

CHAPTER - ONE

INTRODUCTION

1.1 Background

Nepal is situated in south eastern part of Asia. It is located in south of great Himalayan ranges of Asia between $26^{\circ} 27'$ to $31^{\circ} 27'$ north latitude and $80^{\circ} 4'$ to $88^{\circ} 12'$ longitude. During Medieval period Nepal began to prosper in art, culture, painting and architecture. The malla's who succeed to them gave new turn to this prosperity by transforming the small kingdom. A tiny state of more than sixty ethnic groups and seventy five spoken languages birth place of Buddha, Shiva, Janak, Sita with land of non stop festival and culture Nepal became one of the unique destination for the world tourism.

A review of Nepal rural tourism reveals that it evolved during the 1950 's when Tenjing Norge Sherpa and Sir Admund Hillary first under too the mission to Mount Everest tention worldwide and tourism rare to the Nepalese Compiled book of Nepal.

Now Nepal is one of the wealthy nations in member of world wide cultural communities. Mount Everest, famous trekking routes, unique biodiversity, and natural beauty with cultural heritage provides a wide slope of for tourism industry in Nepal. Consequentially number of tourist arrival is increasing. Tourism in Nepal is heavily based on natural and natural resources. Most of the tourist come to Nepal to visit natural areas such as Mountains, lakes, jungle, national parks and conservation area.

Nepal offers almost all the climatic touch within a very short geographic distance. The diverse ecological zones with rich bio-diversity and unique socio-cultural identity have termed Nepal as one of the most fascinating tourist destination of the World. The mountainous landscapes of Nepal provide significant potential to use nature-based tourism as a low-cost, eco-friendly alternative to support socio-economic growth and fight poverty (SNV 2003).

Here are 10 hand-picked destinations that may be far-flung, but also offer unexpected values. “**Nepal** Trekkers and other adventure travellers, rejoice! 2011 has been declared" Nepal Tourism Year, "with the country's 16 political groups uniting to welcome tourists throughout the year". This means all strikes, demonstrations, or other impediments resulting from political differences will be put on hold for the duration of 2011, to ensure visitors feel safe and free to explore all that Nepal has to offer. While one hopes this goodwill will last into the coming years, you may want to take advantage of this special agreement while you can, when touring conditions are as close to ideal as possible. If you're planning to trek, familiarize yourself with the regulations on the Here, you'll find information regarding permits, routes, and guides. Other adventure activities are only limited by your imagination, with paragliding, rafting, horseback riding, mountain biking, and bird- and butterfly-watching representing just a few possible activities. And other day-to-day costs, you may have plenty left over in your budget for adventure tours and excursions. SmarterTravel.com

With the development of technology, the transport and communication system have been expanding the international communities or tourism in many remote part of the country. Thus rural tourism has become one of the largest industries in Nepal. Tourism in Nepal has long been identified with adventure, mountaineering and trekking in particular. However, the people in local areas have not much benefited from this tourism and this is not enough to help reducing the high poverty rate.

The 10th five years plan of Nepal lays down top priority to poverty alleviation. It accepts tourism industry as the backbone of nation economy and accepts as well as tourism an effective tool of poverty alleviation. With the expressive pressure of local communities on the local environment, cultural and natural government of Nepal recognized the importance of rural tourism as an effective source of foreign currency earning. According to the concept of rural tourism Panchase became one of the best spot of among the rural tourism destination. With the objectives of identified the potentials of rural tourism and delivering its benefits down to the grassroots. (Rural tourism feature 27/ TRPAP)

The panoramic and natural beauty of Nepal's mountaineous environment with their many different ecosystem and the countries rich culture attract tourist to come Nepal It provides

tourism a significant role in the Nepalese economy and society. In 2003 tourism contributed around 1.5 percentage of Nepal GDP and 9.1percentageof total amount foreign exchange earning (Nepal Tourism Static 2004) which is maximum decreased comparing to the visit Nepal year 1998. In 1995 Tourism contributed 4percentage of total GDP and 18percentage of the country total foreign exchange earning. However tourism can gain more economic benefit than it is doing at the present. The scope to generate more income and employment is believed to be enormous. The Natural and culture beauty of Nepal especially the mid hill region of the country, which posses many more wonders has not been the subject to the development to these areas can generates income and employment to reduce poverty of such areas.

Although, the contribution of tourism for the development of national economy is significantly high. People of Nepal rural areas have yet not been too able to create much economic and social development. Very little benefited from tourism is distributed in certain place of hill and mountain. This means, the population of hills and mountains of Nepal has been received very little benefit from tourism. Without adequate planning of tourism development, only richer individuals and urban based organization will benefit from the economic opportunities of tourism.

Tourism is the less damaging than most other economic expansion. Tourism plays vital role for the development of dynamic and important sector in socio economic field of Nepal. However the potentialities is vast but facts such as limited transport assess, poor infrastructure and lack of appropriate marketing strategy has resulted in the limited growth.

Thus the strong strategy must have been taken towards the promotion of rural tourism in Nepal. It seems the potential contribution of tourism to the reduction of poverty. Tourism policy makers or other donor communities must look forward to sustainable development in rural areas of the Nepalese hills "Rural Tourism".

1.2 Statement of Problem

Panchase has wide potentiality for the development of rural tourism Panchase is located in 2509 meter height from see level with natural varieties. A unique attribute of this mid-hill region is that we will not see many other trekkers only the vast ethnic diversity is the world that has such a

splendid variety of natural beauty Panchase, highlight will include and the majestic panorama of Dhaulagiri, Annapurna, Manaslu (all over 8000m). Panchase is a popular Nepalese pilgrim destination where locals pay their respects to their ancestors' souls or worship the mountain gods. In the alpine meadows, near to Panchase there is a lake middle of the jungle, which is so clear. It is believed that even the birds pluck out the leaves on the surface.

Panchase is isolated from tourism master plan from its beginning, even there is lots of tourism potentialities. Since the concept of rural tourism emerged in Nepal, Panchase has been found on the suitable new tourism spot. This rural tourism concept emerged soon after Millennium years and some studies declared that rural tourism in Panchase area to be one of the most important processes of Poverty reduction in recovered region of study areas. (Panchase Tourism Master plan 2004)

The Panchase area, which adjoins three districts Kaski, Parbat and Syangja has been included in the master plan on village tourism. The area includes 15 VDCs of the three districts of the western Development region. The Present study was important to develop tourism as a multi-dimensional industry. In early 2002 study has been conducted and Master plan of the rural tourism in Macro level has been prepared in this region. If that the Master plan implemented properly present study is more helpful to develop the Micro level rural areas and provide support in the fight against poverty of local people around on tourism despite poor infrastructure development.

Now we are not far from the globalization so our local industry must be globally competitive and we must think globally. Community participation in tourism is a most necessary precondition for sustainable growth. Unless the local residents are aware of their resource and capacity, we cannot achieve the desired goal. Capacity building and awareness programs regarding multidimensional aspect of tourism is the lacking further which needs to be given priority in our long term strategy.

In such a situation, we have to clearly understand the problems of Nepalese tourism and recommend some policy guide lines to the planners. We also need some specific type of recommendation. This is possible through a micro level study of problem. Hence this research is based on micro level with a case study of Chitre VDC at Panchase Region. This has been given

to the new concept of rural tourism having emphasis on community based tourism through Agricultural Development. Considering all these problems stated above, this study attempts to answer the following research questions.

Present study will be highlighted the objectives, methodology and limitation on potential tourism development of Panchase area. Such a study needed to be done on the Religious and Cultural Dimension, on Physical Planning and infrastructure development and on Potential Income Generating Activities in Micro level because it has been said that Panchase has the potential to become a unique tourism destination by its diverse topography and rich cultural and religious heritages.

In this context, at the same topic several studies have been done in macro level in panchase region. On Geographic and Socio-Economic Aspects conducted in field by different researcher, scholars and planners did not catch the specific place and volume of people Interesting, participation in tourism related activities and challenges in those areas. Thus, the main propose of this study would to be find out the Potentialities and challenges to fulfill the sustainable rural tourism development.

This study will address the following general research question.

-) What are the Attraction factors of rural tourism in study area?
-) What are the socio-cultural, economic, Infrastructure situations of study Area?
-) What are the challenges for sustainable rural tourism development in Panchase area?

1.3 Objective of Study

This present study generally focuses on the Potentialities and Challenges of rural tourism in the study area, Especially in Chitre VDC which is located in core area of Panchase Region.

Following will be the specific objectives.

-) To find out potentialities and challenges of rural tourism.
-) To analysis the socio-cultural, economic situation of local people.
-) To find out the major prospects and reduce the challenge of rural tourism development in study Area.

1.4 Rational of the Study

Nepal has been identified as an ideal tourist destination for lovers in the particular area of the country also suit the taste of the all types of visitor. Its people and their rich and colorful socio-cultural heritage are the major area of the attraction for people from the all over the world.

Thus the Panchase region presents important potential for promotion and development of tourism with in the above promises. And helping in the people economic well being of the people in local community for income generation employment, keeping region imbalances and present study will be help full to following.

- a) Study at first will up the gaps of knowledge about several, volume of people, socio-cultural activities and sustainable development through tourism which document is not available in Panchase area.
- b) This study will be useful for researchers, student/tourist and for the those who wants to have further study in detail, similarly this study will be fruitful to government, planers, policy makers and social workers.
- c) Information to aware the people for their sustainable development with nature resources management.

1.5 Limitation of the Study

- 1. Study will be based on specifically Chitre VDC Parbat district generalization will be based on Panchase and surrounding environment exploring rural tourism feasibility it may not be equally applicable on other rural and urban area of Nepal.
- 2. Present study has been fully dependent on the fieldwork observation, Interview, questionnaire filling by the respondent of the study area.
- 3. This study conducted under the assumption of Panchase tourism Master plan and potential rural tourism scenario.

4. More focus has been given on social-economic status of local people to find out the potential (appropriate) alternative to improve their life circle.
5. However there is not any other kind of study about tourism to comparing model so researcher has been evolving a suitable approach.
6. This study has limited research area and time constraint.
7. This study has been conducted to the partial fulfillment of M.A. Degree of Sociology/Anthropology.

CHAPTER - TWO

LITERATURE REVIEW

2.1 Introduction

Rob Davidson and Robert Maitland 1997 has mentioned that "from its early origin as an indulgence restricted to the rich and leisured classes tourism has grown to become an inseparable part of modern life and an integral part of the developed and developing world.

The European Union 1995 paper on tourism: marked that "more than a matter of habit or a heterogeneous set off economic activities, tourism has become, within less than a century a determining factor in the life of millions of people. A tourism change with the improvement in living and working conditions and is simultaneously an essential element of these improvements and a result of it".

Tourism is the largest industry and rapidly growing industry in the world. Therefore the field of tourism is being wider not only in industrial countries but also in developing countries like Nepal.

To make the study more reliable, Theory of Globalization model try to use it in. Some of the important and available report, manual, articles, workshop proceeding and stories on tourism and different type of research study on tourism development progress by different institution undertaken nationally and globally reviewed.

2.2 Global Perspective

The word tourism is so popular today. It is derived from the French word tourism and it originated in earlier century.

According to the Oxford dictionary 'Tourism as a Person Visiting a Place for Recreation.' So tourism is the phenomena of visiting places by a person for recreation. Travel may be regarded as tourism if it meets with these three conditions, that may it be temporary, voluntary and not have the purpose of employment.

Liberal and comprehensive definition provided by tourism USA (University of Missouri 1986 cited from Gobson, 1993), A tourist is anyone who has traveled to a community but does not plan to stay there on permanent basis. Included as reason for, making touristy trips, vacation, sightseeing, business trips, visit to friends or relatives, attendance at conservation program, special program, and participation in sport event. Thus this definition satisfactorily captures the important source of demand of tourism related goods and service.

The Australian Economist Hermann Von Schullard gave the first definition of tourism in 1910. He defined as, “The sum total of operation mainly of economic nature, which directly related to the entry, stay and movement of foreigners inside and outside a certain country, city or region” another definition of tourism was given by Edmond Picard, Professor of economics at the University of Brussels as follows, “The function of tourism is to import currency from foreign resources into the country. Its impact is what tourist expenditures can do the different sectors of the economy and in particular the hotel keepers”.

In 1942, two Swiss Professors, Walter Hunziker and Kurt Kraft had defined tourism as: “Tourism is the sum of phenomenon and relationship arising from the travel and stay of non-resident, in so far as they don’t lead to permanent resident and are not connected with any earning activities.” (Bhatia: 1995:34)

The above definition clearly defines the few points, which is mention as follows:

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

International Union of Official Travel Organizations (IUOTO) proposed the definition of tourist in 1963 and approved in 1968 by the World Tourism Organization. The definition defines tourist as “temporary visitors staying at least twenty-four hour in the country visited and purpose of whose journey can be classified under one of the following headings:

-) Leisure (recreation, holiday, health, study, religion, and sport)
-) Business (family, mission, meeting)

In a wide and comprehension term, a tourist is a person who travels to learn, to appreciate nature, to relax and to enjoy a change outside his country. (WTO 1996:24)

The world tourism organization predicts that international tourism by year 2000 and 2010 will involve 702 million and 1108 million visitors respectively. This tourism will have significant economic and environment implication world wide. (Shrestha, 1978:74)

2.3 Nepalese Perspective

Tourism in Nepal found good soil to grow and laid its strong foundation during later three decades. Nepal followed an open policy after advent of democracy in 1951. It was the conquest of Mt. Everest on the May 1951 by Tenjing Norgey Sherpa and Edmund Hillary. That focused the world attraction began to develop of Nepal. Nepal was getting the membership of UNO in 1955, Nepal gradually become known to the outside world.

Tourism before 1950: When we come across the development history of tourism in Nepal, we can say that Tourism Prior to 1950 is the first. There was not institutional and formal development for the tourism before 1950s. But there were different practices of tourism even before 1950s. The ancient history of Nepal is the history of Kathmandu valley and the ancient history of tourism is also related to the Kathmandu valley. It is believed that Kathmandu valley took birth when a visitor named Manjushree came here from China, cut the edge of the hill in Chovar with a sword and emptied the water of the lake. After this in 249 BC, ruler Ashok of India visited Nepal as a pilgrim and created a Monastery entitled ‘Charumati Bihar, and also four Buddhist stupas in the four corners of Patan. During the Lichhavi period, most of the foreigners visited Nepal as pilgrims. At this period, the great emperor of Tibet named Shrangchong Gampo

visited Nepal and married the daughter of King Anshuvarma, princess Bhrikuti. The Chinese visitor Huan Tsang described in his travel accounts the Kailaskut Bhawan and Mangriha of Lichhavi dynasty. Similarly, around 6th century, in the Kirati Regime, some foreigners visited Nepal as pilgrims. In Malla Regime there was a significant development in art and culture, and then rulers of Nepal were more or less interested in greeting travelers who entered into the kingdom of Nepal as pilgrims. Krishna Mandir of Patan, Nyatpol Darwar i.e. a place of 55 windows, Pashupati Temple, Swayambhu and Stupas of Buddhist were built or renovated during this period.

After the unification, the rulers of Nepal had not made any attempt to develop tourism in Nepal on the contrary, the policy of the government did not let tourist enter into Nepal, except in some special cases. In the Rana's regime for 104 years the policy of the government was not favorable for tourism development. Only during the great festival of Shivaratri, permission was given to Indians to enter into Nepal as pilgrims. Till 1950 only 100 foreigners visited Nepal. The restrictions on tourists to enter into Nepal during the Rana regime of 104 years adversely affected tourism in Nepal. As a result there was a lack of foreign exchange earning, from tourism for the development of infrastructure in the country. In that time, the religious tourism was highly flourished in Nepal because different monks and other religious personalities had visited to Nepal. On the other hand, the other persons from different dynasties used to visit to Nepal either for the political purposes or the religious purposes. After the unification of Nepal, Prithivi Narayan Shah had visited to Banarash and different other parts of India for the religious as well as political purposes. King Ashok had visited to Lumbini and had created a religious pillar which is still there.

Tourism after 1950: The second stage of Tourism started after 1950. The Tourism of 1950 is called Diplomatic Tourism where diplomats spread the word about Nepal. A great political change took place in Nepal in 1951. The Rana government was overthrown from power and democracy was brought into the country. Thereafter a rage of development in the country, internal as well as external communication and transportation tasks began to start. After that only Nepal opened its access for foreigners. Swiss geologist Tony Hagen and Edmund Hillary from New Zealand who was also one of the first to climb the peak of Mt. Everest, were among the most significant tourism promoters of Nepal. Edmund Hillary also introduced and promoted

mountaineering in Nepal. After the initial years of tourism, the country was rich in culture and blessed with nature's bounty emerged as one of the most popular adventure destinations in the world with its offer of mountaineering and trekking. In actual sense the promotion of tourism started more or less only in the beginning of 1960s. The then government made attempt for the development of tourism with relatively more liberal tourism policy than there before. A new era of Nepalese tourism started in November 1957 when a 'Nepal Tourism Development Board' was established under the chairmanship of the minister of trade and industry. We called the tourism of 1960 is Hippie Tourism, in this stage a lots of hippies were here as tourist to go into hiding towards toil as Army force (Nepal Tourism Master Plan Mockett, 1972).

In 1970, Nepal Tourism Development committee was constituted under the chairmanship of late prince Himalayan Bir Bikram Shah. In 1972, the committee published 'Nepal Tourism Master Plan' with technical assistance from the government of Federal Republic of Germany. The master plan had been prepared for further development in the field of tourism, so it started to be considered as an industry and for its development efforts have been made to distributed posters, booklets to international organization and to provide sufficient hotel facilities and transportation facilities to tourists. As a result, there was 41 fold increases in tourists visiting Nepal, 6179 tourists in 1962 and 2,548,885 in 1990. In 1965, John Copman, who was running 'Tree Top' in Africa, came to Nepal and was begin impressed with dense forest and wild animals started 'Tiger Top', first jungle Resort. Similarly, James Robert, Ex-British Army-man who was in British India came in contact with Nepalese Gorkha soldiers and with their links came to Nepal and introduced trekking tourism by opening company named 'Mountain Travel' in 1965, which still runs today. The 1970 decade is also called as Trekking and wildlife Tourism decade. Similarly 1980 is Cultural Tourism decade (Satyal, 2002).

Tourism after 1990 : Liberalized economy tourism policy in 1995 was promulgated. This policy especially focused on the more aggressive role of the private sector and local stakeholders and recognized the important of village based rural tourism. The establishment of Nepal tourism board and civil aviation authority of Nepal in 1999 government on Nepal has been commensurate with the policy measures envisioned for the overall development of tourism in Nepal which gave emphasis to tourism market development such as trekking, ecotourism, adventure tourism and rural tourism.

-) Formation of Tourism Council(1992)
-) National Civil Aviation Policy (1993)
-) Tourism Policy (1995)
-) Visit Nepal Year (1998)
-) Formation of Nepal tourism Board (NTB) in 1999
-) Destination Nepal 2002-2003.
-) Mount Everest golden Jubilee
-) Visit Pokhara year /Other regional historical and cultural festival
-) NTY 2011

However, there has been a steady decline in terms of tourist arrival as well income generation owing to several national and international misfortunes. Tourist arrival in Nepal was on a steady rise in the late 1990s; with almost half a million tourists visiting the country wholly during the Visit Nepal'98 period, it suddenly plunged to low numbers in the after years till 2007. Since the peace process started the tourism increasing number year by year till 2010.

Table No. 2.3.1 Tourism Arrival Statistics

Year	By Air		
	Number	Year-on-year Change in Absolute Number	Year-on-year % Change
1999	421,243		
2000	376,914	- 44,329	-10.5%
2001	299,514	- 77,400	-20.5%
2002	218,660	- 80,854	-27.0%
2003	275,438	-56,778	26.0%
2004	297,335	-21,897	7.9%
2005	277,346	-19,989	-6.7%
2006	283,819	6,473	2.3%
2007	360,713	76,894	27.1%
2008	374,661	13,948	3.9%
2009	379,322	4,661	1.2%
2010	448,769	69,447	18.3%

Source: NTB, www.welcomenepal.com/Statistics/update 2011 Jan.

2.4 Systematic Planning

Nepal adopted the planned policy in tourism with initiation of five year economic development since 1956. Nepal tourism master plan formulated in 1972 (NTMP: 1977) at national level in phase first and second.

The Third five year plan (1965-1970) emphasized to develop the tourism infrastructure by aviation facilities, basically in this period on objectives to increase the number of incoming tourist and foreign exchange earning was started. To meet these objectives the policy major focus was the establishment of hotels and extension of aviation.

The fourth five year plan (1970-1975) Nepal tourism master plan 1972 was formulated during the fourth five year plan period.

The Fifth five year plan (1975-1980) this five year plan focused on the presentation of historical, cultural and natural attraction to promote tourism and sought to spread its growth in other potential areas from the Kathmandu valley where tourism was mostly concerned and emphasized on lengthening the day of stay of the tourist as far as possible.

The Sixth five year plan (1980-1985) draws heavily on the master plan recommendation. The main objectives of the plan were to increase the foreign exchange to improve the balance of payment situation by increasing numbers of establishments in important industries in the tourism sector and to enhance employment generation through growth and expansion of tourism.

Seventh five year plan (1985-1990) also emphasized retaining maximum foreign currency from tourism opportunity and diversifying tourism activities to potential areas with basic infrastructure development facilities. The attempt was made to get maximum benefit from mountain tourism, trekking, rafting and sightseeing. Establishment of new tourist centers, the tourism-oriented national heritage was preserved and improved and the development of the cultural tourism was realized. And also for tourism promotion each development region was proposed at least one location to be developed and recognized as a resort area.

The Eighth five year plan (1992-1997), when the government of Nepal formulated "Tourism Policy-1995." The tourism sector in Nepal having following objectives stated as given below.

- i) To maintain the image of the nation in international communities by providing standard service and necessary security to the tourist.
- ii) To increase employment, foreign exchange earning and national income and improve regional imbalance having explored the tourism industry up to the rural areas.
- iii) To develop the tourism industry as a main economic sector of the nation by establishing its inter-relation with other sectors of the economy.
- iv) To develop and expand tourism industry by promoting natural, cultural and environment of the economy.

The Ninth five year plan (1997-2002) highly emphasized to assist poverty alleviation program by making tourism sector part of the all round economic development of the

Country (NPC, 1998) from this plan focused on the program of rural tourism from the existing ones from this rural tourism promoted by government and private sector. Since the ninth plan the especially policy and the strategy had formulated for the tourism development such as cultural, community, village and rural tourism.

The tenth five year plan: The tenth five year plan reviewed the progress and the problem during the ninth plan and concludes that tourism industry which is developing as the back bone the tourist, who visit Nepal could be benefited but it could also generate employment and income generation opportunities for Nepalese people which finally could contribute in poverty alleviation.

Tourism for rural poverty alleviation program of the Nepal has been operation since 2001 for sustainable tourism development and to create an enabling environment for poverty reduction in rural areas through pro-poor tourism (Rabi Jung Panday Aug. 2006).

2.5 Rural Tourism

Simmons (1994), and Reed (1997) made substantial contribution on the participatory tourism development approach in the context of developed (World Tourism, 2000) Lear the concept spread the all over the world At the present it has been one of the significant component in the tourism development process in the program. "Community participation in the tourism development process in the developing world has been popularized by advocating writing on develops countries" (Murphy: 1985)

Rimmington and Kozar (2000) Tourism in rural areas is a highly competitive business across the world and depends on motivating factors of tourism. Tourists want the level of satisfaction to the extent of their expenditure. Positive visitor's experience rural tourism is a key factor as tourist became happy with their tours and tells their friends and relatives about their experiences. This experience directly or indirectly motivates the exiting visitors to revisit and encourages new

visitors to visit the destination for to get satisfaction proposed aspect such as cultural, environmental, conservation, village life, local food and local handicrafts.

Mann, (2000) it is important that the local communities should take responsibilities in tourism development process because tourism involves and benefits these communities.

Timothy, (1999) Monitoring and evaluation is the most important process of development and he cited "community participation in the tourism development process can be considered from the perspectives of decision making so that benefits from tourism development. The responsibility of using tourism within the community for the welfare for the whole community depends on the community itself. The communities make the decision on the matters that would be beneficial to its members.

In keep, (1991 p.165) suggested that for rural development "the growing emphasis on community responsibility should continue, since the industry uses the community as resources, sell it as products and it the process affects the life of everyone." This statement has given importance to the local community since it is an important tourism resource.

In the context of Nepalese tourism development process and promotes efforts have come forward increasingly in Nepal and "Visit Nepal Year 1998". This program was one especial program towards promoting of the international and domestic tourism. This initiative also became interpretive for the tourism development in rural area.

Visit Nepal Year Secretariat (1999) this was the major point of the country were made known to general public within and outside the country. This attempts also made aware of tourism and impacts among the people living in village communities (VNY1998 secretariat b) The program not only familiarized the Nepal's tourism including rural tourism with the outside world but also focused on domestic tourism through a number of tourism awareness program's the development of tourism products and product diversification.

Thus the Nepalese government made efforts for the village based rural tourism through policy and national plans and discussed above rural tourism concept for economic and social development. The Nepalese government has identified the village tourism concept as not only

most effective tool for poverty alleviation across the country but also so means for intensive and interrogated rural development.

Baskota and Sharma, 1998 cited few rural tourism spot, "Tourism is growing in particular destination of Nepal, and Tourism in Sirubari, Ghalegaun, Gandruk and some place of Gorkha district are some of the examples of new rural tourism Destination. In addition community based rural tourism program have emerge across the Nepal especially around national parks and rivers." Thus eco trekking and community forestry in Panchase jungle area will be the next examples.

Sharma, (2006) in his article "Village Tourism for the Sustainability of Rural Development" in Nepalese Journal of Development and Rural Studies (Vol. 3.1, Jan-Jun 2006) has extracted the quotes of the Tenth Plan PRSP, (2002) the tourism sector can be an important instrument of poverty reduction by increasing employment opportunities directly and indirectly in urban as well as rural areas, particularly in the hills and mountain areas along trekking trails and tourism sites. He has asserted that it can be aids-led tourism development where problem of sustainability and indigenous efforts will be overshadowed.

As stated by Nepal Tourism Board, (2006) in "Rural Nepal Guide Book," Nepal is one of the richest countries in the world in terms of natural beauty due to its unique geographical position and latitudinal variation. Within this spectacular geography are some of the richest cultures of Himalayan heritage and it has also invited tourists to meet the lovely people of rural Nepal, share a meal with them, stay at their houses and family guests, taste their local drink and see them carry on with life graciously. As well, they are expected to receive the heart warming hospitality, to witness some of the most spectacular views of the mountain landscapes or heritage sites along the way. It has also requested to visit rural Nepal through pristine landscapes and colorful mountain cultures, to know the real Nepal but it also gives a chance to educate and empower the local community and be a part of their development process. Similarly money spent in these areas contributes directly to the local livelihood. Therefore, with the aim of showcasing new areas and promoting and developing indigenous people and culture, a new approach to tourism, based on sustainable development has been initiated by Nepal. Community-based tourism is also being initiated in other parts of South Asia as a tool for sustainable development.

It has highlighted as a major tourist attractions of various parts of different regions with the People, Geography, Himalayan Region, Mountain Region, Terai Region and History as well. It has also paid attention to East Nepal, Central Nepal, West Nepal, Mid and Far West Nepal, Major Tourist Activities, Brief Ethnic Profiles.

TRPAP's publication,(2003, 2004) "Pro-poor Rural Tourism Initiatives and Its Sustainability in Nepal, The Research Highlights" includes one specific research on "Development and Promotion of Agro tourism Industry in Chitwan District, with special reference to TRPAP Area". It illustrates, Agro tourism can bring about some rays of hope in lives of the rural people by diverting the tourists to those areas, where there is range of agricultural activities, services and amenities provided by the farmers and rural people in order to generate extra income for their business.

A rural tourism product is anything that can be offered to a tourist for attention or consumption it includes physical objectives, service personality's places and Ideas to Subas Niroula, (2003).

Poverty is greater and more pervasive in rural areas, while compared to urban areas, and it is varied across regions. The Mid and Far Western Region as well as the Mountain Belt, is much poorer than the Eastern Region (CBS, 1999). In 2002 the situation is hardly different. Overcoming human and economic poverty is the biggest challenge for Nepal of which rural poverty ranks at the top.

Tourism links unique natural resources with an exciting living cultural heritage and friendly and hospitable people. It provides significant potential to use nature-based tourism as a low-cost, eco-friendly alternative to support socio-economic growth and fight poverty (SNV, 2003).

It is safe to assume that the centre benefits disproportionately from incoming tourism. Much of the tourist dollar remains in Kathmandu and little finds its way into other parts of the country. There exists a situation of core-periphery dependency in which the centre controls to a very considerable extent the distribution of tourism around Nepal, accumulating most of the income generated, organizing much of the travel activity in prepaid packages, and supplying many of the needs from the centre so that benefits flowing out to rural areas and towns are limited (SNV, 2003). Rural tourism "starting from Gangdruk followed by Sirubari and Ghalegaun, The wave of

rural tourism has gradually begun to spread across the country. Development of natural, cultural and social heritage to promote tourism can be found almost everywhere (Rastirya Samachar Samiti 29 Aug 2004). Almost every district touched by the wave of rural tourism concept, as like in Panchase region.

Different countries of the world have different parameters to define the term 'rural'. It means the word 'rural' has contextual meaning in the nations. But in general term, in the underdeveloped countries, rural means those places, which are isolated, deprived, with dispersed settlement, far from the center, agro-based economy, etc. Rural tourism is also concerning with the same type of activities but it is mainly associated with the tourist activities in the rural areas. Rural tourism is possible only when there is distinctiveness in the rural areas, it means the rurality. Thus, there should be sustainable rural tourism farm based or agricultural tourism is also one of the most important forms of the rural tourism in Panchase region.

The concept of rural tourism was started by Club Mediterranean, with the view that people who live and work in cities need holidays in totally different surroundings. The Club Mediterranean started its first "vacation village" on the Spanish Island of Majorca in 1950 (Cited in Kunwar, 1997). Similarly, the best example of planned and programmed village tourism developed in Nepal as a new agenda in travel and trade tourism industry institutionally propounded by Kathmandu Research Centre (Upaddhaya. R. 2006 : p. 2)

Now we can argue that Rural Tourism in its purest form should be located in rural areas, functionally rural built upon the rural world's special features of small-scale enterprise, open space contact with nature, heritage, traditional societies and traditional practices.

To maintain the notion of Sustainable Tourism Development in mind, it is very essential to provide visitors with quality experience. In favor of the reason it is necessary to find out what motivates a visitor to a destination and to what extent they are satisfied by their trips to the destination.

Travelers look for peaceful places apart from common trekking areas, they are looking for the ultimate experience and for a better insight into the diverse Nepalese cultural traditions. The Home-concept as well as the main design of the trails all satisfies these demands. But instead of

enjoying a traditional environment, it is important for travelers to receive the familiar commodities like having a bathroom.

2.6 Objectives of Rural Tourism

-) The main objective is to achieve maximum human welfare and happiness through sustainable socio-economic development of rural areas.
-) To reduce growing poverty, inequality and regional imbalance
-) To generate employment and income for the villagers
-) To establish and sustain the cottage and small scale industries based on local resources
-) To establish and develop the micro-business
-) To revitalize demolishing local art and crafts
-) To learn positive things from visitors
-) To preserve the social and cultural heritage of the rural community
-) To impress the visitors from our culture, traditions, human values and guests friendly behaviors.

Lane, Bernard (1993), in his books “What is Rural Tourism, has presented a list of contrasting features between Urban Tourism and Rural Tourism. In this existing rurality as a concept is connected with low population densities, open space, with small scale settlements, generally of less than 10,000 in habitats. Farming, forestry and natural areas dominate land use. Societies tend towards traditionalism, the influence of the past is often strong, and government policies lean towards conservation rather than radical change. According to him, “Rural tourism is a complex multi-faceted activity: it is not just the farm-based tourism. It includes farm-based holidays but also comprises special interest nature holidays and eco-tourism, walking climbing and riding holidays, adventure sports and health tourism, hunting and angling, educational travel, arts and heritage tourism, etc”.

Therefore rural tourism is located in rural areas, assembling in rural areas and is rural in terms of structure and settlement. However all the rural areas will not be purely rural; they may have certain urban characteristics, such as establishment of resort in rural areas. In this context, the continuum concept of rural and urban may play important role in the planning and development

of rural tourism. The management strategy in rural tourism should aim to protect rurality as an important resource for the sustainable rural tourism.

As compared to agriculture and hydropower, tourism is less capital intensive yet high yielding economic sector. A traditional house with simple facilities for accommodation and food is enough to host a tourist. One tourist can directly employ a minimum of 5 people. Out of the total land only 17 percent is arable. So there is doubt whether agriculture can actually lead and sustain the economy of Nepal. Even those arable land have limited irrigation facilities thus agriculture is highly dependent on monsoon which itself is uncertain. Therefore, agriculture sector can also bear bad shocks. For example, agro production in certain land may really go low due to bad monsoon. Even tourism is also vulnerable but the market which it creates like garment; carpet and handicraft in an established way don't become vulnerable equally because demand for other sectors can happen from abroad itself (Upadhyay and Gradson, 2006).

Ecotourism is comparatively a new concept. First of all, the operator of Costa Rica used this word in 1983. This tourism is closely related with the concept of sustainable development. It is environment and nature based tourism. Some writers term it nature tourism. It is concerned and quite sensitive towards the local environment. Ecotourism can be considered as one of the important parts of rural tourism. Ecotourism leaves minimum or no impact upon the local environment, culture and lifestyle of the community. In ecotourism, there are mainly two factors, which can attract to the tourist; unspoiled natural beauty and the local culture.

According to Buckley, ecotourism should include the following factors:

- a. It should support conservation
- b. It should be sustainable managed
- c. Concentrate on ecologically sensitive area
- d. It should include environmental education

According to Ceballos Hascurain Manican "Ecotourism is environmentally responsible travel and visitation to relatively undisturbed natural areas in order to enjoy and appreciate nature that promote conservation has low visitor's impact, and provides for beneficially active socio-economic involvement of the local population."

Again according to Ecotourism society, “Purposeful travel to natural areas to understand the cultural history of environment, taking care not to alter the integrity of the ecosystem, whilst producing economic opportunities that make the conservation of natural resources financially beneficial to local citizens.

Thus we can say that the ecotourism is very new concept of tourism, which is related with the sustainable development of the tourism and it is very important part of the rural tourism, which has great potentiality in the context of Nepal.

Ecotourism involves more than just conservation it’s a form of sustainable tourism that gives something back to the community, environment and economy. This may be achieved by using local materials in construction recycling, and employing local people or through programs where tourists contribute money or labor to community activities such as tree planting or conservation of a local monument or site.

Community based tourism, as the name suggests, occurs when decisions about tourism activity and development are driven by the host community. It usually involves some form of cultural exchange where tourists meet with local communities and witness aspects of their lifestyle. Many such remote ethnic communities may be vulnerable to outside influences and decisions about the way tourists are hosted must be owned by the community for successful and sustainable tourism. Sustainable tourism implies that the activity can be maintained, and will continue to deliver benefits, over a long period of time. An activity is said to be sustainable if it can be maintained over generations without destroying the resources on which it is based. The most significant issue for development projects is that the community will be able to maintain an activity after the project team departs. The motto of sustainable tourism is also applicable in the condition of cultural tourism.

2.7 Prospects of Rural Tourism

Tourism is growing very fast and is considered maintaining a rapid growth in the foreseeable future. It is now reflected as the world’s largest industry and contributing about 10 percent of World GDP and has created about one job in every 12 jobs in the world. The vision 2020 has estimated that there will be about 1.6 billion international arrivals by 2020 AD and it is estimated

that the growth of tourism will remain 4.1 percent annually. The year 2007 has witnessed 6 percent growth in international tourist arrivals culminating to 900 million along with a very steady growth of about 8 percent in South Asian Region (WTO Tourism Statistics : 2008).

The national arrival figures also recorded a very healthy growth of 27 percent in air arrivals in 2007. Looking at the national and global tourism trends, the prospects of tourism in the country seems very promising. It's high time for both policy makers and people of tourism industry to think seriously to translate the potentiality of Nepalese tourism, embedded in socio-cultural and natural elements of the country, into reality. All this needs is serious commitment to create vision and plan for what we want to achieve and how we fulfill it along with unfailing action for the cause (Poudyal, 2008)

There are lots of tourism resources in Nepal especially in rural areas. With the distinctive socio-cultural and geographic attributes, Nepal can be the best place for adventurers. The country has the immense potentials of various aspects of tourism, including the rural agro tourism, ecotourism, cultural tourism and other adventurous forms of tourism, mountaineering, white-water rafting, kayaking, skiing, bungee jumping, paragliding, parachuting, hiking, jungle safari and many more. The tourists' options are readily available and unboundedly promising in each and every parts of the country.

2.7.1 Economic Benefits of Rural Tourism

-) Brings money particularly foreign currency in the economy
-) Creates job and increases family and community income
-) Helps to diversify and stabilize the rural economy
-) Provide broader business base for the community and creates an opportunity for attracting other business and small industries
-) Provide the opportunities for existing business and services
-) Helps to develop local craft and trade

2.7.2 Social Benefits of Rural Tourism

-) Helps to build up a community infrastructure

-) Provides the opportunities for cultural exchange
-) Promotes a community team spirit particularly through the development of cultural and entertainment activities
-) Creates conditions for safeguarding and enhancing local cultural identities

2.7.3 Environmental Benefits of Rural Tourism

-) Creates environment awareness and emphasis on harmonious relationship
-) Emphasis on the use of alternative sources of energy by developing solar, micro hydropower through the development of tourism industries people awareness and lessen pressure on forest resources
-) Resource generation for the conservation of flora and fauna
-) Promotion of sanitation and hygienic condition of people in community

2.8 Related to the Present Study

Rural tourism is both need based and right based concept. More particularly it is need based approach because rural area needs to have more jobs created and revenue to be generated. However, most of the authors have concluded that Rural Tourism is need based. Development of tourism calls for even distribution of income from tourism. Moreover, the possessors of the richness of our culture and nature is with the village and they should have right to claim for development of rural tourism for their sustainable development. The community needs to have developed the alternative more productive non-farming activities to switch off the excess labor force from less productive farming sector. Agriculture sector has less multipliers effect with weak backward economic linkage and this sector has very marginal impact to other sectors bearing high multiplier effect and productivity. But due to our geographical feature, our natural resources and cultural heritage can prove to have comparative advantage in tourism sector.

Rural Tourism helps to create employment and income for the community through tourist catering services such as trekking, guiding, touring and entertaining and so on. Besides, rural tourism can generate indirectly other non-farm economic activities such as micro business

enterprises, local art and crafts, food processing enterprises, teashops and many others in the community.

The rapid environmental crisis in urban area mostly in Kathmandu has been further widening the scope of tourism outside the urban areas. Nepal should therefore develop its tourist destinations in the potential rural areas to move our tourism from where it is now to where it could be. In this direction Rural Tourism is the only preferable option for tourism industry in the true sense and to out maximum advantage. Hopefully the idea will be looked upon favorably by the planners, policy makers and decision makers in the field.

Rural tourism is which takes place in the country side. The stress and strain of modern urban life have turned a number of holiday makers to countryside visitors for peace and rest. Charms of agriculture and farming, culture evolved with harmonious relationship with nature attracts visitors to rural tourism. Buying and ownership of second home in rural areas has increasingly become popular to urban dwellers in western countries as a result of increased income, more leisure time and the wish to escape from the pressure of urban life, have made Agro-tourism popular these days.

Agro tourism is a new concept for Nepal though it is an expanding sector around the world. It is an economic activity that occurs when people link travel with products, services an experiences of the agriculture and food system. The concept of agro tourism is a direct expansion of ecotourism, which encourages visitors to experience agricultural life at first hand. Agro-tourism is gathering strong support from small communities as rural people and it is realized that the benefits of sustainable development brought about by similar forms of nature travel can be accrued from agro-tourism. Visitors have the opportunity to work in the fields alongside real farmers and wade knee-deep in the rivers and rivulets with fishermen hauling in their nets. Agro-tourism is the specific rural tourism focusing on agricultural diversity, variety of produces like mushroom, honey-production, different organic farming practices for vegetables production, fishing, hunting, medical plant cultivation, agriculture related fair and festivals, boating, swimming, horse riding, bird watching, visiting different nurseries, herbal farming, botanical garden, plugging with pair of bullock, Ropai Jatra, different Hat bazaars, that attracts both internal and international visitors.

All these show that Panchase region has varied high prospects for rural tourism be it nature based, farm based or culture-based. It is only the rural tourism that can bring change and more difference to the majority of the rural poor.

Nepal Tourism Statistics, 5, 26,705 tourists visited Nepal during 2007 with an increase of 37.2 percent over the previous year. The largest number of tourist, visited Nepal for recreational purposes 2, 17,815 (41.4 percent), similarly, adventure tourists posted the highest average length of stay in the country. The average length of stay was recorded as 11.96 days. It can fairly be said that promotion of rural tourism would significantly increase the average length of stay of tourists in the country. (Mocatta (Nepal tourism Statics, 2008).

According to Total tourism arrival statistics Pokhara receives following number of tourist during the year of 2009 and 2010.

Table 2.7.3 : Tourism Arrival Pokhara

Year	Foreign	Indian	Total
2010	178059	52740	230779
2009	157019	46508	203527
2008	-	-	186643

Source: Field Survey (Tourism office Pokhara Jan, 2011).

Above the tourist received in Pokhara 78500 Trekking permits have been issued by Annapurna conservation Area (Only from Pokhara Office) in 2009 and 80974 respectively. This numbers of tourist goes to trekking around Annapurna region where same scenario of tourism activities in and around Panchase region is.

In the scenario of the ACAP region being trekking route shorter and shorter by the motor able road, if new route develop through Panchase region, trekking tourist will visit to the PA. In Other hand it will be helpful to make longer destination. One day longer it makes big difference in the National income and we found from various research one tourist occupied five Manpower mean of increasing employment.

CHAPTER - THREE

RESEARCH METHODOLOGY

3.1 General Introduction of Study Region

Panchase

Panchase is situated at the tri-junction of three districts namely Parbat, Kaski and Syanja in Western Development Region of Nepal. Panchase forest area is situated in the Middle Hills Region of Nepal straddling the boundary of Dhaulagiri zones of the Western Development Region at the nexus of three districts, Panchase forest is bordered by nine VDCs of three above mentioned districts i.e. Bhadaure Tamagi, Chapakot and Pumdibhumdi (Kaski) in East and North-East, Arther Dadakharka and Ramja Deurali (Parbat) in South and South-West, Chitre (Parbat) in West and North and Bangsing, Bagefatake and Arukharka (Syangja) in Eastern border.

Natural Forest Within above three districts Panchase Protected Area is 3767.17 out of Total Panchase Forest Area 5470.49 ha. There are 12 different kinds of trees, 589 species of flowers, 150 different species of herbs, 56 species of wild mushrooms and 98 species of ferns. There is large forest cover, of which 1,500 hectares have been given to the local communities for managing it. (Source: MDO, 2005)

Panchase is rich in biodiversity. Some 113 species of orchids, including three species not found anywhere in the world, are found here. (Source: MDO, 2005)

The local people consider the Panchase Forest and the mountain peak (2509m) a sacred landscape and it has special religious significance for both Hindus and Buddhists. This geographical area is the major source of water for agricultural and domestic use in the surrounding communities, as well as the primary source area. This place is also the source of the harpankhola Aandhikhola, Setikhola, Jarekhola, Ratikhola and Harpankhola watersheds.

Furthermore PFA is rich in biodiversity, home to variety of endangered wildlife (black bear, leopard, etc) and rare and endemic plants (orchids, rhododendron, etc). It also represents a critical link in the Chitwan- Annapurna (Protected areas of Nepal) linkage and an important component of Greater Himalayan Landscape.

A Hidden Paradise Panchasse, literally meaning Pancha: Five, Aasan: Seats, is the meeting place of 5 peaks covered with lush green forest of diverse flora and fauna. Panchasse lies on the west of Pokhara city and adjoins of Kaski Parbat and Syangja districts., about a day hike away at an altitude of 2,509 m from the sea level. There are old, stone-stepped pilgrimage approaches upon which one can climb past the grassland and paddy field to the vastness of Panchasse, from where a magnificent view of Annapurna and Dhaulagiri massif is visible so close as if one could reach out and touch them.

The Major attraction of Panchase is Nature & Scenery The longest chain of mountain range visible from Panchasse includes Mt. Dhawalagiri (8,172m), Mt. Annapurna 1st (8,091m) Mt. Annapurna South (7,219m), Mt. Himchuli (6,441m) Mt. Fishtail (6993m), Mt. Annapurna 2nd (7,934m), Mt Annapurna 3rd (7575m), Mt Annapurna 4th (7525m), Mt. Lamjung (6,998m), Mt. Manaslu and more. From a top Panchase, Mt. Fishtail seems to be nestled by Mt. Annapurna around her laps. Sunrise and sunset views from the top are spectacular and heavenly.

Panchase, is one of the most rain-receiving places in the entire country. During winter the Panchase peaks receive snowfall, so people can visit Panchase to play with the snow. The average temperature in Panchase area is 25 Degree Celsius in summer during daytime. As Panchasse receives a lot of rain throughout the year and is covered with lush green vegetation from subtropical to temperate forest all over, it also provides home to a wide variety of flora, fauna and is source of many rivers. 107 species of wild orchids, including 2 endemic ones, have been found in Panchasse, 5 species of rhododendron and many herbal plants such as Loth Salla, Tittle, Kurilo, Naagbeli, Satuwa, Paanch Aaule and plants such as Loktha, Khashru, Champ, Phalat which are used to produce Nepali paper are found here. Leopard, bear, deer, several species of birds, butterflies and other animals also inhabit in the Jungle.

The temple of Shidda Baba (Lord Shive), Homekunda (place for ritual of offerings to fire), Panchasse Lake, Balaji Phachyan Temple, Bouddha Stupas (about 200 years old) and caves

where sages were believed to have meditated many centuries ago. The population of Panchasse is almost 100000 including Gurung , Brahmins and other ethnic groups living in the surrounding villages Including Chitre VDC. Balachuturdashi Festival (around the end of November) is the biggest festival in Panchasse where people from all circle come to pay their homage to the mountain mother where first they cleanse themselves in the sacred Panchasse Lake, make offerings, and start the Panchase climb up to the top during which they offer grains and rice to the earth which symbolizes the re-fertilization of the Earth mother. Devotees generally wear auspicious red colored dress. Shivaratri (mid February), Budda purnima (full moon, mid May) and the entire month of Shrawan (mid July to mid August) are the other special occasions when devotees come for pilgrimage climb to Panchasse. On Buddha Purnima, birthday of Lord Buddha, holy books from the 200 years old Gompa near Kusma village is carried around the villages by the devotees during special ceremony.

Shrawan Kumar's Samadhi, another religious spot is about 25 hours it's near Karkineta south downward from Panchasse peak near a pond. According to legend in Ramayana, Shrawan Kumar, who was loyal, loved and served his parents, was carrying his blind parent to Muktinath pilgrimage, while at the same time king Dasrath was hunting in the same place. When Shrawan Kumar was filling the water bucket to quench the thirst of his beloved parents, it sounded like an animal roar, and the king shot his arrow towards the roaring sound unfortunately killing Shrawan Kumar. Realizing this, the king asked forgiveness with the blinds, but they never forgave the king and cursed him that he would suffer the same fate and cried till death. That is why the river sprouting from there is called Aandhi Khola, river from the tears of the blinds.

3.2 Rationale for the Selection of the Study Area: Chitre VDC

The present research has conducted a core part of the Panchase region in Chitre VDC of the Parbat district, where the rural tourism approach started form last few years ago as an integral part of rural development program for the alleviation of poverty in rural Nepal. Although the rural tourism is comparatively new and it just getting started in Panchase region. Panchase is not only viable, sustainable, environmentally but it also provides countless not martial benefits to the rural communities in that region.

The study area becomes a trekking route from Pokhara to Annapurna and Dhaulagiri mountain region. With the changing trend of tourism to new adventures destination the policy of government is to diversify tourism in remote and exotic destinations in order to alleviate poverty of the people living the destination. The researcher, chose this area because it is naturally and culturally beautiful but backward in development. It is familiar, accessible and local area for the research. Similarly it is easy to visit the study area frequently by Researcher Next the researcher is gained long term experience to analyzed own experiences in tourism business at Pokahra. So that could help to analyzed own experience and feeling about this industry. Thus the researcher has made his interest and selected this area for this research study.

3.3 Research Design

This present study based on descriptive type as well as exploratory research deigns to assess and analyze the potentialities and challenges of the rural tourism in the rural area of Panchase region. This research has covered all aspects rural tourism and its role for the rural development in the areas. The research was explored the influence of VDC, DDC, NTB and NGOs/INGOs, particularly their role for the promotion in influence of tourism industry. In this research, qualitative data was used to present social, cultural and economic of effect on the beneficiary like politician, teachers, business and local people

3.4 Source of Data

To obtain the exact data for this research both primary and secondary source of data have been collected. Data on physical and natural resource are mainly taken from the secondary source, where socio-economic and cultural aspects are collected from the primary source (field). Primary data will be collected with the help of focus Interviews, questionnaires.

The secondary data collected form the published books reports article, documentary and statically record further more different relevant tourism related organization, office and development organization like NPC, DDC, VDC, NTB, PTO and other development concerning organization consulted to fulfill the information for this research.

3.5 Sampling Procedure and Criteria for Selection of Respondent

Panchase development region cover 15 VDC including 5 core and periphery. Out of 15 VDC, Chitre VDC has been chosen as study universe. The focus group discussion concerned people like tourism related member, community member, VDC member; farmer, women and people from dalit community are key informants. Similarly school teachers, students of secondary level and tourist from various destination of the world are the informants of this study.

This research is purposive so samples collected by using purposive sampling design. As concerned is both rural and village tourist, data has collected from both of them (Tourist and Beneficiaries) but more priority is given to local community.

The total households are universe of the study. In the study area there are 509 totals households and out of total (15 percent) 76 household selected through purposive random sampling method. VDC is a Total universe divided with three clusters. Cluster 1 (Ward no. 1, 2, 3) = 26 household, Cluster 2 (4, 5, 6) = 25 and Cluster 3 (7, 8, 9) = 25 house hold selected through systemic random sampling method used by updated voter naming list with one adult member from house hold.

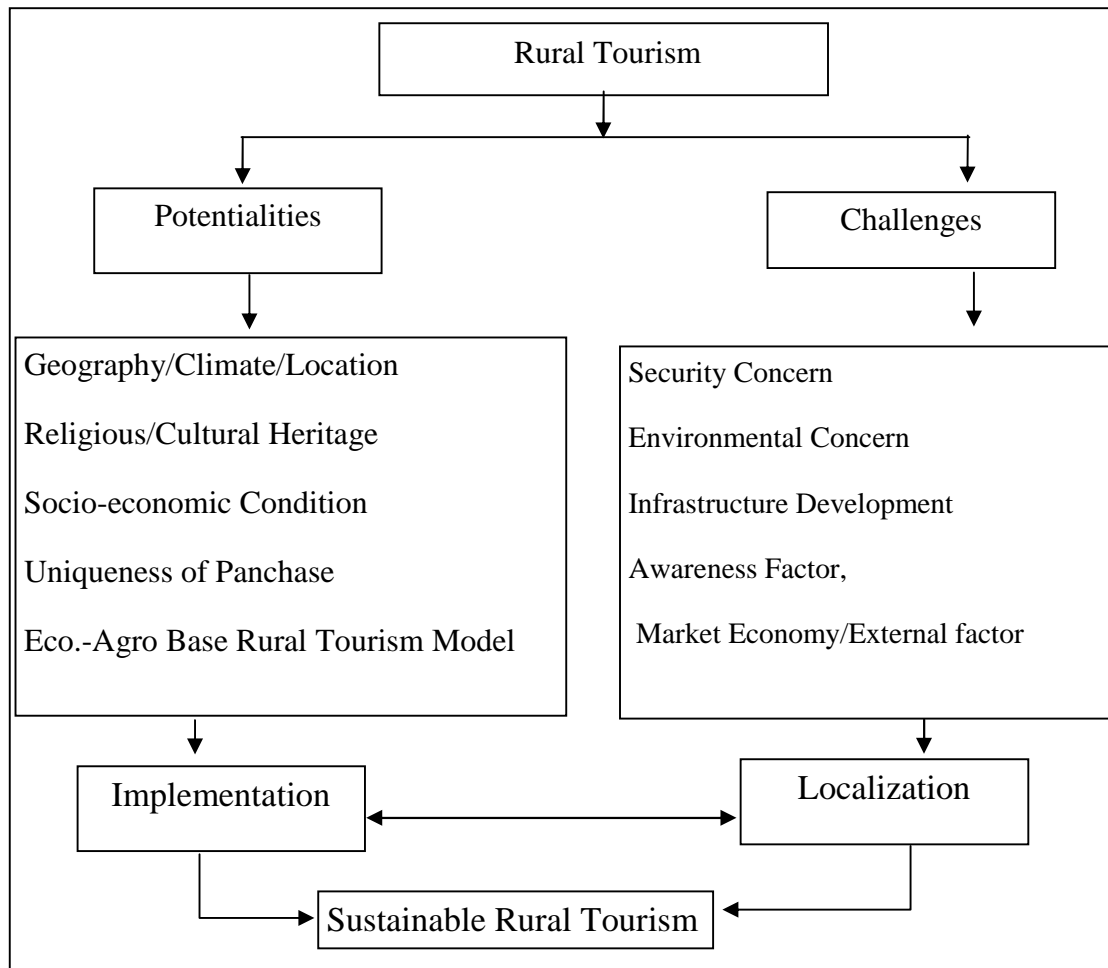
3.6 Data collection Techniques

- a) **Questionnaire:** Questionnaires were used to collect information for the purpose to meet the objectives of the study. Questionnaire is filling up the selected sample informant and household adult member
- b) **Interview:** Information with the key informants is another method to obtain information from the study area. Key informants, Focus interview have been utilized to get in depth information from the study area. Basically information will be taking about rural tourism approach and potentialities for in research area. Questionnaire is structure and non structured schedules were used to collect information from them.
- c) **Observation:** To collect the relevant information of the study, infrastructure development, social activities, social status, health, school, hygiene sanitation, lodging and food condition, income generation activities and production pattern will be observed. Both participatory and non participatory method applied in this study for better performance need to use 'SPSS' statistical package for social science.

3.7 Analysis of Data

To make research more meaningful, the data collected through different techniques are analyzed both quantitatively and qualitatively and descriptive analyzed all data collected from the field rechecked and verified manually to reduce the error necessary. Tables, Maps, Charts, Photos and Diagrams are used to clarify the issues discussed in the text.

3.8 Conceptual Framework



CHAPTER - FOUR

ANALYSIS OF DATA AND FINDINGS

4.1 Preliminary Setting of Study Area

Parbat District is located in the western development region in Dhaulagiri zone with Maygdi, Baglung, Gulmi, Syangja and Kaski are neighbor districts. Total 55 VDC and Kushma Is district Headquarter. It looks like the shape of socks expanding north to south. Parbat district is full of high and low hills, plain, base, gorge etc. made by rivers flows. Major Production, Ethnicity, Literacy rate and other socio- economic condition presented in table below.

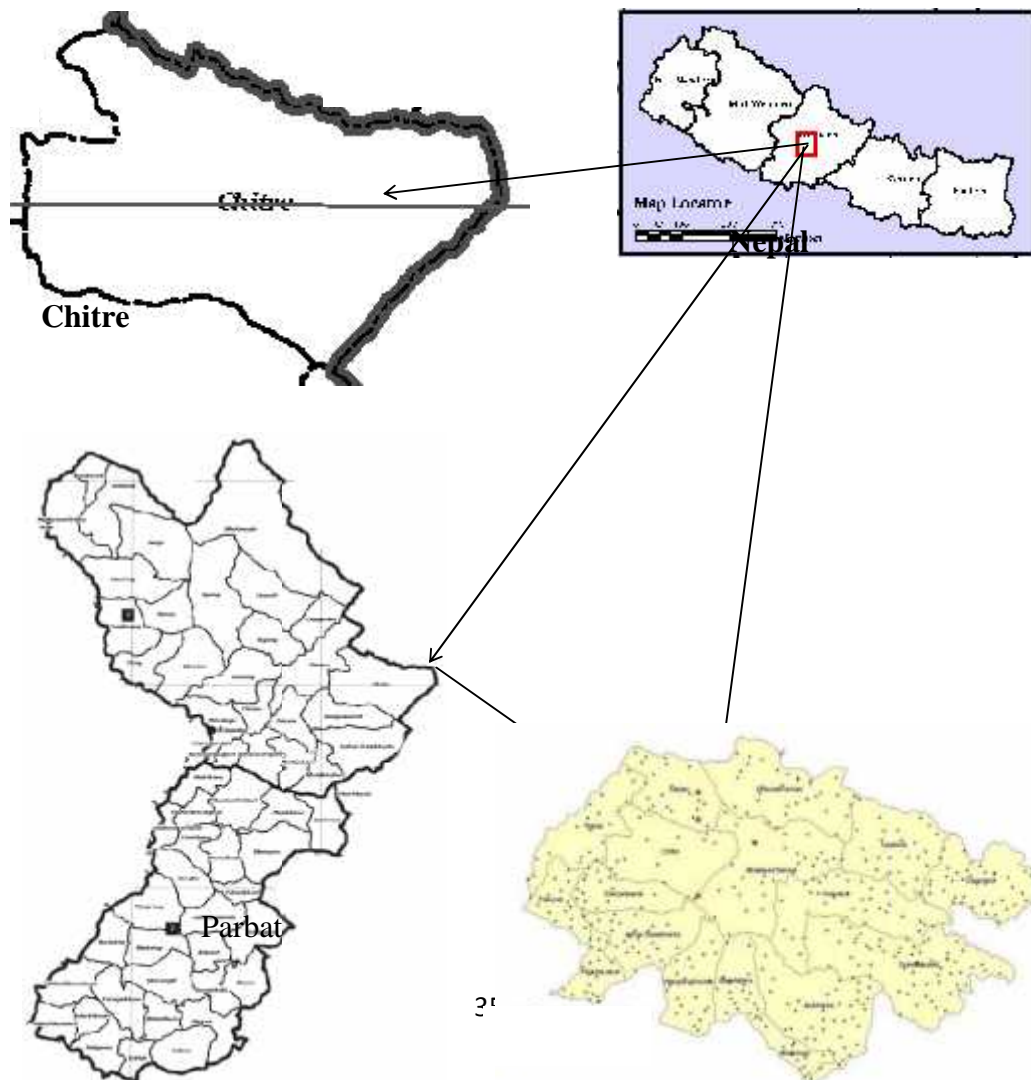
Area	1249 sq.km.	Occupation	
VDC	55	Dependent Agriculture	50%
Municipality	0	Non agro/ Business	49%
Total School	288	Food Deficiency	11004
Toilet Usage	72 percent	Food needed rate	35267 m.ton
Water Supply	88.8 percent	Food Deficiency	114 days
Kami	7.49 percent	Food available	251 days
Damai	6.55 percent	Transport and other Institution	
Gurung	5.09 percent	Road length black topped	32.05 kms
Ethnicity/Caste Population		Post Office	54
Bhramin	38.48 percent	Irrigable land	28592
Chhetri	16.01 percent	Ind. Employment	65
Magar	10.72percent		
Attractive Place of Tourism			
Name	Height	Location	
Hampale Jungle	3309	Bhuka and Ramche VDC	
Dahare Jungle	2266	Karkineta and Panchamul	
Chisa Pani Jungle	2266	Lankhu,	
Gorlangs Jungle	2165	Uram/Horsangde	
Panchase Jungle	2509	Ramja, Chitre, Arthur	

According to DDC information Department Parbat, Source (in Nepali):

4.2 Demography of Study Area: Chitre, Panchase

Chitre Village Development Committee (VDC) situated in 28° 13' 43" to 28° 16' 24" north latitude to 83° 45' 16" to 83° 49' 29" east longitude. Location of the VDC Northwest part of district headquarters Kushma Parbat and northwest part from Pokhara is one of the 55 Village Development Committees of Parbat district. The VDC is nestled in the southwest foot hill of Pancase highland ridge. Other villages nestled around the ridge include Chitre VDC, Ramja Deurali, Arthur, Tilahar, (Parbat), Salyan, Bhadaure Tamagi, Kaski and Arukharka, Bagefatake, (Syangaja) Chitre village settlement is located average 1500 to 1700 mt. height. The highest point is Panchase hill located in ward no 1 and lowest in ward no.6. Ward no 1 northeast facing and ward 2, 3, 4 and 6 North West. Similarly 7, 8 and 9 land slop is facing north where can see the panoramic view of mount Dhaulagiri and Annapurna.

Figure 4.2



Panchase Region

4.2.1 Population

The total population of the area was found around 2832. The population of Odare was highest with 461 where as the population of ward Majghaun 163 was the lowest with only. After 1990s political movement and development of Transportation, people started for migration to the Pokhara. Where most of the retired armies were lured to migrate as the land was fertile and life was much easier. Later the migration even boosted by the rise in the economic level of the people. Other factors contributing the migration of people out side the village are foreign employment and the policy of United Kingdom on retirement of British Gurkhas.

Recently, only the ex Indian armies, elderly people, and economically weak Brahmins, and Dalits were found residing in the houses. Most of the people have either house or relatives living in Pokhara. The population of the villages is expected to decrease more in the coming years as the foreign employment and remittance is slowing increasing the quality of life of rural people resulting migration to the urban areas for the quality education to the children and health services for the elderly people. The average family size is six and the major ethnic groups residing in the village include Gurungs, Paudel, Pariyar, Bishokarma, Sarki etc. (Tourism resource centre).

Table 4.2.1 'a' : Population Distribution

Ward no	1	2	3	4	5	6	7	8	9	total
No. of Tole	7	4	6	3	4	5	12	4	6	51
Household no	77	41	61	31	65	80	68	43	41	477
population	461	230	163	206	399	265	420	247	241	2832

Source: WSAP, (Nepali) 2061 p.8.

Table 4.2.1 'b' : Population Distribution by Age

Year	Population	Percent
0-5	412	12.58
6-18	970	29.3
19-40	1108	33.83
41-50	379	11.57
51-74	369	11.26
75and above	37	1.11

Source: Unpublished village Profile Information taken from VDC Secretary

The above table shows That population is increasing by 623 in six years comparison between Water supply sanitation profile and Village profile.

Table 4.2.1 'c' : Ethnical Settlements

Ward No	Brahaman/ Chetri Thakuri	Gurung/Garti	Puri/Bharati	Kami/Damai/ Sarki	Gandharba/M ai
1	36	13	0	0	0
2	1	13	0	7	0
3	0	9	0	29	0
4	2	20	0	13	0
5	43	8	2	36	38
6	76	0	0	13	0
7	13	23	0	0	0
8	0	2	0	0	0
9	12	15	0	0	0
Total	183	103	2	98	38

Source: WSSP, 2061 (Nepali), p. 10.

The majorities of the total population found of AG, RAG group in second big majority and third follow by DAG. How ever Gandharva and Mjhai found less than presented above number.

4.2.2 Education

A Developing secondary school is in operation at Chitre-4. And a primary school is also in operation at Odare, Dharupata, lamsalthar, Napregaun, Nepane and Kotgaun.. The literacy rate of the village ranges 58.56and Illiteracy 41.43 percent. According to the local teacher, that in Chitre VDC some of school were receive support contribution made by the local people who are live in urban, aboard and foreign well wisher.

Table 4.2.2 : Educational Institution and Students

Ward. no	Name of School	No of student			Worker/ Teacher			toilet	
		G	B	T	M	W	T	Tem.	Per.
1	Panchakosi Primary	35	5388	2	2	4	1	0	0
2	Laxmi primary	35	48	83	2	1	3	1	0
4	Janasiddhha Secondary	168	202	370	10	1	11	1	0
5	Dhaulashree Primary	17	19	36	1	2	3	0	1
6	Durga bhayani Primary	63	72	135	3	1	4	0	1
7	SiddhaBaraha	32	23	55	3	0	3	0	0
8	Bhume Primary	25	24	49	1	1	2	0	0
Total		375	441	816	22	8	30	3	3

Source: WSSP, 2061 (Nepali) p. 12.

The above table shows Gender imbalance, Boys students are attending School more than girls. Similarly Female teachers are less than male teachers.

4.2.3 Agriculture

Though Most of the village people are engaged in agricultural activities, the food sufficiency from the agriculture is about 31.22 percent 3 months, 27.36 four to six month, 4.73 percent for 6-9 month and 17.1 percent for 12 months, Paddy, maize, millet, etc are the main cereals. Majority of farmers have small and fragmented pieces of land, where as few households from the lower belt have large piece of fertile land and they have agriculture surplus which they sell in the nearby market. The situation, of the Dalit living in the area is much vulnerable in comparison with other ethnic groups. Majority of their livelihood depends on share cropping, substance farming and manual works in the field as labor as well as in construction of buildings. The income form agriculture is only enough fro three months. Due to the lack of production resources, the Dalit are mostly engaged in day agriculture labor, porters, and etc jobs.

Table : 4.2.3 : Main occupation and Source of Income

Ward. No.	Agriculture	Service /Job		Business	wages	Total
		Nepal	Aboard			
1	41	2	34	0	0	77
2	16	0	25	0	0	41
3	18	0	13	0	0	31
4	10	2	17	2	0	31
5	30	18	16	0	1	64
6	29	21	28	2	0	80
7	52	3	12	1	23	91
8	15	0	5	0	0	20
9	26	2	6	0	7	41
Total	237	48	156	5	31	476

Source: WSSP, 2061 (Nepali), p-10.

The above table shows that Ward no 7 is dependent on agriculture where most of the DAG are settlement found.

4.2.4 Service oriented Institution

There are general sub health post in near by VDC office and post office presented in table below.

Table 4.2.4: Service Oriented Institution

Wad no.		Staff			Toilet	
		Men	Women	Total	Tem.	Per.
4	Health post	2	1	3	1	0
4	Post office	3	0	3	0	0
4	V.D.C office	1	0	0	0	0
Total		6	1	7	1	0

Source: WSSP, 2061 (Nepali) p. 12

4.2.5 Transportation/Accessibility

Everybody can reach Chitre from Pokhara-Baglung highway passing through Kushma →Dimuwa→ Tilahar →Chitre. Optional route can use from Tilhar→Ramja→ Thanthi→Chitre. Similarly Pokhara→Naudanda→Kandey→Bhadaure deurali →Chitre has found good option. Syangja(Arthar Dandakharka (Ramjakot (Chitre also in used means of transport, seasonal road Jeep. The other way is through the stone paved track routes which is the trekking route (for 7-8 hrs) having normal (3 ft wide) tracks towards Panchase hill and getting through Ghatchina to Panchase then down step to Chitre. This so being the two way tourist junction will be the appropriate site for rural tourism.

4.2.6 Accommodation

Community house in the top of Panchase, Likewise, the home stay is possible in Patanchautara, Pakhagaun and Napregaun. The people will be glad to receive guests whether they are international or domestic as they have the culture to receive the guest.

4.2.7 Water Supply

The water supply situation in Chite VDC area is satisfactory. There is piped water supply system of government with distribution in every household and somewhere a community tap provided at 2-3 minutes distance from each house. Somewhere on the path can see the stone spring tap traditional. Tindhara is the most popular place near by VDC office where community utilizing main source of tap water. It is important by reason of archeology.

4.2.8 Status of Security and Health

No such security related problem was identified in the area. There is a police post in Dimuwa. Health post available close by VDC office. The air quality and water quality is fine in the area. In addition to it, the area is not so remote from Pokhara and Kushma and Syangja there is road access everywhere. Moreover the local people are friendly and helpful and they are never hostile to the guests. So the area is sound in terms of security and health

The specific study sites were limited to sociological profile, Social-economic status and awareness about rural tourism in VDC settlements.

Chitre, a place not far from Pokhara and which epitomizes natural beauty combined with cultural heritage, is located on the tri-junction of Kaski, Syangja and Parbat districts. It is developing into a rural tourism destination.

The place is famous for its biodiversity, historical and religious heritage and sight-seeing. Locals have started providing 'home-stay' services to tourists as more and more tourists are visiting the place and tourism activities have increased. Home-stay services have started at Chitre and Arthur dandakharka in Parbat village, Bangsing in Syangja and Bhadaure Tamagi Kaski. These villages are among the half a dozen villages in the three districts that are covered by Panchase circuit. "Rural tourism can be boosted if home-stay service is provided by the houses here," Says Susila Devi Gurung Headmaster Panchakosi Primary school.

4.2.9 Some Important Place in Chitre VDC with Prospect of Rural Tourism

a) Odare

It is located in ward no 1 with facilities of primary school, tea shops. Natural environment of jungle. Sound of birds and river/stream and where is found Bat Cave too. This place is popular about Natural herbs like Aiselu, Chutro, Kafal During the season Springs. Odare is the place junction to join village of Bhadaure and Salayan vdc of Kaski.

b) Phakhagaun Majhgaun

Pakha gaun maj gaun is located in ward no. 2 in VDC, is facilitated with a primary school, Gurung and dalit community settlement. Stone slate room house facing each other where, locals Gurungs are preparing for running home stay tourism with the innisiation of Miss Susila gurung. This place also calls by name Majgaoun, Dharupata.

c) Patachautara

Patachautara is the main spot of the VDC where Secondary school, Health post, teashops, and accommodation are available. The area is also the market center for the neighboring settlements like east belt to Odare, south west belt Narpe gaun and Pathlakharaka and Patachautara is the gateway to Panchase highland ridge. Chitre is a living museum where any internal or foreign

tourists can observe the traditional architecture, Celebration of festival, rituals, tradition by different ethnic. Namely Brahamin, Chettri, Kami and Damai of western Nepal. The structure of most of the houses is still strong looked well maintained from outside as they have slate roofing.

d) Kotgaun

High peak place Kot is called by traditionally, where the Darbar was located for rulers of Baisi Chaubisi state in Nepal. How Ever there is not any proof which of the King ruling the area said by Kalidas Timilsena, Lecturar Prithivi Narayan Campus Pokhara During Baisi- Chaubisi period Ramjakot established, according to villagers Kasikot is ruling over Ramja Deurali VDC, Chitre VDC, Tilahar VDC, Pakuwa VDC which are in located now in Parbat district. As that period people has to go pray and worship to Kasikot, Kaski. This is approximately 25km far from Ramjakot. With lack of transportation and all the way through the jungle it is very difficult to pass safely through thieves. So people and rulers decided to pick a statue of god Bhagawati to move at Ramjakot. Since that period above mention VDC of Parbat VDC call by Ramja. Ramjakot is locating at ward no 9 at Chitre VDC. According to the Krishna Gurung vice chairmen of VDC, Chaitra and Bijaya Dashain festival worship of Goddess Durga is done by local through culturally and religiously friendly. Brahamin is priest and name given by Kot Pujari and Gurung is the main organized member. So it Kotgaun settle by mostly Gurungs. However, is almost a ruined settlement of Kot is popular for sight seeing over looking panoramic view of Dhaulagiri, Annapurna range and Famous Panchase landscape.

e) Barahathan

It is a symbolic place located to the Trijuntion of **Napregaun, Chauralthar, Nepane**. Big rock lay in the slop. People from surrounding area do worship every August and September on this Rock for their agricultural production escaping from hailstone. Goat is a scarified animal during Puja. Main priest is Brahamin, Paudel and Dhungana with other from surroundings locals are organizer. People believe that Siddha Baba is located on the top of Panchase hill and Baraha in the belt of people settlement and they call there is a connection by natural/historical and cultural site between Panchase top and Barahathan said Kha Kumari Paudel. It was interesting to find out to Nature, culture and religion as symbols of the process of Socialization.

f) Lamsalthar/Saradikhola

This is the lowest part of the geographical location in village. Mostly Brahamin and Chetri settle around Ratikhola edge. Lamasalthar, Saradikhola and Pangalithar is famous for production fruit orange and fishing in Rati Khola.

4.2.10 Potential Tourism Activities in Chitre VDC Area

According to the Water supply sanitation profile, observation, key informants through field survey and communication through local and other tourist we can suggest following are the attractive place for tourism in the study area.

Table 4.2.10 : Potential Tourism Activities in Chitre VDC Area

SN	Name	Area
1	Cultural Trekking	Lamsalthar, Pakhagaun, Majgaun, Nepane
2	Mountain Biking	Along the new track roads through jungle and village
3	Hiking	Dimuwa, Tilahar, Chaurelthar, Patachautarae, Barahathan Panchse,
4	Ethno botany Study	Panchse highland, Odare, Parkedanda
5	Bird Watching	Panchse Lake/jungle
7	Gliding	Panchase, Chuli, Kusiley, Bhume than
8	Fair celebration	Bala chaturdasi mela(panchase), Tote Parba(Shrawnan/ Chaitra) in Gurung settlements, local sports competition patachautara , Ramjakot Devi Mela in Dashain, Barahapuja (srawan), Panchabally mela closer with vdc office
9	Home stay/ Camping and research	Pakhagaun, Majhgauni, Patachautara, / Barahathan Napregaun

Source: Field Survey, 2010.

A respondent in said that tourists frequently pass through their village and some of them contribute pen, copy to the village children. We could also observe the village children bidding Namaste to every passer by through the village. To develop the area into a tourist destination and

to increase the length of stay in the village a package should be developed with the various activities throughout the season.

4.2.11 Major Tourists Attractions in the Area

Being nestled with Panchse highland ridge and lying very close to Pokhara, Kushma Annapurna area, the area has greater potential for tourism development. Moreover the area is enriched with the unspoiled culture and architecture. Moreover the area has the best climate and rich in biodiversity. The detailed natural attractions are mentioned in the Table No 1.

Table 4.2.11: Tourism Attraction in Chite Village Area.

SN	Name	Features
1	Panchase Ridgeand	Panchhase highland ridge is one of the highest ridge of Mahabharat ranges. More over it is the watershed of Harpankhola, Ratikhola,Jarekhola, Andhikhola.
2	Panchse Lake	There is a small lake in the Panchse ridge. There is a belief is that you can never see a leaf in the pond as birds pluck it away leaving the pond absolutely nice and clean all year round.
3	Biodiversity and wild life	Panchase area and its surroundings have diverse topography rainfall and temperature. It also has high degree of ecological as well as biological diversity. The trees like, Pine, Fir, Bangset, Uttish, Rhododendron are very common in the area. In addition to it various types of ferns, climbers, creepers, shrubs and herbs are also common. Leopard, lynx, wild cat, brown bear, pangolin, bats, squirrels, jackals, deer, porcupines, monkeys are common mammals of the area. Similarly, a lizards, snakes, pythons are the reptiles of the area.
4	View points to observe Landscape	Kotgaun, Parkedanda, Panchse ridge are the viewpoints in the area form where the tourists can have a magnificent

		view of Dhaulagiri, Machhapuchhre and Annapurna Himalayan ranges
6	Gurung Settlements	Pakhapani, Majgaun, Thulswanra, Kotgaun are unspoiled Gurung settlement where tourists can observe traditional architecture of Gurungs of Nepal.
7	Temples and shrines in the area	Devithan(Ramja kot), Lariarha Baba(Patachautara)Thuldunga Barahathan, Bhume dewata (Bhumethan)Pamchase panchadham(Panchase highland ridge),
8	Fair and festivals	Teej (Patachautara), Bala chaturdasi mela in Panchase lekh
9	Local handicrafts and artitures	Wood carving in the doors and windos, Chautaras along the trekking trails, metal related utensils (Khukuri, Knife etc, bamboo related handicrafts etc are the local handicrafts of the area.
10	Dalit settlement	Nepane is purely dalit settlement with unique housing pattern reflecting local resources and culture to adopt local instruments ,
11	Ramja Kot	It was one of the forts during Baise Chaubise Rajya (Petty states in the medieval period in Nepal) days
13	Tote Parba	It is in the month of Chaitra and Shrawan, the children dress up almost like Gai Jatra and try to scare away the evil spirits (all the Gurung villages do it and each house give grains and money to those participants)

Source: Field Survey, 2010.

4.2.12 Market Opportunities

A school teacher, who is running a tea shop cum home stay in Odare, claimed that most of the tourists coming to his home are from Internal, Europe and USA. He further says that earns good amount from the tourists compare to their business the respondents of Patachautara claimed, that the volume of tourist has increased after the opening of track road to Chitre. The most of the tourists travel though the classical route to Pamchase Hill- Panchase tal to Chitre.

4.2.13 Efforts Made in Tourism Development

No such efforts had been made in the area in tourism development sector. But other basic infrastructural development in the area is supported by Panchase tourism development committee in the area

4.3 Analysis of Findings

Among the five hundred nine households, the researcher took the seventy six households, by the help of random sampling with three clusters.

4.3.1 Educational Status of the Respondent

Following table shows the educational level of the sample population taken, as from interview taken 76 samples, Majority of the populations are 38 percentage literate. In the study area, the researcher found that literate people have sound knowledge on the tourism in comparison to the illiterate people. Very few percentage of the population got higher education. So, it is needed to wake up the people the Chitre as rural tourism destination. The result is shown in the table 5.1.1 and Figure 1.

Table 4.3.1 : Education Level of Sample Population

S.N.	Education level	Number	Percentage
1	Illiterate	15	19
2	Literate	29	38
3	SLC	23	30
4	Higher	10	13
	Total	76	100

Source: Field Survey, 2010.

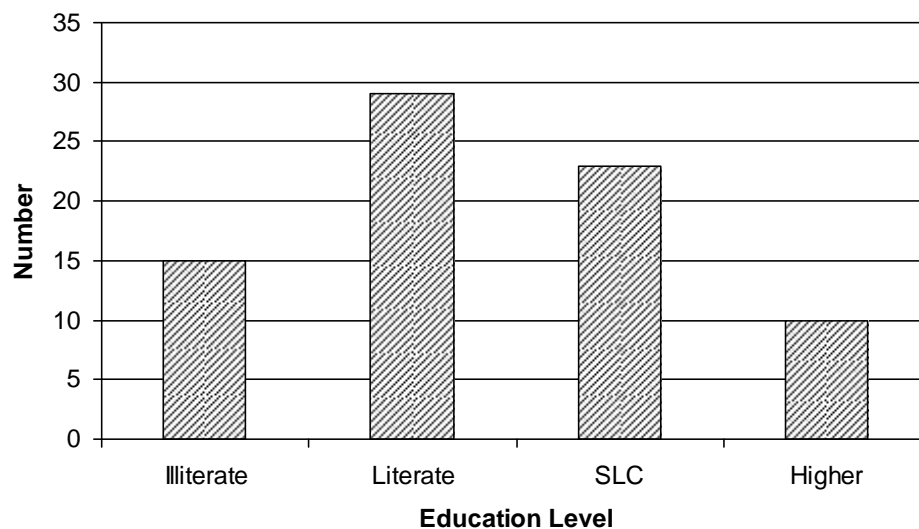


Figure 4.3.1 : Education Level of Sample Population

The main problem that the rural tourism in Nepal is facing is the lack of management skills among the ones involved in tourism projects, most have little knowledge or experience of tourism development. This problem gets many fold amplified in remote places where most of the businesses are handled by less educated community people. However study Area founded mostly literature.

4.3.2 Occupational Status of the Respondent

The majority of the people of the study area are engaged in agriculture (67%), very less number of people are engaged in business (3%), whereas labour, job and students area 12 percentage, 3 percentage and 4 percentage respectively. The researcher found none of the people involved in tourism business. However, few people run the small scale home stay and providing firewood, cold drinks for camping tourist occasionally. So people from the Chitre should not be done late to promote Agricultural production as to make unique destination of rural tourism in Panchase region. Which is shown in the table No. 5, 1, 2 and fig. 2.

Table 4.3.2: Occupational Status of Sample Population

S.N.	Occupation	Number	Percentage
1	Students	3	4
2	Labour	9	12
3	Agriculture	51	67
4	Business	2	3
5	Job (government)	11	14
	Total	76	100

Source: Field Survey, 2010.

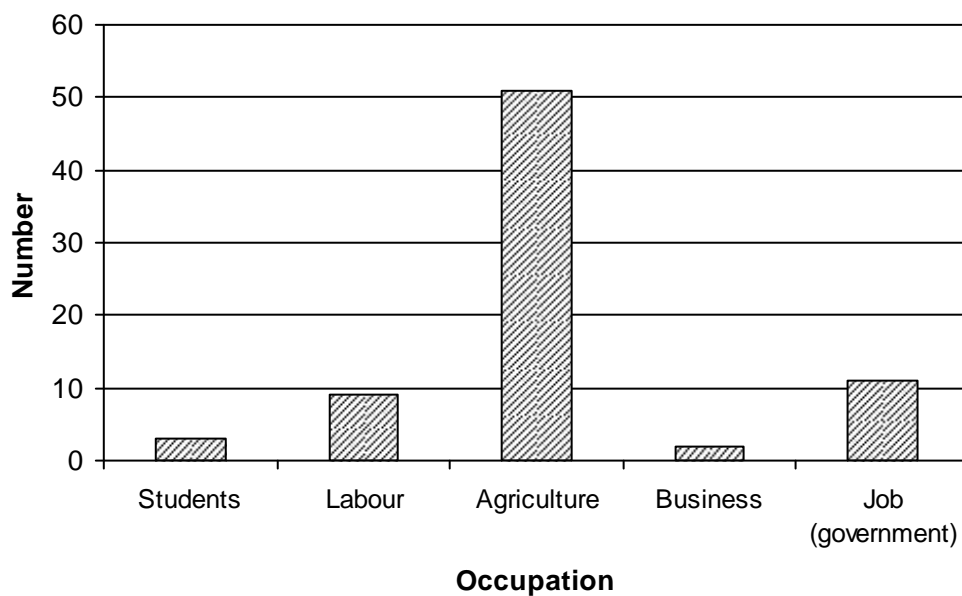


Figure 4.3.2 : Occupational Status of Sample Population

Visitors have the opportunity to work in the fields alongside real farmers and wade knee-deep in the rivers and rivulets. Agro-tourism is the specific rural tourism focusing on agricultural diversity, variety of produces like mushroom, honey-production, different organic farming practices for vegetables production, hunting, medical plant cultivation, agriculture related fair and festivals, horse riding, bird watching, visiting different nurseries, herbal farming, botanical garden, plugging with pair of bullock, Ropai Jatra, different Hat bazaars, that attracts both internal and international visitors.

4.3.3 Social Status of Respondent

Table no. 4.3.3 shows that majority of the people, researcher found Advantage group have been more emphasized on tourism development, Investment to education, Aware of conservation of local resources which occupy the 45 percentage and 12 percentage out of the total sample population. The figure indicates that the occupied population falls on the middle class family. The people those who falls on the middle class family have been adopting the agriculture, animal husbandry and small scale business, ex- army and job in government school. These tables show that 43 percentage Disadvantage group people of the study area are not able to earn sufficient food however remaining 30 percent of them maintain their expenditure through the remittance from India and gulf countries. It indicates, there is no combination of ADG, RADG and DAG within the study area.

Table 4.3.3 : Sampling Population by Social Status

S.N.	Social Status	Number	Percentage
1	Advantage group	34	45
2	Relatively advantage group	9	12
3	Disadvantage group	33	43
	Total	76	100

Source: Field Survey, 2010.

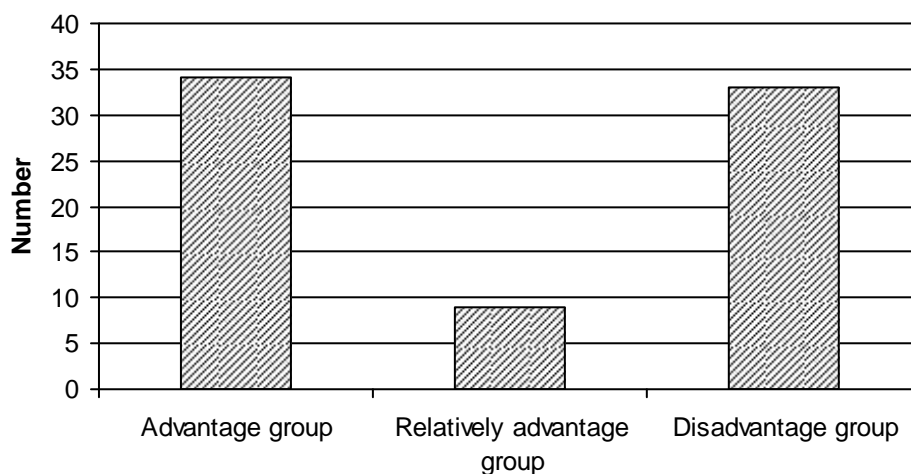


Figure 4.3.3 . Sampling Population by Ethnicity

People residing in rural areas are not getting due benefits of tourism. Rather people who are not getting even any benefits of tourism are suffering from different kinds of social, economical and environmental impact. There is also a great concern about the commercialization of culture.

4.3.4 Population Composition

Population composition of Chitre VDC shows that the proportion of female population was slightly higher than the male population. The highest proportion of Chitre was in age group (0-19). The population gradually decreases with least proportion of population in the age group (60 and above) population structure of Chitre VDC by age were presented above Table.

Table 4.3.4 : Age Status of Respondent

Age	Female	Male	Percent
Less than 19	14	12	34
20-40	12	9	27
41-60	17	7	33
60 and above	3	3	8
Total	46	30	100

Source: Field Survey: 2010.

Involvement of women in capacity building training such as home stay management, cookery, and waste management as the experiences have shown that it is impossible to manage rural tourism without the active role of women and table shows the majority of woman found.

4.3.5 Food Sufficiency

The nature of food sufficiency in Chitre is in the figure. Out of the total respondent 7 percent of the households have enough grains produced from their farm land for 12 months. Where as 33 percent household have sufficient for 6-9 months and 40 percent of household have food deficient for less than 6 months of the year. For the rest of the year, they have to buy food stuffs from outside. Food imported by bringing from Dimuwa through Pokhara Kaski district. Food sufficiency in Chitre was presented in table and figure

Table 4.3.5 : Food Sufficiency

S.N.	Food sufficiency	Number	Percentage
1	12 months	5	7
2	6-9 months	25	33
3	Less than 6 months	45	40
	Total	76	100

Source: Field Survey, 2010.

The above results of the food sufficiency also show in the pie-chart.

Figure 4

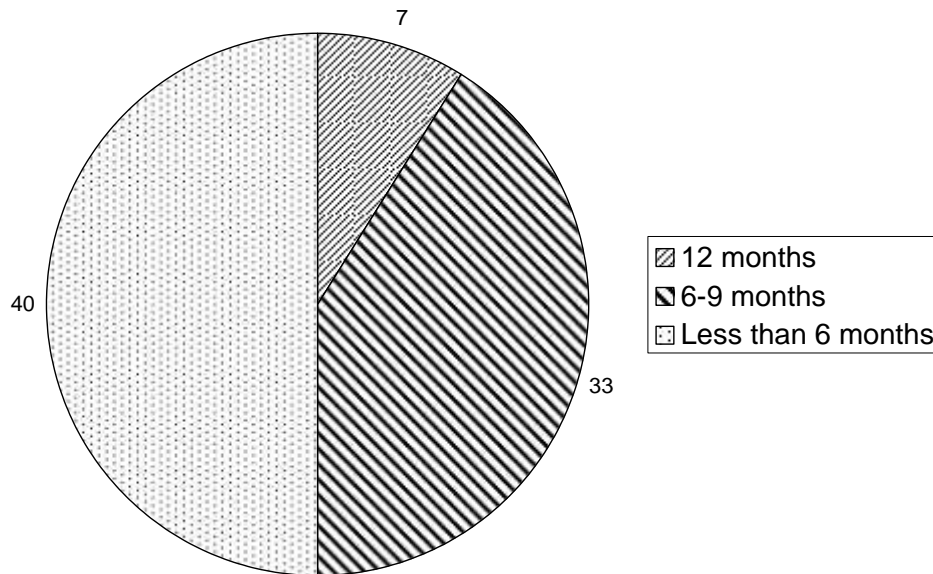


Figure 4.3.5 : Food Sufficiency

It illustrates, most people from study are engaged in agriculture and majority of the people have food deficiency thus Agro tourism can bring about some rays of hope in the lives of the rural people by diverting the tourists to those areas, where there is range of agricultural activities, services and amenities provided by the farmers and rural people in order to generate extra income for their business.

4.3.6 Possible Area for Rural Tourism

Table no. 4.3.6 shows the main possible area for rural tourism is nature, which covers 75 percentages among the total possible area. In this way, cultural and others area covers 20 and 1 percentage respectively.

Table 4.3.6 : Possible Area

S.N.	Possible area	Number	Percentage
1	Natural area	60	79
2	Cultural area	15	20
3	Others	1	1
	Total	76	100

Source: Field Survey, 2010.

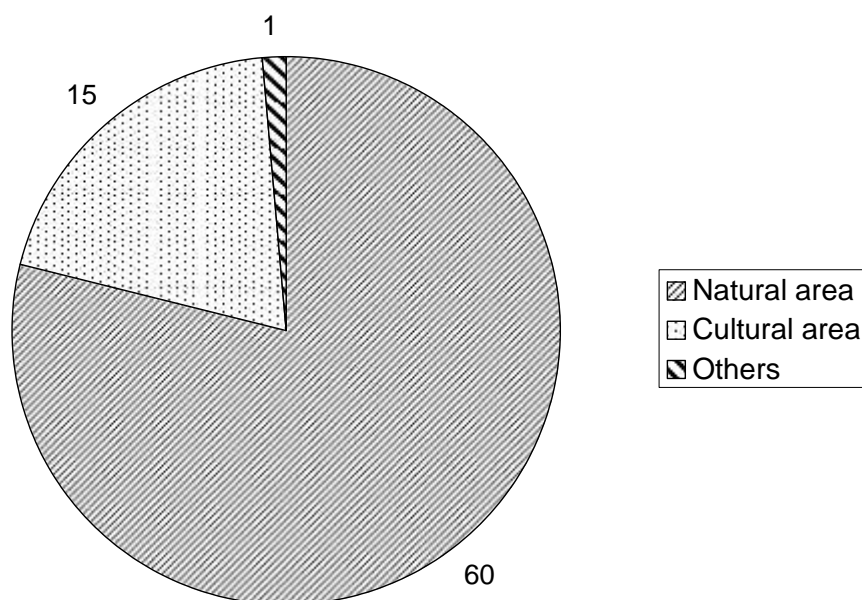


Figure 4.3.6 : Possible Area

Ecotourism in Nepal, the basic principles of sustainable tourism viz. using resources sustainable, maintaining biodiversity integrating tourism into planning, supporting local economies

consulting stakeholders and the public, marketing tourism responsively and undertaking researches. It makes more clear that Eco Tourism is possible area to develop rural tourism.

4.3.7 Major Role in Rural Tourism Development

Table no. 4.3.7 shows Local Agency has covered the major role to develop the rural tourism in Chitre region, which covers the local agency 46 percentage and government and other Organization are covered 28 Percentage and 20,7 percentage respectively. Although above role is not sufficient for rural tourism development, so that to increase the positive role of all sectors which supports to develop the rural tourism.

Table 4.3.7 : Major Role in Rural Tourism Development

S.N.	Role	Percentage	Percentage
1	Government	21	28
2	Local agencies	35	46
3	I/NGOs	5	7
4	Above all	15	20
	Total	76	100

Source: Field Survey, 2010.

The above result, we can also show in Figure can support to analyse the result.

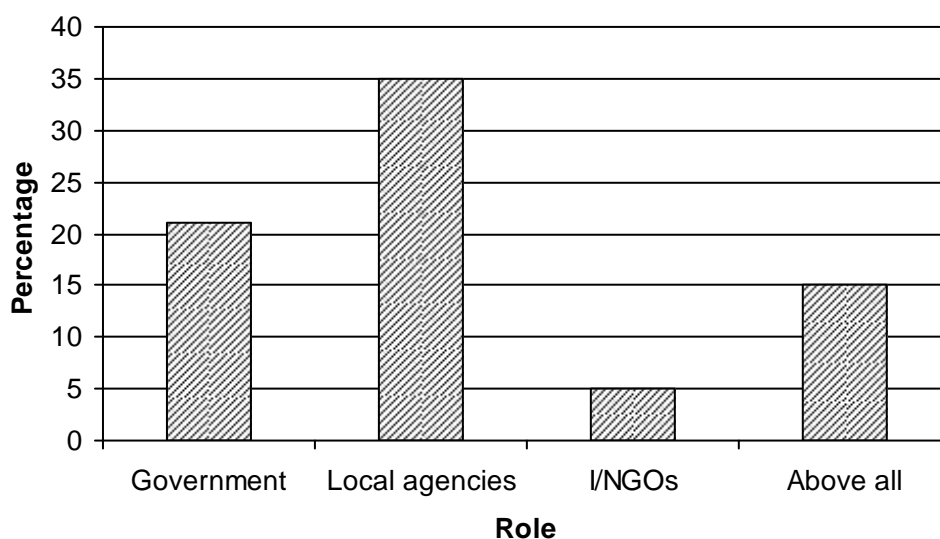


Figure 4.3.7 : Major Role in Rural Tourism Development

Lack of sufficient air or road transport and local road and trails is one of the main problems of rural tourism in Nepal. Motorable Road is build by excavator with out planning and it makes landslide and deforestation. Thus the local bodies like DDC and VDC have to play active role to facilitate a community with a mechanism for constant monitoring of impact of sustainable tourism in the rural areas.

4.3.8 Propose Investment Sectors of the Tourism Income

To analyse the investment sector, most of the people invest in there income in the Education which covers 58 percent of the total income. In this way, food, health and others sector covers the 26/13 percent respectively.

Table 4.3.8 : Investment Sectors of the Tourism Income

S.N.	Investment sector	Percentage	Remarks
1	Food	20	26
2	Education	44	58
3	Health	10	13
4	Others	2	3
	Total	76	100

Source: Field Survey, 2010.

The above table no. 4.3.8 has also shown in the figure 8.

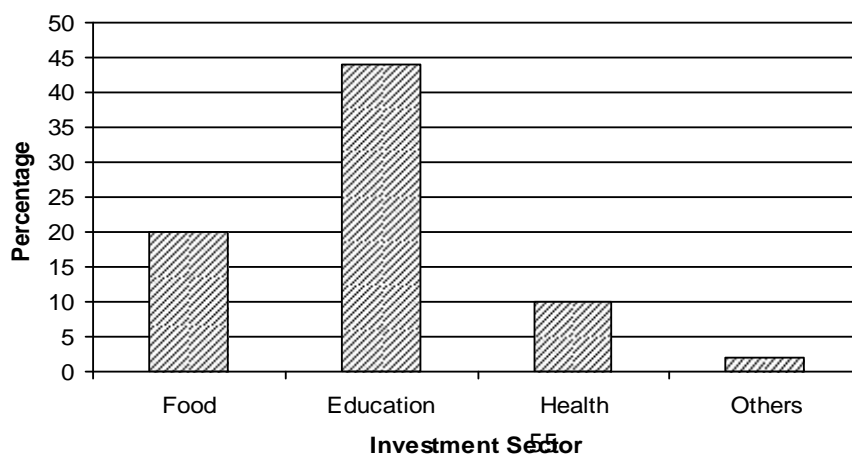


Figure 4.3.8 : Investment Sectors of the Tourism Income

The research shows that the income of respondent purpose investment in education. So, high investment in the education awareness and income people are interest to invest the education. If people get the alternate income source they added to invest education and health sector which maintain the human development index.

4.3.9 Potential Aspect of the Study Area

The table 4.3.9 shows, in the study area is the rich of the all sector. Among them natural and cultural sector is major attractive sector of the Chitre region, which covers the 46 percentage of the total percentage. So, ecotourism, has covers the 34 percent, in this way, peaceful environment, recreation 20 percent respectively. In a nutshell, we can say, Panchase region is the rich for rural tourism.

Table 4.3.9 : Potential Aspect of the Study Area

S.N.	Role	Percentage	Percentage
1	Peaceful Environment	15	20
2	Natural and Cultural	35	46
3	Eco-tourism /Religious Tourism	26	34
	Total	76	100

Source: Field Survey, 2010.

In this result has also shown in the graph which makes to easy to understand the result.

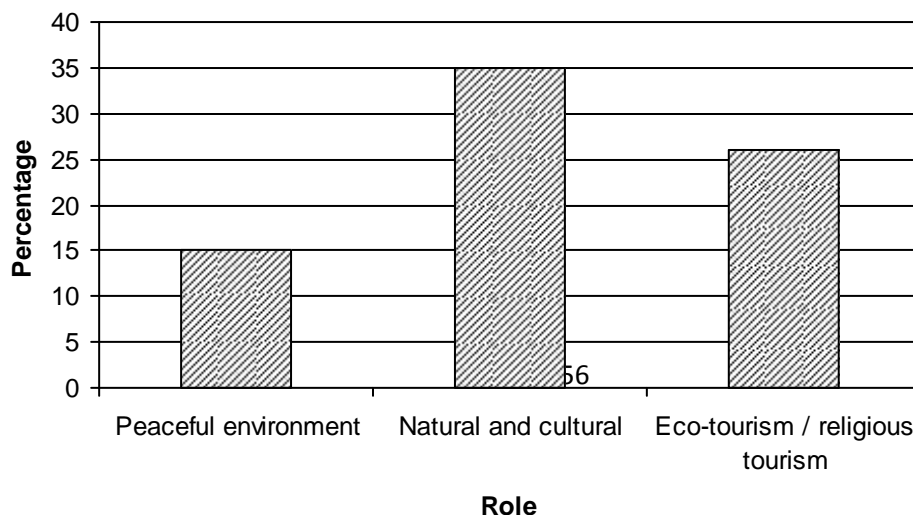


Figure 4.3.9: Potential Aspect of the Study Area

Tourism brings both positive and negative impact in the country. The pressure on the natural resource base is very high in rural tourism areas. Many species of flora and fauna may be threatened and disturbed in their habitat. Moreover, those who are directly taking benefits of tourism are should be taken any serious steps to minimize the environmental damages.

4.3.10 Attitudes of Local Respondents towards Rural Tourism

As per the survey, 85 percent respondents agreed that, tourism helps the villagers better appreciate their community, 60 percent of the respondents agreed that tourism development would increase protection of natural areas, where as 40 percent of them disagreed that tourism development would increase protection of natural areas. 100 percent respondents agree that environmentally destructive activities should be discouraged and current rules used in managing the resources in the area are adequate. 30 percent of the respondents reported that decisions about how much and what kind of tourism we should have are best left to the residents of the area, where as and 70 percent respondent did not have Idea how to preserve the nature.

100 percent of respondents reported that first, second and third barrier are lack of tourism business understanding of and tourism related infrastructure respectively. Where as other factors such as low participation women, low economic return in comparison with foreign employment and language barriers were also identified. But respondents are sound happy to see and talk by the sign With the Foreign Tourist, cited by participatory observation is hidden symbols of Nepalese culture toward the guest.

Table 4.3.10 : Challenges Related to Rural Tourism Development in Chitre

S.N.	Challenges
a.	Out Migration
b.	Lack of Local Capacities to manage Rural Tourism
c.	Lack of Appropriate Modality

d.	Nature and Environment Degradation
e.	Development further Tourism Infrastructure
f.	Social Inclusion and Gender Issue
g.	Sharing Risk and Benefit from Tourism

a) Out Migration

Almost 55 percent of Chitre households are empty due to the out migration to Pokhara, Chitwan, and Kathmandu and abroad. The area is not far from Pokhara and Kushma and there is motor able road from Pokhara. Moreover, the area has 24 hour clean natural water services. The air quality and visual and sound pollution in lower in Chitre than in urban city. But despite of such situation most of them want to live in city rather than their native village. Such trend will be challenge in rural tourism development as well as unorganized urbanization of Nepal.

b) Lack of Local, Capacity to Manage Rural Tourism

Capacity building trainings like language and communication skills, Rural tourism management, hospitality training is essential for Tourism management. Currently, there is lack of such human resources in the village..

c) Appropriate Institutional Modality Development

There is not clear-cut institutional framework at micro and macro level for the management of rural tourism in Nepal. Various NGOs and GOs are piloting various institutional structures as per the context of local area. In this area also, involvement of stakeholders of tourism and preparation if institutional framework for the sustainable rural development is a great challenge as tourism development can not go forward with the combine effort of government, private sector, community and NGOs.

d) Conservation of Nature and Environment Degradation

The main negative factor seen in tourism development in Panchase is the problem of infrastructure. Moreover, the cost of running rural tourism in such places is considerably high which further deteriorates the prospect of rural tourism development.

The natural stocks of the area is decreasing every year due to the construction of UN engineered motor road construction is increasing every year. Haphazard road construction is not only degrading the environment but it is also increasing the risks of landslide and flooding in the area. More over when there is road access, illegal cutting and commercialization of timber and forest product will automatically increase. In future when tourists increases, the natural stocks will also decrease as the number of houses might increase to meet the demand of accommodation for tourists. There has already been waste management problem in Panchase. So there is the challenge of environment degradation and sanitation

e) Development of Further Tourism Infrastructure

The area needs further tourism infrastructure like viewpoints, upgrading of shrines and temples, tourist shelters and rest house on the way to Panchase highland ridge, waste incinerators, rote marking and singe, tourism resource map in every village are necessary for the further tourism development of the area. As it is close to Annapura Conservation area, it must have the facility equivalent to the facilities available in Annapuran area, because it will certainly have compete with Annapurana conservation area for tourists and in some cases the overflow form the Annapurna area will certainly visit the area because Annapurna area is always over crowed in tourism season. The area should be developed as an alternative area of Annapurna area.

f) Socio Cultural and Gender Issues

During the field visit it was found that the gender status in Gurung community was higher than in the households of Brahmin, Chhetri and Dalit communities. The women from Gurung community were forward and leading the community through Ama Samuha. They have been doing some cultural performance in the village. The club has physical assets like table chair, cooking utensils; blankets are used in the community functions like puja and other communal rites. Likewise the Gurung women were quite forward and spoke confidently like their male counter parts, but the women form other communities seemed backward in comparison with their male counter part and were shy while talking to the outsiders. So there needs, much to be done with the women empowerment of the non Gurung communities. More over, women play vital

role in tourism management because most of the male members do not live in the village and overall cooking and hospitality management comes in the hand of women.

g) Sharing risks and benefits from tourism

The tourism management will only be meaningful if the benefits from the tourism reach to the poorest people living in the area. To share benefits to them, they should be involved in tourism management as these people have the skills of carpentry, construction, More over they can prepare souvenir such as Baskets, Handmade Gloves, knife, Khukuri even those are made by wood for the tourists. The programs such as vegetable farming, bee keeping, and goat rearing can increase their household income.

CHAPTER - FIVE

CONCLUSION

5.1 Summary

Nepal as a whole can receive more benefits from tourism than it is at present tourism can be a means for development in rural areas already rich in natural and cultural resources. It helps the natural and cultural heritage for both tourists and local inhabitants. Linkage between rural areas and urban areas need to be established to create more possibilities for distribution the benefits of tourism. Altogether contribution of tourism for the development of National economy is significantly high, people of Nepal's rural area have yet not been able to create much benefit from it. Very little benefit from tourism is distributed in or returns to the population of rural communities. The study was carried out to assess the Importance of rural tourism on the development of rural community. the researcher aims at to identify and explore potentiality of rural tourism in Panchase region particularly in Chitre VDC and analyze its role for economic development i.e. employment and business.

In addition, research also suggests the policy measures for poverty alleviation through rural tourism in the study area. In this research, exploratory and descriptive research design are applied to meet above mentioned objectives, methodologies such as household survey using purposive sampling, field visit, and FGD were used in order to generating valid data and information. Both primary and secondary sources of data collected for the quantitative and qualitative analysis. Questionnaires were used for household survey. Checklist was used to ask question for FGD, for the reliability and validity of data cross questioning and field observation techniques were employed by the researcher.

The area has a great potentiality for tourism development which is expected to be supplementary income to the retired armies and people who depend on agriculture for livelihood. Additionally, tourism can bring awareness in the value of cultural and natural resources of the area as well as improvement in the basic infrastructure in the area.

Majority of the people are literate in the study area. Therefore, there need to be initiated Development based programs by the government and non-governmental agencies. There is a connectedness tourism and education because the more number of educated people helps the development activities like in tourism because it plays significant role in its promotion and publicity within the short span of time. The people of the study have been adopting agriculture. About 75 percent of the sampled population involves in the agriculture services and remaining other population adopts non-agricultural activities like population adopts non-agricultural activities like business, service and students. Non of sampled respondents found adopted tourism as their main occupation. There is a high potentiality to run agro-based industries and the business of NTFP however they have lack of knowledge of its sustainable use and exploitation, if the government draws their attention for the establishment such types of industries and tourism hand in hand the income level of people will be increase immediately. This study shows that without preservation Natural resources, there is no possibilities to promote the tourism of the country like Nepal. Therefore, here, I have emphasized that government should have made clear policies to conserve the religious ecological and cultural places found at that area. The NTFP might be potential part of business which can export to the tourists, however, it's sustainable use and exploitation should be necessary.

5.2 Recommendation

On the basis of conclusion suitable recommendations have been made in order to provide solution to the various problems of tourism. Chitre is the potential for the rural tourism and sustainable development. Its natural setting has added much beauty on it. First and foremost Chitre should be developed externally and there should be advertisement and other attraction area should be preserved to attract the tourist. Depends upon my study the following recommendations should be followed:

-) Priority should be given to the development of rural tourism destination in order to alleviate poverty sustainable development Approach.
-) Study area itself one of the potential area for the study of the eco-tourism therefore, further research is needed.

-) Awareness building: the aim of awareness building through community communication programmers, non-formal education programmed.
-) Developments of minor forest products such as aromatic and medicinal herbs, ferns, orchids that are in high demand.
-) Education and training activities that encourage local skill enhancement and natural resources management capacity.
-) A combine effort of GO, I/NGOS, private sector, local bodies and indigenous institutions should work together for Naturally beauty of Chitre should be preserved and protected its Natural Disaster.
-) At national level Taragaun Development board, Department of National park and Wildlife reserve, National trust for Nature conservation can support the project.
-) DDC, can play the catalytic role for the over all tourism and conservation of the area . Focus on the tourism related infrastructure (viewpoints, Gurung Cultural house, route marking, signage, rest houses community lodge, home stay etc) in the area.
-) Encouraging farmers to adopt high value crops and cash crops.
-) Increasing the value added from agriculture and agro-forestry producers through Kurilo, Chiraito, Nigalo (Bamboo), and Lokta (*Picanthus nepalensis*), etc.
-) other option might be the landowners themselves should create a company of organic farming, agro tourism, home stays, resorts or the production of high value cash crops, so that more employment will be created in one hand as well the protection of environment will be possible at the same time.

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Appendix - I

:yfgLo afl;Gbfsf nflu k|ZgfjnL

(क) व्यक्तिगत विवरण

नाम:-

उमेर:-

लिङ्ग:-

पेशा:-

परिवार सदस्य संख्या:-

धर्म:

जात:

स्थान/टोल:-

(ख) प्रश्नावली

(१) जीवन यापनका लागि कुन पेशा अंगाल्नु भएको छ ?

(क) कृषि (ख) नोकरी (ग) व्यापार (घ) अन्य

(२) तपाईंको उत्पादनबाट कति समय खान पुग्छ ?

(क) १२ महिना (ख) ६-९ महिना (ग) ६ महिनाभन्दा कम

(३) यस क्षेत्रमा पर्यटन विकासको सम्भावना कस्तो छ ?

(क) अत्यन्त राम्रो (ख) सामान्य (ग) नराम्रो (घ) थाहा छैन

(४) ग्रामीण पर्यटनको बारेमा तपाईंलाई थाहा छ ?

(क) छ (ख) छैन

(५) यस गाउँमा पर्यटकको सबैभन्दा बढी सम्भावना भएको क्षेत्र कुन हो ?

(क) प्राकृतिक क्षेत्र (ख) साँस्कृतिक क्षेत्र (ग) अन्य क्षेत्र

(६) यस गाउँमा ग्रामीण पर्यटकको विकासमा कसको भूमिका हुनु पर्दछ ?

(क) सरकार (ख) स्थानीय निकायहरु

(ग) गैरसरकारी संस्थाहरु (घ) माथिका सबै

- (७) खप्तड क्षेत्र पर्यटन विकास समितिले यहाँका ग्रामीण पर्यटनको विकासमा योगदान देला जस्तो लाग्छ ?
- (क) दिन्छ (ख) दिँदैन (ग) थाहा छैन
- (८) यस क्षेत्रका प्राकृतिक तथा साँस्कृतिक क्षेत्रको संरक्षण हुन आवश्यक छ ?
- (क) छ (ख) छैन (ग) थाहा छैन
- (९) ग्रामीण पर्यटनको विकासबाट तपाईंलाई यस क्षेत्रको गरिबी निवारणमा योगदान पुग्छ जस्तो लाग्छ ?
- (क) पुग्छ (ख) पुग्दैन (ग) थाहा छैन
- (१०) पर्यटन विकासका लागि तालिम लिन आवश्यक छ ?
- (क) छ (ख) छैन (ग) थाहा छैन
- (११) तपाईंको घरमा पर्यटकलाई सःशुल्क खान र बस्नको सुविधा दिन सक्नुहुन्छ ?
- (क) सकिन्छ (ख) सकिँदैन (ग) थाहा छैन
- (१२) पर्यटकको समुचित विकासका लागि के सामुदायिक समिति आवश्यक छ ?
- (क) छ (ख) छैन (ग) थाहा छैन
- (१३) ग्रामीण पर्यटन विकासका लागि भौतिक पूर्वाधार विकासको आवश्यक छ ?
- (क) छ (ख) छैन (ग) थाहा छैन
- (१४) यस क्षेत्रमा पर्यटन विकासमा सबैभन्दा बढी पर्यटनका कुन तत्वले प्रभाव पार्दछ ?
- (क) पहुँचगम्यता (ख) सुविधा (ग) अतिथि सत्कार (घ) अन्य
- (१५) धर्म, जाति, वर्ग र राजनैतिक विश्वास भन्दा माथि उठेर गाउँका सबैको हित हुने गरी आधारभूत सुविधाहरु एवं साँस्कृतिक तथा प्राकृतिक सम्पदाहरुको संरक्षण र सम्बर्द्धनका लागि सक्रिय रुपले आफ्नो योगदान दिन चाहनु हुन्छ ?

(क) चाहन्छु (ख) चाहन्नु (ग) थाहा छैन

यदि चाहानुहुन्छ भने के योगदान दिन चाहनुहुन्छ ?

(क) श्रमदान (ख) नगद (ग) दुवै

(१६) ग्रामीण पर्यटनले तपाईंको समुदायमा कस्तो प्रभाव पारेको छ ?

(क) सकारात्मक (ख) नकारात्मक (ग) अन्य

(१७) यहाँका बासिन्दाहरूको मुख्य भेषभुषा कुन हो ?

(क) दौरा सुरुवाल (ख) भोटो Bhangra

(ग) चौबन्दी चोलो (घ) अन्य

(१८) यहाँका बासिन्दाको मुख्य खाना कुन हो ?

(क) दालभात तरकारी (ख) ढिडो (ग) फापर (घ) आलु (ङ) अन्य

(१९) तपाईंको समुदायमा मुख्य गरी कस्ता खालका गीतहरू गाइने गर्दछन् ?

(क) Dohori गीत (ख) लोकगीत (ग) Sorathi गीत (घ) अन्य

(२०) ग्रामीण पर्यटनबाट कतिको लाभान्वित हुनुहुन्छ ?

(क) छु (ख) छैन (ग) थाहा छैन

(२१) पर्यटनबाट प्राप्त लाभलाई मुख्य गरी कुन क्षेत्रमा प्रयोग गर्नुहुन्छ ?

(क) खाना (ख) शिक्षा (ग) स्वास्थ्य (घ) अन्य

(२२) ग्रामीण पर्यटनबाट रोजगारीमा प्रवर्द्धन भएको छ की छैन ?

(क) छ (ख) छैन (ग) थाहा छैन

(२३) रोजगारी प्रवर्द्धन भएको छ भने कस्तो खालको रोजगारी पाउनु भएको छ ?

(क) व्यवसायी (ख) गाइड (ग) अन्य

नोट: आफ्नो अमूल्य समय दिई सहयोग गर्नुभएकोमा धन्यवाद ।

Appendix - II

Questionnaire for the Tourist

1. General characteristics of the respondents
Name: _____ Age: _____
Sex: _____ Nationality: _____
Occupation: _____ Purpose of Visit : _____
2. Where do you come from?
.....
3. Is this your first visit to Panchase Region?
(a) Yes (b) No
4. What means of transportation and which route did you take to visit here? State your preference for means of transportation/route?
(a) Transportation / route used:
(b) Preferred transportation / route:
5. What attracted you to visit here?
(a) Peaceful environment ()
(b) Nature and culture ()
(c) Eco-tourism ()
(e) Recreation ()
6. How many days do you plan to stay here?
.....
7. What is your daily expenditure while at here?
.....
8. What are the problems you have faced?
(a) Transportation (b) Accommodation
(c) Behavior of local people (d) others
9. Are you satisfied with the behavior of local people, your services provider and government bodies?
.....

10. Which of the following make you more satisfied during visit?

- (a) Available service () (b) Sightseeing ()
(c) Peaceful environment () (d) others ()

11. Do you think to come back again?

- (a) Yes () (b) No ()

12. What is your view about the future of Panchase region ?

- (a) Highly sound () (b) Moderately sound ()
(c) Peaceful () (d) Not so good ()

13. Have you any suggestion locals for the promotion of Rural tourism in Chitre ?

.....

Annex - III

Checklist Used for Observation and Interview

-) Types of jungle.
-) Variety of wild animal.
-) Nature of landscape.
-) Variety of flora and fauna.
-) Major historical and archeological place
-) Major settlement and production
-) Behave toward the tourist and tourism.
-) Number of festivals celebrates during one year.
-) Special customs.
-) Major foods.
-) Type of religion followed by locals
-) Infrastructure development.

Appendix -IV

Research Photo Gallery



Participator of FGD at Pata Chautara



FGD With Dalit Community



Researcher



Interview with Homestay MGMT Memer Susila Gurung



North West Slope of the Panchase Chuli

Appen dix - V

Map of Study Area

