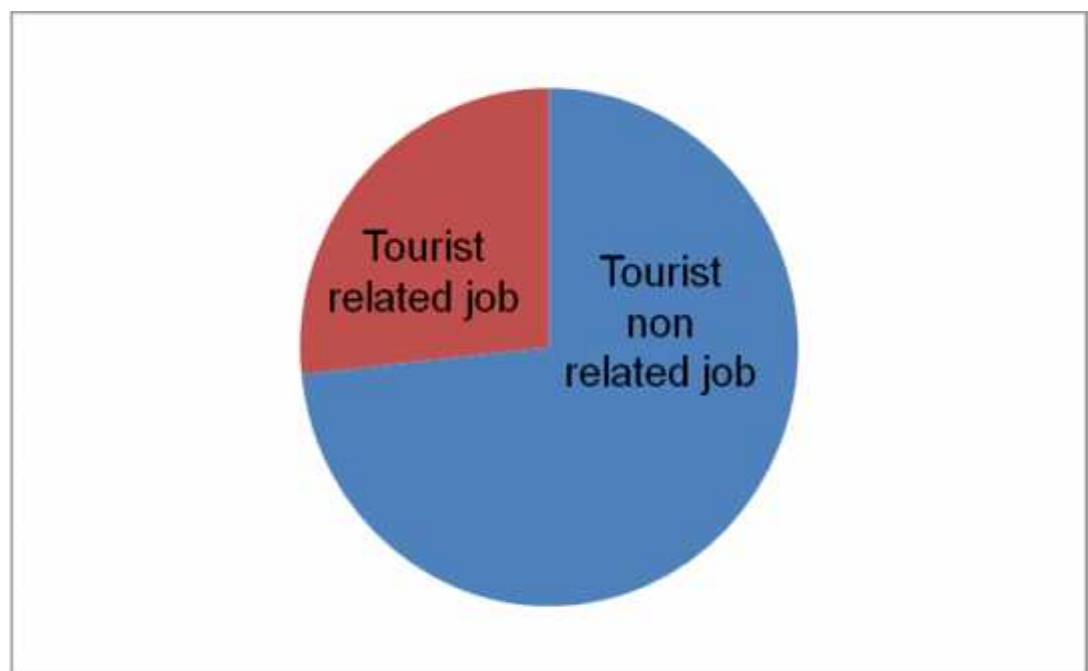
5.7 Employment

Tourism is a large industry based on labour intensive, proving a large scale of employment to the people of different levels. Mainly, there are two type of employment in this industry; direct and indirect. Direct employment in tourism institution like hotels, travel, trekking, tourist guide, airlines, sellers etc. and indirect employment including farmers and food supply, shopkeeper, entertainment sector. So that tourism is an important source for employment in Lamjung too.

It is found in field survey that 73.3 percent of local people are directly non related in tourism sectors and 26.7 percent of people are related tourism jobs

Figure No: 2

Percentage of people involving in Tourism Related sectors



CHAPTER VI

Summary, Findings and Recommendation

6.1 Summary

Although Nepal is small country in term of total area, it has high potentiality in ecotourism development due to the varied of geographical as well as cultural diversity. Nepal is one of the riches country in terms of bio-diversity, cultural aspect, ethnic, cast and religion in the world. Lamjung is one of the richest districts in tourism development of Nepal, where is the high scope for eco-tourism due to it varied cultural and geographical diversity.

This study mainly stress on the current status of ecotourism flow in ACAP region through the Besishahar, one of the main gateways to enter ACAP region. This research is concerned with the tourism activities, social and cultural and economic impact in that place. Gurung, which is well known for hospitality to foreigners, is the main dominated cast in Lamjung. The Northern parts of Lamjung district falls in ACAP region.

Besishahar is the headquarter of Lamjung district also. The main dominate cast is Chhetry but Gurung, Magar, Brameen, Damai, Kami, Tamang also are living with peace and harmony. It has been playing a vital role to increase the volume of eco-tourist in ACAP region. It is situated in the bank of Marshyandi River, which has high potentiality for hydropower as well as white water rafting in Nepal. The Historical place Gaunshahar Royal Palace also near from here.

Lamjung itself is decorated by nature in which Besishasar offers a high value of ecotourism in terms of the natural, cultural and scenic attributes. Because of its location, enchanting views, best weather, hospitable people, diversity in flora and fauna and good access Besishahar could present itself a model ecotourism destination in Nepal. There is lack of manpower, proper collective leadership for ecotourism, poor infrastructure like transportation, communication, ecotourism based hotel and resorts and lack of marketing.

6.2 Findings of the study

- Besisharhar has very high potentiality of development tourism and ecotourism.
- Natural beauty, unpolluted environment, diversity in flora and fauna and best weather help to promote Besishahar as a unique ecotourism destination.
- Religious and cultural activities are found to be changed due to tourism in Lamjung.
- Lamjung is very rich in natural resources and cultural heritage. So the most preferred attraction of this site is its natural beauty and cultural diversity of different ethnic group.
- If we can develop the ecotourism, most of the people should not have gone foreign to job.
- Agriculture is the main occupation in this area.
- Most of the male youth are in foreign countries in term of employment.
- Chhatri is the main dominate caste in this area.

6.3 Recommendations

Lamjung has various tourist assets but lack of proper marketing policy; it could not have used its full strength in tourism sector. Most of the tourists who come in Lamjung, visit ACAP region only, other part of Lamjung still in about shaded from tourism development. So other parts of Lamjung beside ACAP region which have high potentiality of ecotourism should be introduce in tourism. There is necessity of intensive desire of government, local people, stakeholders to promote ecotourism in Lamjung. Proper plans, policies and programs should be made in this regards.

Through the study of this site, personal interview with the tourist, local people, hotel operator and local government bodies, following recommendations are made to develop ecotourism in Besishahar region as on famous ecotourism destination.

- The Government of Nepal Should be established ecotourism center in Besishahar. It is due to providing training on it.
- ACAP Should be provide ACAP entrance Card from Besishahar also.
- Lamjung offers an excellent destination for trekker, so there is need to explore the new trekking roots. For this Dhudapokhari rout should be promoted.
- Most of the hotels and lodge are running by uneducated person, most of them do not know what is ecotourism, so they should be trained as guideline of ecotourism.
- More recreational facilities need to be created in this region. Such as paragarding, boating in Marshyandi, local cultural programme etc.
- The Government/ NGO, INGOs Should encourage the local people to preserve their cultural heritage. It will provide double benefits as the conservation local culture and economic prosperity, thus, government should also established a cultural museum
- Efforts should be made to develop trained and skilled manpower at local level in order to provide efficient services to the satisfaction of tourists.
- For the development of ecotourism there should be a domestic airport in Lamjung which helps to increase the flow of external tourist in this region.

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APPENDIX I

QUESTIONNAIRES FOR TOURIST

Nationality

Age

Place of origin

Occupation

Name:

Sex:.....

1. Why do you like to go ACAP region by this way?
2. How you came to know about Besishahar as a entrance point of ACAP region?
3. What is the purpose of your visit to Besishahar ?
 - i. sight seeing ()
 - ii. Peaceful environment ()
 - iii. Natural beauty ()
 - iv. Research ()
 - v. Official works ()
 - vi. Others ()
4. Is it your first visit to Besishahar?
5. How many days will you stay in Besishahar ?
6. What type of food do you prefer ?
 - i. Nepali ()
 - ii. Chinese ()
 - iii. Indian ()
 - iv. Continental ()
 - v. Others
7. What mode of transportation you used to reach Besishahar?
 - i. Local bus ()
 - ii. Car ()
 - iii. Travel coach ()
 - iv. Motor cycle ()
 - v. Other if any

8. If you are a frequent visitor which is the best season to visit Besishahar ?
 i. Spring () ii. Summer () iii. Autumn () iv. Winter ()
9. How much do you think you will spend here ?
10. Are you satisfied with the service level available in Besishahar?
11. How do you evaluate the existence infrastructure facilities in this area ?
 Excellent = 1 Good =2 Don't know = 3
 Bad = 4 Very bad = 5
- i. Transportation (road condition) () ii. Communication ()
 iii. Electricity () iv. Water supply ()
 v. Conservation of assets () vi. Security management ()
 vii. Hotel and lodge () viii. Toilet facility ()
 ix. Health service () x. Cleanness of place ()
 xi. Services () xii. Guest house ()
 xiii. Local foot trail () xiv. Behaviour of local people ()
 xv. Home stay () xvi. Local market/shops ()
 xvii. Tea garden ()
12. Which of the following made you more satisfied visiting this place ?
 i. Sight seeing () iii. Natural beauty ()
 iv. Peaceful environment () v. Village and villagers ()
13. How did you find the perception of tourists among the local people ?
 i. Positive () ii. Negative () iii. Not any ()
14. Will you visit Besishahar again ?
 i. Yes () ii. No () iii. Don't know ()
15. Will you refer to visit Besishahar to your acquaintances or others ?

16. In your opinion, what should people do for the development of ecotourism in Lamjung ?
- 17 what is the main factor to attract the tourist in this place?
- 18 What do you feel about the hospitality of local people to tourist ?
- i. best () ii. good ()
- iii.. better () ii. not so good ()
- 19 Are you satisfied with service of guest room ?
- i. Yes () ii. No ()

APPENDIX II

QUESTIONNAIRES FOR HOTEL/LODGE OPERATOR

Name of the Hotel / lodge

Name of the hotel / lodge owner

Establishment year

Situated in

Permanent address

1. Whether this hotel / lodge is your
 - i. Own house ()
 - ii. Rented ()
2. How many staffs are there in your hotel / lodge ?
3. How many rooms and beds are available in your hotel / lodge ?
4. How many tourist visited / stayed in your hotel / lodge annually ?
5. Which is the peak season of visiting tourists?
6. For how long the tourist stay in your hotel / lodge ?
 - i. One-two day ()
 - ii. Three-four ()
 - iii. Five-a week ()
 - iv. More than a week ()
7. What is your rent for room and beds ?
 - i. Double bed room
 - ii. Single bed room
8. What do you fell about the numbers of tourists in this area ?
 - i. Sufficient ()
 - ii. Insufficient ()
 - iii. Don't know ()
9. How much a tourist normally spends per day on average except room charge ?
10. What is your opinion about the satisfaction of tourist visiting this place ?
 - i. Fully satisfied ()
 - ii. Satisfied ()
 - iii. Dissatisfied ()
 - iv. Don't know ()
11. Is there any water problem in your hotel ?
 - i. Yes ()
 - ii. No ()
 - iii. Solution()

12. Which type of cooking fuel used in your hotel ?
 i. Electricity () ii. L.P. gas () iii. Fire Wood ()
 iv. Solar () v. Kerosene ()
13. Do you feel there is any culture changes in your society due to tourism ?
14. There is any changes in your economic status due to tourism ?
15. What suggestions would you like to give for the development of ecotourism in Besishahar ?
16. What are the major problem of tourism in ACAP region?
17. What are the major tourist place of Lamjung?
18. How are you feeling about the people and culture of Lamjung ?
 i. Very good () ii. Good () iii. Average ()
 iv. Bad () v. Very bad vi. Others ()
19. Are you satisfied with the guide ?
 i. Yes () ii. No () iii. Indifferent ()
20. What do you think about the price of bedding and fooding at Besishahar ?
 i. Expensive () ii. Cheap () iii. Moderate ()
21. Which is the most appreciate features you found in Besishahar?
 i. Natural scenic beauty () ii. Accommodation facilities ()
 iii. Homely environment () iv. Culture ()
 v. Commercial agriculture farming () vi. All of the above ()
 vii. Others
22. How do you see future prospect of tourist in Besishahar?
 i. Excellent () ii. Good () iii. Don't know ()
23. Would you like to give some suggestions for the development of ecotourism in Besishahar.

APPENDIX III

QUESTIONNAIRES FOR LOCAL PEOPLE

1. Introduction of Respondents
Name:..... Gender:.....
Age:..... Occupation:.....
Religion:..... Education:.....
2. What is your main source of income ?
i. Agriculture () ii. Business () iii. Service ()
iv. Tourism related business () v. Others.....
3. Are you satisfied with your occupation ?
i. Yes () ii. No ()
4. Are you familiar with tourism ?
i. Yes () ii. No ()
5. Are you involved in tourism related business ?
i. Yes () ii. No ()
6. If yes ,how many of your family member involves in tourism related business ?
i. Hotel / lodges services ii. Shops for tourist produce
iii. Trekking iv. Tourist guide
v. Others
7. Does your family benefited from tourists visiting this area ?
i. Yes () ii. No () iii. Don't know ()
8. In your opinion, what things attract the tourists in Besishahar ?
i. Natural beauty () ii. Sigh seeing ()

- iii. Tea gardens () iv. Sunrise & sunset view ()
 - v. Local culture () vi. Greeny forests ()
 - vii. All of above ()
9. Do you feel that the activities of local government body are sufficient for tourism development in Lamjung ?
10. What is your opinion about the level of satisfaction of tourist when they visit the place ?
11. Does inflow of tourists contributes to the economic and cultural change in the society ?
- i. Very much () ii. Little bit ()
 - iii. To some extent () iv. No change ()
12. Are there any changes in the religious activities of local people while they are associated with tourism sector ?
- i. Yes () ii. No ()
13. Do you think tourism is fully responsible to change your culture ?
- a) If yes, are you antagonist with the tourist ?
- i. Yes () ii. No ()
- b) If no, what are the other factors which bring about changes in your culture ?
- i. Yes () ii. No ()
14. What are the things that you have benefited from the tourist?
- i. Income ()
 - ii. Get job opportunities ()
 - iii. Learn new things i.e. how to behave, how to speak how to eat, how to dress up. ()

- iv. Enlargement of the market and increase in production ()
 - v. No things ()
 - vi. Others.....
15. Do you feel any economic or cultural change due to tourism ? If yes what and how they are ?
16. What kind of bad habits are seen among local people because of tourist arrivals ?
- i. Crime () ii. Begging () iii. Gambling ()
 - iv. Prostitution () v. Cultural Hazards () vi. Others.....
17. Is there any changes in socio-economic, cultural and environmental aspects due to tourism ? If yes
- What are the positive changes and What are the negative changes
- i. Employment opportunities () i Environmental degradation ()
 - ii. Income generation () ii. Rapid change in socio cultural values ()
 - iii. Change in life style () iii. Increase in Inflation ()
 - iv. Interacting with outsider () iv. Misuse of community property ()
18. What are the main tourist destinations of Lamjung ?
19. What are the main barriers for the development of ecotourism in Besishahar ?
20. What are your suggestion to increase the volume of tourists in Besishahar?