

CHAPTER-ONE

INTRODUCTION

1.1 General Background

Nepal is a small Himalayan country lying in between two big economic powers of Asia, China in the North and India in the East, West and South with the open border. Nepal is a least developed, landlocked and geographically disadvantageously placed country. Its location is in the northern margin of South Asia. It has its elongated rectangular shape roughly with north-west to south-east orientation. The country has 147,181 square kilometers in area which accounts as 0.03 percent of land area of the earth. The absolute location of Nepal lies between 80⁰4" to 88⁰12" east longitude and 26⁰22" to 30⁰27" north latitude. The country has nearly 800 kilometers length and 160 kilometers breadth in its spatial extension mainly along the south slope of the Himalayas. (Updhyaya, 2006:46)

Nepal's territory (147,181 sq kms) is double the size of Srilanka, 3.5 times greater than Switzerland and 6.7 times bigger than Israel, on the one hand and 23 times smaller than India and 68 times less than the size of China, on the other. It has an asset of about 23 million people, 6000 rivers and rivulets, 5000 species of plants, 175 species of mammals, 850 species of birds and over 6000 species of butterflies. Nepal's greatest advantage lies in its diverse ecological zones, the terai, hills and mountains. It has four major rivers systems, Koshi, Gandaki, Karnali and Mahakali that have been a perennial source of civilization, nation state and economic development from times immemorial. (Updhyaya, 2006:47)

Tourism industry, being a comparative advantage industry of Nepal, has important role in Nepal's economy. Development of tourism sector has contributed to increase employment, income generation and to improve the balance of payment of the country. With its natural beauty and cultural heritage, like Mount Everest (crown of the world), snow peaked mountains,

birth place of Lord Buddha (apostle of peace), a number of lakes and rivers, etc. Nepal has become the attractive destination for tourists from all over the world.

All progressive states in the world, including Nepal are interested in tourism, a group of activities of the tertiary sector. Many world leaders and statesmen have also recognized the significance of tourism. In the words of our late king Birendra, "Tourism, if cultivated properly, may help a country to earn foreign exchange as well as friends from across the land sees helping to forge link of mutual understanding and appreciation for a better world of tomorrow". Similarly, John F Kenney, former President of the USA said, "Travel and tourism has become one of the great forces for peace and understanding in our time. As people move throughout the world and learn to know each other, to understand each other's customs and to appreciate the qualities of the individuals of each nation, we are building a level of international understanding which can sharply improve the atmosphere for world peace". Similarly Ordaz, Constitutional President of the United States of Mexico said, "The world should no longer regard tourism merely as a business, but as a means by which men may know and understand one another; human understanding being so essential in the world, at this time".

Tourism is important not only from the point of view of earning foreign exchange but it also enhances scope for various industrial branches, like hotels, motels and other types of accommodation, restaurants and other food services, amusement and other activities, and other leisure activities, gift shops and large number of other enterprises such as fruit production and processing, etc.

Tourism is instrumental in the economy of Nepal in the process of regional development of an economically backward region which has insufficient resources for development of agriculture and industrial sector. Nepal has immense potential for tourism development as it is full of places that attracts

tourists throughout the globe. There is only one Everest and Lumbini in this world which are unique products of tourism. So a landlocked, mountainous and poorly resource based economy, like Nepal can be benefited from the development of tourism. Tourism is significant from the viewpoint of butter and bread in this beautiful Himalayan country besides including other activities of the economy. Therefore, tourism sector plays significant role in this Himalayan kingdom.

We have not accomplished sufficiently for developing necessary infrastructure in the country in the past but we have developed infrastructure to certain extent at present. We have 14.30 percent of Nepal's land (20,272sq km) under national parks which is very important infrastructure for potential tourism development. Thus, we can sell our environmental strength as a tourism product. It is in this context that the objective of the present exercise has been to create a vision of Nepal's development based on tourism development. We are yet to create a vision of Nepal's development based on tourism development. Time and again we might have talked about tourism master plan, tourism action plan, tourism promotion scheme and tourism strategy schedule but they all have been short term oriented or sectoral exercise rather than using tourism as a leading sector to play a major role in total socio-economic development of the country.

Modern transportation and communication systems have narrowed down the world. The curiosity about distant land and culture, enjoying leisure and luxury in different places, exploring and enjoying the natural beauty, pilgrimage, education, business trips, excursion and seminars are the motives behind traveling from one country to another.

Nepal is known all over the world as the Himalayan kingdom. The existence and viability of multiethnic and multicultural communities are the major cultural tourism attractions. Over last two decades, tourism has grown to become the biggest and fastest growing industries in Nepal. In Nepal there are

rich art treasures of the Kathmandu valley. Also there are immeasurable temples and stupas all over the country, the countless terraced landscapes, the unspoiled mountains' scenic beauty and happy and friendly people of various ethnic cultures have lured tourists to Nepal from all over the world. Natural and cultural heritages and adventurous activities are common attractions of tourism in Nepal. Common sources of attraction are also its diversity in cultural, natural and unique geographical pattern lives all over the country.

Nepal has also developed another aspect of eco-tourism in the form of rural tourism. These provide visitors chance to observe rural hamlets inhabited by different ethnic groups with exotic cultures. Visitor can stay in typical Nepali village, eat delicious local food and drink, enjoy comfortable accommodations provided by host family and get to their culture, tradition at first hand. NTB has promoted village tourism in villages like Ghale Gaun, Ghandruk, Sirubari, Ilam, Palpa, Bandipur, Tatopani etc. In this context Durlung, Gurung village with a unique of Parbat tradition might also be proposed for rural tourism destination. Rural Tourism is a means of sustainable tourism development. It requires tourist's staying in or near villages, often traditional village in remote area and learning about the villagers' way of life. This kind of tourism involves provision of local style accommodation, locally produced food items on tourists' means and the organization of tourist participation in village activities.

Proposing rural tourism in Durlung VDC of Parbat is possible from several perspectives. It might be taken as a model of rural tourism. The study area is situated under western part of Nepal and land of vibrant cultural heritages as well as enhancing natural beauty and alluring sightseeing. This district is covering 494 sq kms area. Geographically it's located between 28⁰10" and 28⁰20" north latitudes and 83⁰30" and 83⁰50" east longitudes, It has covered by 55 VDCs. Parbat district is rich in nature and culture. Cultural and natural diversities are major tourism properties in that area. Through the rural tourism

many other types of tourism might be involved as their common destination. Lap of the Machhapuchere, Annapurna, Dhawlagiri and numerous eco-regions may help to regard the rural tourism. As a cultural heritage this region is home to a diverse range of ethnic group the Gurungs, Magars and Newars and their typical culture. The icons of the cultural heritage are monasteries, chhortants and temples too. Traditional farming practices are away of life and festival of these people living in harmony serve to make the native culture vibrant. The richness of cultural heritages of Parbat district is reflected in common blending of both the Buddhism and Hinduism. To develop tourism as one of the prime sectors of Nepal's socio-economic activity and for its sustainable development, tourism has to be redefined as not only "for the people" but largely as "by the people" (FSD, 2003:113). So tourism is one of the weapons for poverty alleviation and rural development in Nepal.

1.2 Statement of the problem

Tourism industry can be a pioneer for economic development of Nepal but there still exist lots of problems. Coordination among various agencies is not in existence. Also the problem of environmental pollution, political instability prevails here. There is also lack of awareness among Nepalese people regarding the positive aspects of tourism.

Traditional rural area and related cultural patterns are major attractions for tourists which bring benefits to these local communities. In this proposed study entitled "Prospects and Problems of Tourism Development in a Rural Setting: A Case Study Durlung VDC, Parbat" has been taken to study as rural tourism through several perspectives. It is a homeland of indigenous group, the Gurung community. More than fifty percent people are Gurungs community in this VDC. The Gurung community is rich in traditional culture. Gurung people and their cultural traits such as fair and festivals, religion and spiritual belief, ritual, and customs, folk-lore and dance, food and drinks, dress and ornaments, language and dialect, traditional way of life and

traditional farming practices, etc. are attractive matters of tourists. That is why this area is important heritage circuit of the Gurung that show to be conserved.

The blends of cultural and natural heritages are significant tools to promote rural tourism which is grown phenomenon in Nepal. Such issues can be explored undertaking a research through arising questions about potentialities of rural tourism in this area. No study has been taken place in this VDC, so this study may become fruitful and assist to set up a base at local planning process of policy makers, planners, donor agencies and development planners. To sum up, the study was oriented around the following research questions:

- (i) What are the potential destinations of rural tourism in Parbat district?
- (ii) What are the potential destinations of rural tourism in the study area?
- (iii) What is the traditional cultural pattern of indigenous people?
- (iv) What benefits the local people may achieve through rural tourism.
- (v) What are the existing problems of rural tourism in and around the study area?

1.3 Objective of The study

The study has the general objective of exploring the problems and prospects of rural tourism in Durlung VDC of Parbat whereas the following points are the specific objectives:

- (i) To identify the potential destinations of rural tourism in Parbat district and the study area.
- (ii) To identify the existing problems of rural tourism in and around the study area.

1.4 Significance of the Study

This study provides basic information and general guidelines to the local people, planner, tourist and other concerned agencies about the way of sustainable tourism development. The study tries to show rural tourism as a better activity to the tourists and they take satisfaction and pleasure through observing local traditional way of life and housing pattern, fair and festival, custom and ritual and religion and beliefs. Similarly that area might be a trek circuit to Ghodepaani (*which is the most famous area for tourism*) as well as Dhawlagiri, Annapurna, Nilgiri and the way to Jomsom, Mukthinath and ACAP. The richness of natural heritages is also another aspect that promotes rural tourism as means of attractions.

This is a research work which has the following significance

- (i) The study has highlighted the indigenous life-ways and culture of the local people.
- (ii) People might be helpful to preserve traditional culture.
- (iii) The study has also given the way to develop eco-tourism.
- (iv) The study has also explored the major problems to promote rural tourism.

1.5 Limitations of The Study

The present study is based on Durlung VDC in Parbat district. Despite the above-mentioned significance, it has certain limitations, too. The major of them have been enlisted here:

- (i) This study is strictly limited to the Durlung VDC of Parbat district because of the convenience of the researcher.

- (ii) The research was conducted for partial fulfillment of the Master's degree in Sociology. So, it had constraints of time and budget.
- (iii) This study can be modified depending on the availability of required data as per the suggestion of the supervisor with prior discussion.
- (iv) Its findings may not exactly be generalized in the cases of other rural areas of our country but some comparisons may be made.

1.6 Organization of The Study

The research has been organized in six chapters. Chapter-one deals with background of the study, introduction of the study area, statement of the problem, significance of the study, objective of the study, limitations of the study and organization of the study. Chapter- two gives review of literature that is organized in various topics: tourism, tourism in Nepal, major tourist attractions in Nepal, role of tourism, tourists arrival in Nepal, problems for tourism development in Nepal, prospects of rural tourism in Nepal, types of tourism, concept of rural tourism and rural tourism in Nepal. Chapter-three presents research methodology including various methods of data collection and analysis and research design. The fourth chapter describes the various parts of Parbat district with the view of tourism, its problems and prospects of rural tourism in Parbat district. Similarly chapter-five describes specially, the study area of Durlung VDC and its prospects and problems of rural tourism in this VDC. Finally, the sixth chapter contains summary of the findings, conclusion and some suggestions.

CHAPTER-TWO

LITERATURE REVIEW

2.1 Theoretical Overview

In this modern world, tourism industry has been growing at an outstanding rate and it has appeared as the world's largest and greatest export industry. Following the advanced development of science, information and technology, the world from some years now has been a global village. The basic information of the particular places through internet and electronic medias such as television and radio and the easy access with speeding transportation, the human desire of traveling across has been rapidly increased. Thus, tourism has been the fastest growing industry of the world.

Different people inside and outside the country have conducted many studies in this field. More and more studies about tourism are coming into focus. Therefore, tourism is not a new concept. These studies made on different facets of tourism in Nepal have been reviewed. In addition to that the various tourism related magazines, booklets, newspapers, published and unpublished reports and publications are also reviewed.

2.1.1 Tourism

Man always becomes eager to see and know something new in his life. Because of his eagerness, he has started his journey and travels from place to place, such travelers are tourists (Regmi, 1991). Etymologically the word 'tour' is derived from the Latin word 'tornave' and Greek 'tomos' meaning latter circle, the movement around the central point of axis. Suffix 'ism' is defined as action. Most widely accepted but technical definition of the tourist was proposed by IUOTO in 1963 and approved by WTO states that tourists are temporary visitors staying at least 24 hours in country visited and the purpose of visit is classified under one of following heading: One leisure

(recreation, holiday, health, study, religion and sport) and other business (family mission, meeting) (Kunwar, 2002). Tourism is a human activity, which has proved important for all nations since it fosters international brotherhood and understanding. With the passage of time and increasing affluence, tourism is becoming more popular as well as important day by day throughout the world (Shrestha, 2000).

Tourism, being an important activity, plays not only an instrumental role in alleviating poverty but also improves socio-economic status of a community. It helps to earn foreign currency and provides a sustainable way of conserving environment and culture through integrated local participation (NTTR, August 22-28, 2005). It, by all means, is people's industry; it is run by the people for the people at the core-be they guests or hosts, and it is their well being and enrichment which should be the primary goal of tourism development (Kunwar, 1997). If the local people understand contribution of tourism at local and national level, they automatically initiate promotional programmes in rural areas (Gautam and Adhikari, 2005). It can bring long-term benefit to the economic development (Luger, 2002).

South Asia has a great potential for the tourism development. Our rich socio-cultural mosaic adds up to an unparalleled natural beauty to make our region an attractive destination for tourists from both within the region and abroad (NTTR,2005b). In the last decade, Asian tourism has been extremely successful-showing the highest growth rates of all world regions. Together the 12 South-East, South Asian and East African countries affected by the tsunami received some 31 million international tourist arrivals in 2003 and earned receipts of US\$23 billion (NTTR, 2005a).

Tourism is a basic and most desirable human activity deserving the praise and encouragement of all people and government. With the rapid economic transformation from backward to developed economy, traveling has come out as a growing hobby rather than a fashion (Ranjit, 1984). Tourism sector is

more connected with the trade rather than the natural phenomena of the country. Higher the production of merchandise, higher will be the flow of visitors concerning the business. Alternatively, higher the home economy can absorb the foreign goods, higher will be the flow of tourists for the sale of their goods. (Khanal, 1986).

Tourism is a forefront industry in the context of globalization. Globalization helps us to put forward our unique products to international market that can generate income and employment (Upadhyay, 2005). At micro level, tourism helps to changes balance of payments situation favorably by promoting exports (Gautam and Adhikari, 2005). International tourism became a major modern mass phenomenon after Second World War when it came to embrace practically as social classes in industrialized western societies (Kunwar, 2002). International tourism will continue to grow with the telescoping of time by jet travel and increase in leisure time in industrial societies (Gurung, 2002).

Scientific development has narrowed the world by creating more leisure time and technological advancement, which ultimately leads to travel and tourism (Khanal, 1986). The travel industry is unique in many ways like its raw materials are inexhaustible; tourism products don't diminish with constant use, despite the influx of increasing number of tourists, the sights and sounds of a destination can be maintained and even enhanced with good management; and finally, tourism has a further advantage over merchandise export i.e. tourist will necessarily be physically present in the exporting country (Gurung, 2002).

Tourism industry is playing a crucial role in the over all development of Nepal (Khanal, 1986). Nepal has got a very strong power of nature; all the country needs is better diversification (Pradhan, 2005a). Tourism has a great role to play to improve country's image in international arena (Gautam and Adhikari, 2005).

Different sectors under tourism should be treated differently. The sector does not hold equal weight and equal significance (Khanal, 1986). The tourism industry is a complex, multi-layered phenomenon which includes travel agencies, public relation firms, tourism bureaus and the media (Kunwar, 2002). Tourism industry of Nepal is a multi disciplinary sector- where people ranging from illiterate to highly educated urban elite, technical and non-technical personnel, highly professional skills to guides and porters are involved (NTB, 2058 B. S.). Tourism should be well developed for the economic progress of the majority of the countries like Nepal (Khanal, 1086).

Without promotion of internal tourism, no any tourism policy can be sustainable. To promote domestic tourism, requirement of peace, withdrawal of tedious security check at highway or checking with highly technologies instrument taking short time, etc are required. There are lots of Nepalese visiting Pokhara, Chitwan (Sauraha), Khumbu, Jomsom, Muktinath, Kagbeni, Eklebatti area of Mustang, Daman, etc. Tour packages to these places at reasonable price lead to internal tourism to these places in near future (Adhikari, 9 Magh, 2062 BS).

Tourism needs planning to develop in strategic way. But developing countries follow planning process in tourism very slowly (Dahal, 2060 BS). Tourism planning includes a very diverse set of activities undertaken by many different groups representing different interests (Kunwar, 1997). Since tourism as a multi-faceted industry contributing to the socio-economic development of Nepal, requires careful planning and long term vision to grow (NTB, 2006a). By integrating the principle of decentralization and active involvement of local people in tourism activities, Nepal Government has been piloting models through TRPAP (Dhakal,2006a and 2006b).

As welcoming ceremony is an important gesture of guest relation in tourism, Nepalese believe that guests are torsos of gods so the famous saying “Atithi Dewo Bhawa” is rooted in its culture and religious traits (Singh, 2004).

Tourists' arrival number alone should not be judged as an indicator to gauge the success of tourism industry in any country. It needs to be evaluated along with host of other factors viz; scale of contribution in improving nations economy, use of local products and services, generated employment opportunities, tourism revenue to the nation, etc. (Dhakal,2006a and 2006b). Air transport and tourism are the fastest growing industries around the world and the same is true in Nepal (Shrestha, M. B. 2000).

2.1.2 Tourism in Nepal

History of tourism in Nepal goes to beginning the history of Nepal in puranic period. Nepal is renounced as a Hindu Kingdom as well as Himalayan kingdom from the ancient time. For both, Hindu and Himalayan kingdom, many monks and visitors visited various places of Nepal. Mount Gaurishankar is believed to be the home land of Shiva and his and consort, Goddess Parvati. According to Buddhist and Hindu legend, Manjushree and lord Krishna visited and sliced open the valley with a magical sword.

The history of tourism in Nepal goes with political, cultural and social history. The first ruling dynasty in Nepal was Gopal. Gautam Buddha is said to have visited Nepal during the region of Sthumko, the servant Kirat King (Satyal, 2000:25). Gautam Buddha's pupil Ananda and several monks also visited the Kathmandu valley. Ashok, the great emperor of ancient India is also said to have entered into matrimonial alliance in Nepal by marrying his daughter to a Nepalese prince. This is an unforgettable record of tourism in Nepal. Likewise, the golden age is known as a history of Lichhavis, when they come to power in 5th century A.D. In this period, the nation flourished and reached a new height of development in art and culture as a new phase of prosperity. The Chinese visitors like Phahiyan and Huen Tsang visited in Kathmandu valley and Buddha's birth place in Lumbini. Many Chinese imperial envoys like Liy-Piao and the ambassador Wang-Hieuntse visited Nepal and wrote about Nepal.

After the fall of the Lichhavi dynasty, the history of Nepal or the status of tourism of Nepal isn't known enough. After 14th century A.D. the kingdoms of Kathmandu, Patan and Bhaktapur made great achievement, for the tourism industry. Arts, architectures, festivals and traditions were established during the Malla period which contributed to the growth of tourism in Nepal. The graceful pagodas and shikhar style of temples and stupas, many Buddhist and Hindus devotees came Nepal for pilgrimage tourism. When British India company ruled over in India, they found Nepal as a paradise land of natural and cultural heritage. Many Europeans visited Nepal when Rana ruled over the country. During the Rana rule several visitor like Sir Brian Hodgson, F.R.S. and Sir Joseph Hooker who had made botanical surveys and collection of Nepal's flora and fauna traveled in the country. Before 1950, mountaineers tried to climb Mt Everest. During the 1920s and 1930s, reaching the top of Mt. Everest came to be seen as a major goal, apart from the difficulties (Dhakal, 2000:4).

During the year of 1950s tourism of Nepal entered a new phase. Nepal was very popular for trekking and mountaineering destination. In 1953, Edmund Hillary and Tenzing Norgay were the first couple to stand on the summit of the highest mountain of the world. After their great achievement, several climbers also succeeded to climb Mt. Everest and other top mountains of the world. Since 1950s, many concerned organizations and institutes were established to promote tourism industries. Nepal Tourism Board, Trekking Association of Nepal, Rafting Association of Nepal, Hotel Agency, Travel Agency and even a Ministry of Tourism were established in Nepal. In 1956, 'Plan Act of Nepal' was launched for tourism development. Till the 10th plan, several works have been done about tourism in Nepal.

With cultural heritages and natural heritages, many adventures activities are common attractions in Nepal. Destinations and areas of tourism also consist of the above activities.

Updhyaya has precisely presented 'Rural Tourism for Equitable Socio-economic Development in Nepal', including some framework, which is as follows;

-) Concept of Rural Tourism
-) Major Objectives of Rural Tourism
-) Urban vs Rural Tourism
-) Rural Tourism Destination
-) Role of Government to Promote Rural Tourism
-) Constrains to Develop Rural Tourism
-) Important Issues in the Development of Rural Tourism
-) Model Planning for R. T.
-) Tourism for Rural Poverty Alleviation Programme
-) How to Develop R.T. in Nepal
-) Conclusions

As well as Dr Updhyaya has precisely presented evolution of tourism in Nepal quoted under:

- A) Tourism in Nepal Prior to 1950, B) Tourism in Nepal after 1950 and C) Tourism in Nepal after 1990.

2.1.3 Major Tourist Attractions in Nepal

The Himalayan kingdom has the highest and most diverse culture and landscapes. Nepal is the holy land of Lord Pashupatinath and Gautam Buddha

where the Hindus and Buddhist have lured together in harmony for centuries. Major's tourist attractions of Nepal are the following;

- i) Cultural heritage Attractions
- ii) Natural Heritage Attractions
- iii) Adventurer Attractions
- iv) Pleasure Attractions

Due to various tourism productions available in the country, there is a great scope developing tourism in the country. The prime tourist attractions are nature, culture and adventures resources. Nepal is endowed with unique cultural landscapes famous for its natural beauty and nature-based adventure's resources. Mountaineering, trekking, rafting and wildlife sanctuaries are the special attraction for adventure tourism.

2.1.4 Role of Tourism in Nepal

Tourism plays an important role in the national and it is a major source of foreign currency earnings. From the decade of 1950s, tourism has been consisted as major sources of income. In the year 2003, total foreign currency earnings from tourism as us \$193. Om and the contribution of tourism to the GDP of national was 2.6 percent (NMA, 2005:27). A highest total number of tourists visited Nepal in 1999 after successful celebration of 'Visit Nepal 1998'. A total number of 338132 tourist visited Nepal during the year of 2003. It represents an increase of 22.7 percent over the previous year (Ibid).

Role of tourism in Nepal can be analyzed in several perspectives. Due to tourism in Nepal has been generated employment. Employee work in various fields like hotel and organizations such as rafting, trekking, mountaineering, travel agency etc. The positive impacts of tourism can be seen grown in social norms and values. People copy attractive behaviors of tourists. Tourism also helps to conserve various cultural and natural heritages. Two natural and eight cultural heritages were listed by Unite Nations and world heritage sites. Many

others wonderful cultural and natural products are famous all over the world. Role of tourism, richness of ethnic cultural of Nepal is getting the value and they have people aware to preserve as it is. Nepalese people are living in peace and harmony in two major religious faiths.

This is why tourism in Nepal plays very significant role. Tourism represents great contributions in national economy and awakened living stander of people in Nepalese society.

2.1.5 Tourist Arrival in Nepal

The major tourist originating countries are India, UK, USA, Japan, Germany, France, Netherlands and so on. According for the data of 2003, tourists entering Nepal by air constituted 81.4 percent whereas 18.5 percent entered by land. The average length of stay of tourist was recorded as 9.6 days (NMA, 2005:28).

The statistics of tourist arrival have been maintained at official level since only 1962 A.D. in Nepal. The tourist arrival into Nepal from 1962 to 2003 has been presented below. This will provide the necessary information regarding the annual tourist arrival, index and average length of stay in Nepal. The statistics rate of tourist arrival in Nepal makes clear as follows:

Table: 2.1 Tourist Arrival in Nepal

S.N.	Year	Total tourist Arrival No	Annual Growth Rate in %	Index	Average Length of Stay
1	1962	6179			-
2	1963	7275	17.7	100	-
3	1964	9526	30.9	118	-
4	1965	9388	-1.4	154	-

5	1966	12567	33.9	152	-
6	1967	18093	44.0	203	-
7	1968	24209	33.8	393	-
8	1969	34901	44.2	392	-
9	1970	45970	31.7	565	-
10	1971	49914	8.6	744	-
11	1972	52930	6.0	808	-
12	1973	68067	28.6	857	-
13	1974	89838	32.0	1101	13.20
14	1975	92440	2.9	1454	13.10
15	1976	105108	13.7	1496	12.40
16	1977	129329	23.0	1701	11.60
17	1978	156123	20.7	2093	11.84
18	1979	162276	3.9	2527	12.02
19	1980	162897	0.4	2626	11.18
20	1981	161669	-0.8	2616	10.49
21	1982	175448	8.5	2839	13.33
22	1983	179405	2.3	3903	11.53
23	1984	176634	-1.5	2858	10.55
24	1985	180989	2.5	2929	11.30
25	1986	223331	23.4	3614	11.16
26	1987	208080	11.1	4014	11.98
27	1988	265743	7.2	4303	12.00

28	1989	239945	-9.8	3883	12.00
29	1990	254885	6.2	4125	12.00
30	1991	292995	15.0	4742	9.25
31	1992	334353	14.1	5411	10.14
32	1993	293567	-12.2	4751	11.94
33	1994	326531	11.2	5285	10.00
34	1995	363396	11.3	5881	11.27
35	1996	393613	8.3	6370	13.50
36	1997	421857	7.2	6827	10.49
37	1998	463687	9.9	5704	10.76
38	1999	491505	6.0	4954	12.28
39	2000	463646	-5.7	7504	11.88
40	2001	361237	-22.9	5846	11.93
41	2002	275468	-23.7	4458	7.9
42	2003	338132	22.7	5472	9.6
43	2004	385297	13.9	-	13.5
44	2005	375398	-2.6	-	9.09
45	2006	283516	2.3	-	-

Source: 'Nepal Parbat' (2005 May-June)./Immigration office, TIA and MoCTCA

Finally, the above description gives an overview of tourism. Its long history has been traced for ancient period. But actual tourism in modern sense was developed only after 1950. Today, tourism is the most viable source of

foreign currency. It has brought changes in culture also. The tourism arrival data increases annually. Nepal is the most liked tourist destination.

The Tourism for Rural Poverty Alleviation Programme (TRPAP) has been implemented since September 2001 in 6 districts of the country namely- Taplejung, Solukhumbu, Rasuwa, Chitwan, Rupandehi and Dolpa. The programme aims to set an example of Nepal government's thought to institutionalize the development process of pro-poor rural tourism. Implimented by the Ministry of Culture, Tourism and Civil Aviation, the programme is under financial and technical support of United Nations Development Programme (UNDP), the UK's Development for International Development (DFID) and the Netherlands Development Agency (SNV-Nepal). Nepal Tourism Board (NTB) and Development of National Parks and wildlife conservations (DNPWC) are implementing partners.

The programme is being run in coordination with District Development Committee (DDC) in 48 Village Development Committees (VDC) of 6 districts. For every VDC, social mobilizers are appointed under the DDC. These individuals assist in implementing VDC level tourism programmes. The project has laid emphasis on capacity development of social mobilizers with essential skills in sustainable tourism development, entrepreneurship, facilitation, training and project implementation. The aim is to make each social mobilizer a capable in 'rural tourism' and make the whole programme effective and sustainable (TRPAP, 20026).

For the sustainable tourism development, the programme has set the objectives to i) develop rural tourism models based on pro-poor, pro-women, pro-environment and pro-local community concepts, ii) enhance the managerial capacity of institutions by preparing an institutional structure, and iii) provide the government with policy feedback for proper sustainable tourism development.

In the context of the above objectives, attention is being paid to the identification of tourism products and attractions and their development, and strengthening of services and facilities and marketing of products and publicity through different communication media. Attempts have been made to bring several aspects of the programme to people by publishing the efforts made and process adapted in the development of new destinations, experiences, gained and success stories shared in the form of articles in different national level newspapers and magazines. This activity has not only made the programme activities transparent but also helped to develop confidence to conduct any pro-rural programme effectively in the future, too. The articles published in this rural tourism feature are expected to make people understand the concept of TRPAP in general and several aspects of the whole rural tourism in particular (TRPAP, 2006).

Since tourism is one of the important sectors for regional development, Nepal has given high priority to it as it has more potential than other member countries have (Baniya, L, 2005).

Tourism has been regarded as the world's biggest industry with the turnover as large as that of the oil industry. Many nations with tourism potential have made heavy investments in this sector.

TRPAP has published several books about the sustainable rural tourism development in the different time schedule. Some important books are as follows;

-Rural Tourism in Nepal (2006). – Gender Equity, Women's Health and HIV and AIDS Orientation for Pro-Women Rural Tourism Development (2006). – Pro-poor Rural Tourism Initiatives and Its Sustainability in Nepal, (2007). – Nepal's Experience Implementing Sustainable Development Models, (2007). – Rural Tourism (2006). – APPA Facilitator's Manual (2006). – Rural Tourism Features (2004). – Ecotourism and Biodiversity Conservation (2005), etc.

Nepal is one of the richest countries in the world in terms of natural beauty due to its unique geographical positions and latitudinal variation. The elevation of the country ranges from 60 m. above sea level to the highest point on earth, Mt. Everest at 8,848 m, all within a distance of 150 km with climatic conditions ranging from sub tropical to arctic. This wild variation fostered an incredible verity of eco-systems, the greatest mountain range on earth, thick tropical jungles teeming with a wealth of wildlife, thundering rivers, forested hills and frozen valleys.

With this spectacular geography there are some of the richest cultures of Himalayan heritages. Nepal, home of Mt. Everest, is also home of some 31.1 million people belonging to 101 ethnic groups who speak over 92 different languages, most living rural lives in their own little worlds along the length of the Himalayan. The beat way to explore the exotic Himalaya nature and culture of Nepal is by walking through these villages and meeting the chairman people, as the great Swiss Geologist Tony Hagan did in the 1950s, before Nepal even opened its doors to the outside world (Rural Nepal Guide, 2006).

The combination of world class cultural natural tourism attractions in Nepal is well suited for international tourism. A broad definition of ecotourism can be adopted as “any style and type of tourism that has the potential to bring benefit to the local economy whilst contributing to natural and cultural resources conservation”. In Nepal’s context, mountain trekking has been recognized as prime activity among the many styles of ecotourism. Trekking in Nepal involves either local houses or tennis. This type of tourism activities have proven to spared tourism benefits to areas that are only accessible on the foot. Similarly, village tourism is emerging as new style of ecotourism, which includes home stay facilities, tea house and small lodges emerged in village along Nepal’s popular trekking trail (NTB,2004).

2.1.6 Problems of Tourism Development in Nepal

Tourism industry is the industry of tomorrow's Nepal. The truth of the day is that inefficiency, lack of vision and absence of commitment for implementations are major impediments to the success of tourism development in Nepal. Unfortunately Nepalese entrepreneurs do not run Nepalese tourism but it is completely controlled by external forces. Lack of infrastructure also hurdles in development of village tourism. Many villages are without basic infrastructure facilities like road, transport, electricity, telecommunication, etc. There are no previous of hotels on the one hand while on the other hand, the high price tourist has to pay for scarcely available goods discourage them. The traditional mentality of rural people is too obstacle to overcome (Gautam and Adhikari, 2005).

Tourism is an industry composed of living organization which must continuously function and grow without interruptions (Khanal, 1986). After the fateful IC skyjack on 24 December 2000, the tourism industry started facing problems in sequence, which is followed by Hritik Roshan Problem, Royal Massacre, SARS, Bird Flu along with ongoing political instability and unending Maoist insurgency (Dhal, 2060 B.S., Pradhan, 2006). These incidences have had very negative impact on the entire tourism industry leading closure of many hotels. The main reason behind the closure of all the hotels was the failure of fulfilling over inflating bank liability and rising operational cost. The crisis has resulted to a chain of crisis (Pradhan, 2006).

It seems that the tourism development has become just a nation, also the implementation aspect is very weak, too (Khanal, 1986). In Nepal, 85 percent of its population lives in rural settings and its major part is covered with hills, mid hills and mountains. Tough topography, lack of infrastructure and political instability hindered the growth of rural economy for a very long time pushing people towards poverty (Gautam and Adhikari, 2005). Tourism in

Nepal is like a sudden rainfall. It is started with not many national interests and efforts. Though the government is taking a step to promote tourism in Nepal, however they seem as inadequate and unsatisfied (Ranjit, 1984).

Unfortunately, our tourism entrepreneurs don't like to take the social accountability and want to enjoy only profit (Updhyay, 2005). For people living in far flung, the mode of subsistence is agriculture, which is again seasonal and it is barely sufficient to meet domestic demands. It is irony that this village doesn't get promotional support from government and private quarters whose vision have been to promote Nepal as the tourism destination in spite of the fact that these yet unexplored villages have tremendous tourism potential (Gautam and Adhikari, 2005). Tourism industry is seasonal in nature. Climate, weather and natural calamities greatly affect tourism. In rainy season the total no of tourist's arrival to Nepal falls drastically (Khanal, 1986).

The dismaying scenario raises the question that why the influx of tourists is so low in spite of lots of prospects. A couple of facts are responsible behind such question, first being deteriorating security situation in the country. The warring forces in the name of insurgency and counter insurgency threaten people's lives and they feel insecure even inside the four walls. The rural area of Nepal are mostly affected by such activities. It is impossible to attract an outsider when the locals are feeling from their homelands for security reasons. The next problem faced by the tourism industry is lack of publicity and marketing. Lack of publicity and marketing often makes the tourists destinations ignored and neglected. Many places of historic, archaeological and religious importance are on the verge of extinction due to lack of publicity and marketing (Gautam and Adhikari, 2005). Sanitation and hygiene are the major problems faced by tourists (Ranjit, 1984).

Political disparity is not only single tourism declining factor on world's naturally and culturally rich country Nepal. Terrorism is found all over the

world even in USA and other developed countries, not only in Nepal. Gamble Tourism not only distresses the image of five star hotels of Nepal but also the image of Nepal in international market, such non ethic activity destroys whole tourism industry as a whole (Shakey, 27 September, 2005). Chief Executive officer of NTB, Tek Bahadur Dangi has said that adverse travel advisories issued by various countries in recent times have affected tourism industry. Due to this, there have been group cancellations that have eroded tourist's numbers (The Himalayan Times, 24 February,2006). Security may turn out be an integral issue for the promotion of tourism (Chanda, 2000).

Tourism not only brings economic prosperity, but also damages natural and cultural environment and influences social fabric of the host area. Non regulated tourism endangers and depletes the very natural resources and attributes that attract tourist in the first place (Shrestha M. B. 2000). It as other sector of economy is facing numerous challenges and problems. Nepal has not really been able to earn commensurate to its potential not much effort seem to have been made products in a requisite fashion and maintained them. Even the world heritage sites of the valley are in seat capacity (Panta, 2002).

Tourism is single most industry which needs unstained coordination and cooperation of all ministries (departments). It is very much dependent on host of activities-all government, non government sectors, the producing centers, the distribution centers, transport sectors, communication sectors, medicine sectors, academic sectors, all are equally important to boost tourism (Malla, 1989).

2.1.7 Prospects of Tourism in Nepal

One of the important aspects of tourism is product. Scholars conceptualize tourism products as a bundle of activities, services and benefits that consist of tour component: destination attraction, destination facilities, accessibility, image at reasonable price (Kunwar, 2002).

Tourism is anything which is designed for the pleasure and comfort of tourists. Tourists travel different places in order to satisfy their wants. To gain new knowledge and to explore new places are the main theme of traveling. Nepal has wider prospect in promoting tourism because it is probably one of the most fascinating and beautiful country in the world. It is no doubt, that there is a great scope of developing tourism in Nepal (Ranjit, 1984).

The natural landscapes, diverse cultural heritage, fascinating wildlife and brave people make Nepal unique- a small world in itself (Rai, 2002). Due to altitudinal variation, the climate varies from tropical, meso-thermal, micro-thermal, taiga, and tundra type and so as the vegetation ranging from sub tropical to alpine to Trans-Himalayan and it is also home to varied bio-resources like 6,500 flower species, 175 mammals, and 175 reptiles. In Nepal one can travel from lowest elevation of 60 m to highest mountain villages at a height above 6000 m. Likewise, highest altitude lake, Tilicho (4,419 m) is also found in Nepal (Gautam and Adhikari, 2005; Joshi, 2005).

Nepal is the country of nonstop festivals (Shrestha, H. P. 2000) . The first tourism asset of Nepal is her cultural treasure. Nepal is a cultural museum where art treasures and monuments of historical interest are many in number. The arts and crafts of Nepal impelled by ancient Hindu and Buddhist culture are of an astonishing richness especially in Kathmandu (Satyal, 2005).

The culture and tradition as practiced by people become the essence of eco-tourism. Typical ethnic life of the people of Nepal is one of the assets. The ways of life of mountain folk have visual impacts of remarkable dimension. The people of Nepal though not rich are generally cheerful and naturally hospitable. So the people of Nepal are the country's greatest asset. They put different dresses and use different ornaments at different places speaking different dialects (Gautam and Adhikari, 2005).

Adventure in wildlife reserves provide rustic comfort in isolated lodge and tented camp. Canoe trips, nature walks, jungle trips, elephant back jungle

excursions viewing rhino, sloth bear, deer, leopard and variety of birds can be easily enjoyed. Nepal draws adventure travel, supervised holiday with excitement and novelty but relaxed enough to enable a visitor the magnificent scenery, rare wildlife, culture and way of life of the people. She presents wilderness amidst the great snowy mountains its own ecological and physical atmosphere (Satyal, 2005).

Rafting has become another major type of adventure tourism in Nepal. Rafting trips on Trisuli, Narayani, Marsyangdi, Seti, Kaligandaki, and Sunkosi rivers can be scenic float trips down the calm shallow rivers or more adventures “White Water” rafting where one has to shoot the rapids. The combination trips consisting of trekking and rafting can be organized for viewing lovely views. Nepal has a rich and varied species of fauna and flora. Nepal has tropical, sub-tropical to alpine type of vegetation. The topography of Nepal is influenced by the climate of the country and the flora with the difference in the shapes and ranges of altitudes. Terai-tropical zone in the south adjoining India is Nepal’s richest area for wildlife. A number of national parks, wildlife reserves, hunting reserves and conservation areas have been designated because of fear that these rare animals will become extinct due to population growth and deforestation. The spectacular wildlife lies in the tropical Terai in which the Chitwan National Park is situated (Satyal, 2005).

Another asset is mountain tourism, which is the backbone of tourism industry in Nepal. The very name of Sagarmatha or Mount Everest, the name of the country Nepal reminds that visitors are on the top of the world. The snow capped lofty mountains provides a fascinating panorama of the famous Himalayan ranges. Nepal is widely known among potential visitors of the world through its mountains (Satyal, 2005).

Nepal is one of the few countries in the world where seven world heritage sites— Swambhunath Stupa, Bouddhanath Stupa, Kathmandu, Patan, and Bhaktapur Durbar Squares, Pagoda temples of Changunarayan and

Pashupatinath are situated within 20 km of radius. Other Nepal's unique features are tallest mountains, deepest gorges (Kaligandaki) and glaciers, highest settlement of Thakalis and Sherpas, never colonized Hindu kingdom in history, unique flag, home of brave Gorkhas, Living Goddess (Kumari), Gods more than people and temples more than houses and festivals more than days a year with friendly people and social harmony (Joshi, 2005).

Due to Hindu and Buddhists shrines, throngs of pilgrims visit Nepal annually from neighboring countries. Beside these, national cultural centers outside Kathmandu valley are Janakpur, (birth place of Sita, consort of Lord Ram of Hindu Epic of Ramayana), and Lumbini –birthplace of Gautam Buddha (World Heritage Site), Gosaikunda, Barah Chhetra (Satyal, 2005). Religious and historical assets of the country should be preserved and brought out through media to attract tourists (Gautam and Adhikari, 2005).

Nepal offers to the world the natural beauty, the ruggedness of the mountains and the people, ancient temples, mountains and places with its national parks and rare wildlives. It is an established fact that Nepal is a country with fabulous cultural richness. The valley of Kathmandu is known as the living museums of ancient arts, mountains and architectural masterpieces, which eloquently speak of the rich urban culture of the past. Besides these cities of Kathmandu valley, there are several places of cultural attraction scattered throughout the country. Nepal is famous for its scenic grandeur and natural panorama. There are several quiet and beautiful spots in the proximities of Kathmandu for rest and relaxation. National parks and wildlife reserves with its rare and endangered species of animals and birds offer quiet and interesting tours and travel for tourist coming to Nepal (Satyal, 2005)

There is a wider prospect of developing village tourism because all villages have something new and unique to offer tourists. At the time, when the world is converging into global village, the impervious culture added by unique geographical location, altitudinal variation and rich biodiversity can offer

unique experience for tourists who come to see adventure in Himalayan Kingdom of Nepal. Thus, we can develop model eco-tourism, which would ultimately benefit the local people (Gautam and Adhikar, 2005).

Additional tourist destinations and new tourism attractions should be developed on the basis of feasibility study. Similarly, internal tourism should be developed to maintain economic and social balance between different development regions. For this local bodies should be encouraged to develop model rural tourism spot and minimum facilities in tourist spot (Rawal, 2004). Most of the tourists revealed that the country should seriously work towards the development of proper infrastructure since 55 % tourists emphasized on the improvement of the infrastructure (Pardhan, 2005b).

2.1.8 Types of Tourism

The curiosity why do people travel is a matter of concern in tourism study. People do travel for various reasons and purposes. Tourism can be classified on the basis of several factors such as geographical location, purpose of visit, the number of persons traveling, etc. Some major types of tourism can be classified as follows.

2.1.8.1 Ecotourism

Ecotourism is a form of tourism inspired by the nature of an area, including indigenous cultures. It should also entail development and welfare (Kunwar, 1997). It is any style and type of tourism that has the potential to bring benefits to the local economy whilst contribution to nature and cultural resources conservation (NTB, 2004). It aims to minimize any undesirable environmental impacts and socio-cultural changes (Luger, 2002).

In ecotourism, it is famous to add prefix 'eco' in each and every term related to tourism like ecotour, ecotravel, ecovacation, ecoadventure, ecocruise, ecosafari, ecoexpedition, etc. Ecotourism leads to economic, cultural, ecological and social sustainability (Dhal, 2060 BS).

2.1.8.2 Mountain Tourism

Out of fourteen world's tallest mountains above 8000m, Nepal alone accommodate eight of it including world's tallest Mt. Everest. Besides, the country endowed with numberless mountains above 7000 m and 6000 m and the magnitude of these mountains stretches miles and miles take a diamond tiara on the pinnacle of Nepal (Pradhan, 2005a). Physically, Nepal offers lovely products of adventure holiday in the mountains. For mountaineers, Nepal provides an endless challenge due to highest and most dramatic peaks to north and in the eastern half of Nepal (Satyal, 2000).

Tourism is one of the issues with regard to the mountains since it has the potential to contribute to the development (Nepal, 2003). It is estimated that mountain share roughly 15-20 % of the global tourism market (Mountain Agenda, 1999; cited in Nepal 2003). In 1998, the United Nations General Assembly declared 2002- the international year of mountains. This action responded directly to Agenda 21, the major outcome of earth summit, chapter 13 of which highlights the need for urgent action to achieve sustainable mountain development. Mountain tourism can be a key factor in achieving that goal (Nepal, 2003).

2.1.8.3 Trekking Tourism

Among the many tourist adventure activities in Nepal, trekking is by far the most popular. The diversity in Nepal's nature and a range of exotic culture makes this country ideal for trekking. Trekking in Nepal provides an opportunity to observe the local culture of the people and enjoy the beauty of nature undisturbed by the influence of modernity. One can choose between fully organized trekking and independent trekking depending on the situation. The trekking sites of Nepal includes Everest region, Annapurna region (one of the world's 12 best trekking trail). Langtang area, Gorkha and Manaslu the far east (Kanchenjunga area, Milke Danda, Jaljale Himal), The west (Dolpa), Humla and Jumal, Kathmandu valley (Shivapuri area, Sundarjal to

bhudhanilakantha, Godavari to Phulchowki, Kirtipur to Champadevi, Nagarjun, Nagarkot to Changu Narayan) etc.

Trekking tourism, particularly in the mountain areas. Occupies a prominent place in the Nepalese tourism industry. Most of the trekking tourism in Nepal takes place in protected areas (ICIMOD, 1995). Trekking in Nepal is a product, almost entirely reliant on long haul markets and increasingly coming under pressure from new, exotic and (in some cases) better managed and more stable tourism destinations (TRPAP, 2004a). Nepal, having 8 mountains higher than 8000 m height, has 27 % of tourists for adventure and trekking (TRPAP, 2004).

2.1.8.4 Wildlife Tourism

Nepal still shows that foreigners are very interested in wildlife tourism. Among different attraction for the tourists in the country, wildlife also has been a major one. Lots of tourists had been visiting to the national parks and wildlife reserves. The first established national park, Chitwan National Park (CNP) is the most popular national parks among the tourists. Wildlife tourism has very much prospect and foreigners are interested in coming Nepal for wildlife (K. C. 2005b)

2.1.8.5 Rural Tourism

Village tourism / Rural tourism concept development in Nepal is a new agenda in travel and tourism industry institutionally propounded by Kathmandu Research Center. The concept is Nepal's own creativity and innovation exhausted from the Nepalese soil. Nepal's rural tourism can lead the global truism village development to the whole world at largest extent. Nepal shed light on the new vision enlightening rural tourism industry meeting hand and with village and villagers. It is village tourism propagated on the fantastic model of new tourist's destinations in the country of villagers (Pradhanang, 2000; 2002; 2005). This concept about rural tourism or

community based tourism has surged worldwide in the field of tourism at present. This has brought in the sustainable tourism (Devkota, 2060 B.S.).

villages have been transformed in to model tourism in places where there were no traces of tourism activities earlier. These villages have undergone lots of changes in construction of physical infrastructure, employment for rural community, provision of income generating trainings and access to easy loan facilities to let the skills materialize (Mahat, 2005). Rural tourism has long played an important role in tourism and a wide range of outdoor leisure within the developed world. Rural areas are received variously; as untamed wilderness which can rekindle the human spirit (Shaw et. al, 2000). Community Based Rural Tourism (CBRT), a new concept and initiatives in the context of Nepal, has surged worldwide in the field of tourism at present (Nirula, 2004;2005). It has become a model of responsible tourism for community development (K. C. 2005b). This type of tourism not only trains the communities to enhance the capability but also have created environment to carry out income generating activities and created fund in local levels (Dangol, 2005).

It is slowly changing the livelihood of the people without losing their identity and culture (Adhikari, 2004b). It is important to lengthen tourists staying which becomes vital if the industry is to sustain (Gautam and Adhikari, 2005). Over 80% of the total area in Nepal is covered with villages and majority of rural populace are deprived of even the basic facilities like food, sanitation, health, and education. Due to high illiteracy cases and fewer opportunities for entertaining income, many are doomed to lead a low standard and unhealthy life style. And this is exactly where rural tourism can step in (Shakya, 2005).

It has been seen as vehicle to drive through several economic activities. In this sense, we have immense opportunities and potential to develop local community. The village tourism plan aims to integrate the effectiveness of sound mobilization to alleviate poverty development. The village is a store

house of nature and culture. The villagers should know their tourism products by which they can earn a lot of money (Pradhanang, 2000; 2002).

Rural tourism is the poor man's tourism (Kunwar, 1997). It holds an immense potential of raising the socio-economic standards of indigenous people and solves unemployment problems through development of tourism in Nepalese villages (Shakya, 2005; Pradhanang, 2060 BS). It was only 8th five year national plan when rural tourism was coined to be a major tool in combating poverty in rural areas. In 10th plan the government has extended its full support and commitments to capitalizing tourism as the vehicle for poverty alleviation. Significant steps have been taken towards identifying and promoting tourism potentials in rural areas over the years (Shakya, 2005). One of them is tourism, the new concept of rural tourism to promote agriculture as tourism.

One who is looking upon the world's best tourism or accommodation center should think about tourist village and village tourism can be real tourism industry as the top business activity in the world. Nepal in this circumstance, can lead the village tourism concept to the world. There is no longer a small world than a tourist village in Nepal. Nepal based village has its own special meaning and understanding (Pradhanang, 2000; 2002).

Village tourism such as Sirubari type of concept is to be encouraged throughout Nepal where almost every house has been converted into a hotel (Upadhyay, 2005). It has both prospects and problems. So, it is necessary to overcome the problems if the prospects are to change in reality. The first and foremost need is to prevail peace in the country (Gautam and Adhikari, 2005). It is a type of holiday based in principle on being housed on a farm and organized around activities connected with the farm (Kunwar, 1997).

2.1.8.6 Agritourism

Tourism activities related to agriculture is known as agritourism. The concept is new for most of the countries. But it is especially important for agriculture

countries like Nepal (Dangol, 2062 BS). The least developed countries like Nepal follows agricultural as a basic occupation. Most of the citizens produces cereals, vegetables, fish, honey, etc. Nepal gets more benefits from agritourism being an agricultural country. There are two kinds of agrotourists in Nepal. They are farmer tourists (mostly internal tourists, who come to observe new cultivation practices different from their own practices) and another tourists that need fresh vegetables, fruits, fish, honey, etc (may be domestic as well as international) (Dhal, 2060). Agricultural tourism, or agri-tourism, is one alternative for improving the income and potential economic viability of small farms and communities (SFC, 2006).

Agro-tourism has been a popular means of tourism around the world. In Greece, a growing number of people are occupied with agro-tourism activities (Upadhyay, Prospect of Agrotourism in Nepal, 2063BS). Tourism attraction and activities of agrotourism includes honey bee farms, IPM farmer's schools, different fruit cultivation, organic vegetable farming, poultry farms, dairies and milk cooling centres, traditional agricultural practices, fishing and hunting, elephant riding, bird watching different nurseries, herbal farms, national parks, ploughing with pair of bullocks, ropai jatra, etc. different Haat Bazzars, expos like poultry expo, and other festivals like honey festival, etc. (Dangol, 2062 BS; Maharjan, 2006).

2.1.9 Concept of Rural Tourism

Rural/village tourism is a complex multi-facted activity. It is not just farm based holidays but also comprises special interest nature holidays and ecotourism walking, climbing and riding, adventure, sport, health, hunting, educational travel, arts heritage tourism and ethnic tourism (Dr. Updhyay, 2005).

It is difficult to quantify the growth of village tourism because few countries collect statistics, which separate purely village/rural from other forms of tourism. In fact rural/village tourism is not a new concept. The rural tourism

of the 1970's, 80's and 90's, is, however different in several ways. It is revealed that over 70 percent of all Americans now participate in rural recreation. Likewise, many other developed countries also exhibit similar levels of participation (Dr. Updhyay, 2005).

The actual definition of rural tourism is still not much available. Though, sporadically some of the writers have defined about village tourism. One of the first familiar name Dr. Surendra Bhakta Pradhananga discoverer of Scientific Tourism has defined Village Tourism as, "Village Tourism is a grass root level of tourism designated at its own Nepali village style, mobilized by Nepali people themselves; their skill and resources are displayed as village life style and environment, involved by groups of village tourists, assigned by Nepali adult authorities positively within its balance of social and environmental function and strengthened the village and village economy". And he further defines that "village Tourism is a planned industry. Its dimension is very broad. Benefits are shared by all in an equitable distributive pattern, those who live in tourism regions are considered as participants in the tourism activities. Village Tourism in which the villagers are not left as creatures but always graded as superior beings of their own circumstances".

One of the famous writers, Tony Parr a British born in Australia defines "village based tourism is sustainable, ecologically and culturally sensitive tourism that directly benefits the local population as well as the overall economy of the country". According to him the basis of Village Tourism is that it dose but involve the construction of special hotel or restaurant facilities to accommodate tourists. Instead the local homes are used as a "home stay" concept which has following advantages:

- The village retains its traditional appearance.
- The cultural integrity of the community is retained since this is the main attraction and destroying this will destroy the tourism potential.
- The costs are kept to a minimum.

- The as guests get a real insight into traditional rural life
- A fuller community involvement avoids the risk of the wealthy elite repairing all of the financial gains.
- Any development of the existing infrastructure will benefit residents as well guests.

The alternative ideas of the Urban Tourism to know for tourists about rural areas of villager's real life style is called Village Tourism which is forced to conserve resources of natural, cultural, historical, religious, and archeological values.

Nevertheless the Village Tourism is an integral part of the Rural Tourism.

The English word "rural" (as also its Latin origin' rus, ruris, n.) refers to non-urban territory where human activity is going on, primarily agriculture; a permanent human presence seems a qualifying requirement. Therefore travel in "plain" nature for example in pure wilderness areas like (high) mountains, hills, deserts, open oceans are excluded from the present consideration.

Still, in spite of the above, rural tourism as well as Village Tourism has an important function concerning nature, since most engagement in the rural space are based on/life of the land, both host and guest in Village Tourism (Rural Tourism) have various roles, responsibilities in the maintenance and preservation of the natural environment. (for example farmers in the Netherlands can entire in contractual obligation/management with the government receiving compensation for the maintenance of rural land.

Rural Tourism is a small-scale tourism ('bygde-tourism' a Swedish term, some, used to say 'green tourism') where the local population gets income and work from the activity because of the possibility to exploit its own resources in the farm of labor force knowledge skills, land, local machinery and building materials which offers vacationing opportunities not only to rich

but to the less wealthy population segments as well, though the bulk of rural tourism experiences come from the industrialized world. Like Europe, North America, Australia, Rural Tourism at in the present approach would exclude much of current tourism practices in the third world.

The meaning of Rural Tourism is chosen here concentrates on the type of hospitality tourism that is people and (rural) settlement or community oriented, this category of travel or holiday making is at the moment, only sporadic in lesser-industrialized countries.

2.1.10 Rural Tourism in Nepal

The history of Rural Tourism in Nepal is long. Nepal introduced a programme of Rural Tourism aiming at promoting country's tourism industry in 2052 B.S. for the first time, though the promotion of tourism in the sense started more or less from the beginning of 1960. But concrete steps to promote and intensify tourism development activities in a more scientific and ordinate way where made when a high level "Nepal Tourism Development Committee" was formed in 1970 on the financial and technical assistance of the government of the Federal Republic of Germany. The work of the committee culminated in the publication of the "Nepal Tourism Master Plan in 1972 when has been the basis for all future activities in the field of tourism development in Nepal.

On 2nd May 1956, the coronation of King Mahendra was regarded as the first great landmark in development of tourism and its incident attracted many tourists into Nepal, though Nepal has expanded the diplomatic relation with Worlds famous organizations such as UNESCO, FAO, WHO, etc. After getting the membership of the UNO in 1995, gradually Nepal becomes known to the outside world. The first group tours consisted of 12 Americans and 2 Brazilian organized under the pioneer body of Sir Thomas Cook and his son arrived at Kathmandu in the autumn of 1956.

In the context of Nepal the concept of Rural Tourism is a new mountain tourism product. The main points that emerge to develop rural based tourism industry in Nepal as a major weakness in mountain tourism has been poor quality and management of its supply components. Secondly the urban areas are extremely becoming polluted and congested and are lacking a peaceful and pleasant environment, thirdly rural communities are attracted to the tourism industry and fourthly rural tourism is alternative income resources, etc.

Rural Tourism is a relatively new concept as well as must be an integral part of the whole tourism scenario and also to be looked upon as supplementing the whole effort, which is of interest not only to those in the tourism industry but also to the development professions policy makers and local communities as a potentially uncreative mechanism for conserving the natural resources base. The objective of Rural Tourism despite often ambiguous is to attract tourists to natural areas and use the revenues for local conservation and economic development activities.

Eleven model tourist villages have been proposed to be spread out among the various geographical division of the community. Only a few tourist villages have come up including Sirubari in Syangja district, Ghale Gaun in Lamjung district, which has been practicing as community based Rural Tourism. Sirubari has taken 13 households as sample since 20 Baishakh 2058 and also Khasur and Bhujung villages are being practiced as model tourist villages at Lamjung district. Likewise Thulo Persel and Deurali Gaon in Kavre, Ghandruk, Dhampus and Siklesh in Kaski, Parbat, Mustang, Manang, Dang, Pyuthan, Ilam and Taplejung are other potential places for Village Tourism.

Nevertheless, Nepal Tourism Board (NTB) has adopted a policy of expanding Rural Tourism all over the kingdom, and plan to develop Rural Tourism as an industry for poverty alleviation. Likewise, Nepal Village Resort Private Limited has been developed to improve rural base tourism since 1997. This

institute has taken Sirubari of Syangja as sample to introduce Rural Tourism in Solukhumbu, Dhankuta, Lamjung and Terhathum. The next private NGO SNV/NEPAL has been involved to develop sustainable tourism in the rural areas, like Ilam and Taplejung.

Though nearly 40 years after just from Ninth plan Nepal Government keep an eye on the rural base tourism in the rural areas by making special policy and strategy at the national level. The concept of Rural Tourism has been developed and priorities are given to promote the Rural Tourism, so that the village people will get direct benefits from tourism. In order to enhance this sector the following policies and strategies have been formulated.

- Tourism activities will be promoted in the village that can benefit the village people directly as well as indirectly. Villages rich in resources for tourist attraction will be developing into tourist centers. One village in each of the 14 zones will be developed as a model village during this plan period.
- Private sector and local agencies will be involved and encouraged in the sector so that more revenue can be generated.
- Investment of the public and private sector will be gradually increased to create basic infrastructure solely on the basis of per-planning and zoning of few feasible tourist spots.
- Temples, monasteries, buildings national sites of historical religious and cultural significance will be preserved, well develop and utilize the tourist spots. They will be registered as national heritage, participation of general and local people for this conservation.
- The tourism areas of cultural, natural, historical, and religious heritages will be preserved by local VDC and municipalities.
- Non-governmental organizations that work for upliftment of ethnic groups by utilizing their ethnic cultural heritages will be encouraged to

design and implement various projects that can generate income for the ethnic groups by utilizing their ethnic cultural heritage.

- Nepal Government's Ministry of Tourism and Civil Aviation had declared Siruburi village Syanjga as a first model tourist village in 1998.

CHAPTER-III

RESEARCH METHODS

3.1 Study Site Description and Rationale for the Selection of the Study Site

This study covers Durlung VDC, a rural tourism place, which is situated in northern part of Parbat district in Dhaulagiri zone. This VDC lies at a height of 1920 m from the sea level. More than fifty percent people are Gurungs in this VDC. This VDC was the peak circuit route of Ghodepani, Jomsom and Muktinath before the construction of Pokara-Baglung highway. Snow fall at the time of winter is the attraction for tourists.

Rural Tourism is a means of sustainable tourism development. It requires tourist's staying in or near village, often traditional village in remote area and learning about the villager's way of life. This kind of tourism involves provision of local style accommodation, locally produced food items for tourists and the organization of tourists' participation in village activities. Durlung VDC is also important for this point of view, so it is necessary to identify and analyze problems and prospects of rural tourism in this VDC. Similarly, the other reason to select the study area is that the researcher is the native person of this VDC. Only ward number 1, 6, 7, and 8 are selected as the study area because these wards are the main places of tourists and visitors to visit and transit frequently in this VDC.

3.2 Research Design

The major focal point of this study is to analyze the problems and prospects of rural tourism in Durlung VDC at the lap of mountain eco-tourism of western Nepal. It also focuses to analyze the potential destinations of rural tourism, to highlight the traditional culture of indigenous people and benefit the local people through rural tourism and to identify the existing problems of rural

tourism in and around the study area. Thus, considering this fact, the study has employed both exploratory as well as descriptive research designs.

3.3 Nature and Source of Data

The study is mainly based on primary information. The primary data collection method is very important which provides fresh information. The primary data are collected during the field work with the help of the other persons. The primary data are mainly qualitative in nature. Thus, efforts have been made to interpret data as qualitatively as possible. Besides, some secondary data are also collected from the different sources as per the need. Source of secondary data reference is taken from published and unpublished works, document and reports and articles and journals for present study.

3.4 Sampling Procedure

Basically this study is based on primary data that are mainly qualitative. So, specific sampling technique is not used.

3.5 Tools of Data Collection

Research is very serious work, so data become important information. Data are basic complements of the study. The study has adopted both primary and secondary or contextual and textual data collection methods. They are:

3.5.1 Observation

Observation technique is adopted in various steps in order to study various aspects related to tourism in the research area. Frequent observations are made in different time periods during field visit and field work to explore the prospects and problems of tourism development in Parbat district and Durlung VDC at the depth. Various potential tourist destinations within the VDC are thoroughly observed and visible and explorable problems are also documented during this depth observation. Observation adopted is both structured as well as unstructured but mostly structured observation is done to get more qualitative data.

3.5.2 Interview

Since this study is primarily qualitative in nature, interview is the main method for primary data generation along with observation. A set of checklist for interview is prepared intending to capture the various facets of rural tourism. Attempts are made to gather best possible information about subject matter and its existing problem of the area.

3.5.3 Focused Group Discussion

Some of the important qualitative data are gathered through focus group discussion. This information is helpful to triangulate quantitative information. Focus group participants are the various stakeholders such as social worker, tourism business person, youth club leaders, mother group leaders, etc. A checklist is prepared and finalized by the help of supervisor and stakeholders.

3.5.4 Key Informant Interview

For getting more insights on the study and for collecting more important qualitative data, key informant interview with various stake holders is carried out. This information is helpful to triangulate quantitative information. For the key informant interview, a checklist is prepared and finalized by the help of supervisor and stakeholders.

3.6 Method of Data analysis and presentation

Considering the nature of the study, analysis is done in qualitative way. The primary and secondary collection data collected are coded and analyzed in appropriate format. Data generated through observation, interview, and focused group discussion have been manually analyzed keeping the qualitative nature of the study in mind.

CHAPTER-FOUR

INTRODUCTION OF PARBAT DISTRICT

4.1 Background

The Parbat district is situated at the lap of the mountain. We can see Machhapuchhre, Dhawalagiri, Annapurna as well other Himalayan mountains from the various part of Parbat district. This district is very rich in natural resources. The area is also a home to diverse range of caste/ethnic groups. This district rich in flora and fauna, bio-diversity and both cultural and natural heritages.

4.2 Geographical Setting

Parbat district lies in the western part of Nepal in Dhawalagiri zone. Geographically this district is situated from lowest Sedibeni (450m). to upper land Jaljala ko Dhuri (3309m high from the sea level). This district is covers 494 sq kms land. It is located 28⁰8” and 28⁰20” north latitudes and 83⁰30” and 83⁰50” east longitudes. Politically this district is divided into 495 wards, 55 VDCs, 11 Areas (Ilakha) and 2 election constituencies. Kushma is the district headquarters of this district. This district is divided into five areas by various natural and tourism development point view.

4.2.1 Jaljala- Haljure Area:

This area is situated at the northern part of Parbat district. It is located at 750 m. to 3309 m height from sea level. This area lies between Kaligandaki and Modi river, most of the part is covered by forest. Baskharka, Salija, Lekhfat, Majfat, Dhairing, Naglibang, Pang, Khurkot, Kyang, Banu, Durlung, Deupur, Bhukatangle, Deurali, Bajung, Chuwa and Shivalaya VDCs lie in this area. This area includes high hills and even mountain areas although Mallaj, Dhairing, Naglibang, Pang and Khurkot are the most productive VDCs of this area. This area is the origin of *Landi*, *Lasti*, *Pundi*, *Pati* and *Bhurubdi khola*. These *kholas* join Modi and Kaligandaki rivers. These Kholas are the main

problems of the soil erosion of this area (District profile of DDC-2058 BS). Another side this area is the very famous from the tourism point of view. There are the trekking routes for tourists to Birethanti, Ghodepani, Jomsom and, Mustang. This area is very potential area for rural tourism. Famous religious area such as Durlung Kot, Gupteshower Guffa (Cave) and Saharsradhara are situated in this area.

4.2.2 Panchase Area

This area situated at the north- east part of Parbat district, lies between Modi River and Jahare khola. It is located at a height of 780 m to 2517 m from the sea level. Chitre, Ramja, Aarther, Tilahar and Pakuwa are five VDCs that lie in this area. Famous Panchase Lake and Siddhabaraha temple lies in this area. This is the very potential area from the tourism point of view. The northern part of this area is bordered with Kaski district and Syangja in the south. Jahare and Rati khola's wetland area lie in this area (DDC profile 2058 BS, Parbat).

4.2.3 Dahre Area

This area lies between Jahare khola to origin of Chiridi khola. It is located at a height of 640 m to 2266 m from the sea level. This area issituated in the middle part of Parbat diatrict. Malyandi, Lamaya, Chiridi and Sedi khola are the wetland area in this area. Khaula, Thulipokhari, Pipaltari, Katuwachaupari, Mudhikuwa, Sankarpokhari, Khanigaun, Thapathana, Bhangara, Falamkhani, Thanamaula, Limithana, Devisthan, Pakhapani and three wards of Lunkhudeurali's VDCs area lie in this area. Flebawas and Gyadi are top most agricultural area of this district. There is all irrigation from Lamaya, Malayndi and Chiridi khola in these places.

4.2.4 Khaadi- Gorlayang Area

This area lies in between Chiridi and Sedi khola's origin to south of Parbat district. It's located at a height of 540m to 2266m from the sea level. Six

wards of Lunkhudeurali, Kaurgha, Pangrang, Bachhha, Bhoksing, Balakot, Horsyandi, Uram, Waki, Barachour, Ranipani, Saligram, Beulibas, two wards of Huwas, five wards of Saraunkhola, and one ward of Bhorle lie in this area. Historically important areas such as Painyukot, Khadkare chhahra (water fall) and famous religious place Sedibeni (Silaji) area also lie in this area. This includes most agricultural area in Parbat like Kurgha, Pangrang, Bachha Bihadi, etc. There is alltime irrigation facility from Seti khola , this area might be developed as an agri-tourism area.

4.2.5 Sirkot and Sirsekot Area

This area lies between Sirkot or Sirsekot of Syangja district and Seti khola of Parbat. It is located at a height of 550 m to 1681 m from the sea level. Taklak, seven wards of Huwas, four wards of Saraunkhola and eight wards of Bhorle lie in this area. This area is an all season agriculture area. There are all season irrigation facility from Mardi, Sedi and Gedi khola. This area can also be promoted through agri-tourism.

4.3 People

High density of population spreads mostly in the middle part of Parbat district. But settlement of the people spreads in all regions even up to the Baskharka to low area Sedibeni. Various kinds of ethnic groups such as Gurung, Magar Newar along with Brahmins and Chhetris and schedule group of people live together in this district. The total population of Parbat district is 174357. The male population is 83427 and female is 90930. (Statistical Year Book of Nepal, 2058 BS).

4.4 Culture

Various geographical structures of Parbat district determine distinct cultural heritage. The district is rich in cultural diversity; both tangible and intangible. The culture of the district can be categorized in two major parts i.e. ethnic culture and archaeological monuments. The district is a home to a diverse

range of ethnic groups like Gurungs, Magars, and Newars. The Gurung people are original indigenous ethnic group of the western Nepal. Religion, custom, tradition, folk lore, language, fairs and festivals, living style of people, harvesting pattern, art, craft, etc. are their unique features of these indigenous groups.

Archaeological monuments are also equally important as cultural products in Parbat district. Temple, Gumbas, Pati, Devalaya, Silaji, Cave, religious pillar, etc. are major monuments in the district. Silaji of Sedibeni is an animist deity which is a pilgrimage destination for all sects of people in Hinduism. Similarly, Modibeni, Guptesowar cave, Durlung Kot, Panchase and other gumbas situated in the northern side are famous cultural monuments in the district. These are major cultural attractions for the tourists.

4.5 Nature

Parbat district lies in a mountainous eco-region. Every kind of natural heritage is found here. Spectacular Himalayan ranges, mountains, rivers, lake and cave are gifted resources of nature. Similarly, the district is rich in wildlife, biodiversity, natural vegetation, flora and fauna, topographical climate and environment. There are world's rare animals, birds herbal plants and flowering plants are also found specially in the Jaljal Haljure area.

4.6 Access and Accommodation

Parbat district has a distinct accessibility by land. The bus takes 6-7 hours from Kathmandu and one and half hour from Pokhara. Pokhara to Bagung (Bhupi Serchen) highway runs through the middle part of the district. There are a number of seasonal motorable roads joining market centers such as Waling, Mirmi, Sedibeni and Kushma to various rural areas of this district. Around Parbat district including Kushma, the district headquarter and in the other places, lots of lodges and restaurants are available. Paying guest facilities can also be found.

4.7 Prospects of Rural Tourism in Parbat District

Parbat district has infinite variety of landscape, culture and panoramic view of the Himalayan region. Machhapuchre is the glorious mountain as 'five treasures of the snow', similarly other famous peaks like Dhaulagiri, Nilgiri, Annapurna, etc. are magnificently snowy and icy in the upper part of the district. Tourists can observe unique and virgin Machhapuchre which serves as a crown. There are colorful settlements, forests, rivers, villages and lakes spread all over the district. Kaligandaki and Modi river are the major rivers of Parbat district. They are highly feasible for rafting. Mr Kamal Kanta Regmi, CDO, Parbat, opines that rural tourism can be developed in some of the villages with unique features that can serve as a back-bone for economic development of the district, through its own natural granted gift. Similarly Prof. Hum Bahadur Baruwal opine that the north belt of Parbat district Jaljala-Haljure area can be developed as pocket tourism, i.e. rural tourism. This area has high potentialities to develop the bio-tourism.

4.7.1 Special Attraction

The district is the land of attraction everywhere. This is a mountainous district which offers range of spectacular Himalaya. The district is land of diversity in ethnic groups. There are cultural heritages which are means of tourism attractions. Rich in natural heritages like bio-diversity, flora and fauna, lakes, rivers, forest, etc. spreads every where, Parbat is the viable tourist destination. Parbat district is divided into five regions on its own geographical features, it is already been described. Those all regions might be suitable for the tourism point of view. Every region has its own features.

4.7.1.1 Panchase Lake

Panchase Lake lies in the north-eastern part of Parbat district. This lake is situated at the top of Ramjadeurali VDC. This is a historical lake of Parbat district. Geographically, this lake is located at 2575 m from the sea level. Lake situated inside the big forest seems very clean. There is a temple of Siddhabahara at the side of this lake. People visit this place to worship Siddhabahara time to time. This lake is also very famous for the tourism point

of view. There are some Gurung settlements in the areas nearby the lake like Chittre, Ramjadeurali and Aarther VDCs. We can see typical Gurung rituals and culture. There are no sufficient transportation facilities, but Pokhara-Baglung highway supports to go there. It takes one and half hour from Dovilla or Dimuwa on foot. So this area can be developed as a rural tourism area.

4.7.1.2 Ghodepani-ACAP Trekking Route

This trekking route is one of the potential areas for the tourism point of view. This area lies in the north part of Parbat district. It is also known as Jaljala-Haljure area of Parbat district. This area is the most important from the view of natural beauty. Most of the land of its area is covered by forest. This area is very rich in bio-diversity, flora and fauna and cultural diversity as well. It is a very important area of Parbat district to develop the tourism industry.

Kushma, Durlung, Kyang, Banau and Salija are the main areas of its trekking route on one side. Another side includes Nayapul, Birethati, Ulleri, Jaljala, etc. Mostly this area, are inhabited by Gurung and Magar community. Magar and Gurung culture is the main attraction for tourist in this area. There are no sufficient transportation facilities, but they are gradually increasing. If this area is developed as a tourism area, it will play the vital role to increase the economic status of overall Parbat district.

4.7.1.3 Gupteshower Cave

Gupteshower cave lies in Shivalaya VDC, Kushma (district headquarters) at the edge of Kaligandaki river. This is a historical cave of Parbat which is very important from religious perspective. There are different statues of various types of gods inside this cave. At the time of Balachaturdasi, Hindu people visit this place to scatter the grain cereal (satbij chharne) in the name of deities. It is not much far from the Pokhara-Baglung highway. It just takes fifteen minutes from Kushma bazaar by trek. So this cave might also be the main attraction for tourists.

47.1.4 Sahasradhara

Sahasradhara lies in Pang VDC of Parbat district, the side of Pokhara-Baglung highway. This place is also famous from religious perspective. There are some water-fountains and temples. Hindu people come here to pray god in any time. This place is not much famous like other religious places of Parbat district. But it will be also the attraction of tourism.

4.7.1.5 Modibeni

Modibeni lies between Shivalaya and Mudhikuwa VDC of Parbat district. Kaligandaki and Modi River meet at this place. Modebeni is also important from religious point of view. At the time of Maghe Sakranti, many people visit this place to take sacred bath in Kaligandaki in the name of gods. Another importance of this site is the fact that it is a cremating site of Hindus. It is also famous for rafting. It might also be important part of tourism development in Parbat district.

4.7.1.6 Sedibeni

Sedibeni lies in the southern border of Parbat district. It is also religious place of Parbat district. Sedbeni lies in edge of Kaligandaki river. It is the meeting place of Kaligandaki river with Syanjya and Gulmi districts. There is a huge stone (Silaji); people believe it as a god Vishnu since ancient time. At the time of Mahashivaratri, Balachaturdasi, and any religious day people visit it to show devotion to the deities. This area might be developed as a pilgrim tourism area.

4.7.1.7 Gurung Cultural Heritage:

Western Nepal is the origin of the Gurung people. They have a long history and culture in the western hill of Nepal. Gurung people are the dominant ethnic group among other ethnic groups in the western Nepal. Parbat district also offers unique experience of cultural and traditional lifestyle of Gurungs.

Gurung people enjoy their traditional Rodhi, Kauda, Sorathi, etc. during various occasions. They also offer accommodation at their homes and can help discover the true culture of this district. They are very frank in behavior. They help each other with friendly manner. Their main income source is lahure in Indian, British and Nepalese army as well. Gurung people have a number of colorful rituals in birth, marriage, funeral process and other religious days compared with other people.

Gurung's culture can be the main part of the tourism development in Parbat district. Chitre, Ramja, Aarther, Bhukatangle, Deurali, Durlung, and Bhoksing VDCs are the main Gurung dominant VDCs of Parbat district. These VDCs might be the major backbone of the rural tourism in Parbat district.

4.7.1.8 Magar Culture Heritage

Magar people are living specially in the northern part of Parbat district, like Jaljala-haljure area. Kayang, Banu, Saliya, Dhairing, Lekphat, Magphat and Banskarka are the main Magar people's dominant VDCs of Parbat district. Magar people have their own rituals and culture. They are also very frank in behavior like Gurung people. Their main income source is also doing jobs as army personal like Gurung community. Kauda dance is the main dance of the magar community. They dance Kauda in various occasions. Magar people's culture might also be an integral part of tourism development in Parbat district.

4.8 Problems of Rural Tourism Development in Parbat District

Sound tourism development plan needs specific schemes of management, appropriate plan, accurate policy and strategic approach. Also, more sensitivity should be paid to organization and promote rural tourism. Sustainable tourism in rural area is very effective idea which enhances the

socio-economic condition of the rural community. It is helpful for the reduction of poverty by providing employment and income. Thus rural tourism is an effective tool in developing country like Nepal. The concept of sustainability in rural tourism must be multi-purpose one to succeed (Kunwar, 1997:111). It should aim to:

- Sustain the culture and character of host communities.
- Sustain the landscape and habitats
- Sustain the rural economy.
- Sustain a tourism industry which will be available in the long term and this in turn means the promotion of successful and satisfying holiday experiences.
- Develop sufficient understanding, leadership and vision among the decision makers in an area.
- Realize the dangers of too much reliance on tourism and continue to work towards a balance and diversified rural economy.

Parbat district is a very beautiful mountainous district. This district has huge potentialities to promote rural tourism. But there are some problems yet to be raised now. Unless these problems are rural tourism cannot be promoted as we expect. There are some problems till now; the major problems associated with the tourism in Parbat district are as follows:

4.8.1 Infrastructural Problems

Infrastructure facilities are the most important aspects of tourism development. Without infrastructural facilities, development of tourism couldn't be expected. The main problems related to infrastructural facilities in the area are accommodation, accessibility, hospitality and amenities. There are infrastructural components in the tourism industries. The study shows that such facilities could be developed in appropriate manner. That is infrastructural components couldn't be developed adequately to meet the

interest of visitors. Major infrastructural problems associated for the promotion of rural tourism in the district are given below.

4.8.1.1 Transportation

Transportation is the backbone of the tourism industries. It enables people to visit a destination. Transportation isn't quite sufficient in Parbat district. It is well known that transportation facilities are not well developed in the district. Pokahra-Bglung highway is providing transportation facilities in the northern part of this district, but southern part is totally restricted from this facility. The road is under construction from Sedibeni to Kushma, but it is rough way and not able to provide facilities in the rainy season.

4.8.1.2 Communication

Communication is also one of the major facilities in rural tourism industry. Rural tourism is developed in the rural areas generally in remote villages. The telephone service is not available in whole VDCs of this district. There is good telephone service in district headquarters and its periphery's VDCs, but the northern and southern parts of this district do not have sufficient facilities of communication till now. E-mail and internet facilities are not available till now in whole district.

4.8.1.3 Accommodation

Accommodation is another great and most effective factor in tourism industry. An adequate supply of accommodation suitable tailored to the requirements of tourists market is one of the basic conditions of tourism development (Kunwar, 1997: 148). Accommodation facilities are insufficient in Parbat district. Some available lodges and hotels are located only in Kushma bazaar. Other parts of this district are out of this facility.

4.8.1.4 Health Service Centre

Although, there is a hospital in the district headquarters of Parbat has a hospital but in the area's there are only primary health services in the vocs.

They are not well equipped in times of emergency and even for the general health services. It is causing a great deal of inconvenience to the local as well as tourist visiting the district. Therefore insufficient facilities of health services should be considered as a problem for the promotion of rural tourism.

4.8.1.5 Electricity

Electricity is also another major component of tourism development. There are no sufficient facilities of electricity in whole Parbat district. Electricity facility is available in district headquarter kushmas, and its periphery's VDCs. Remote VDCs of Parbat also not have that facility till now.

Similarly there are also others problems arised to develop the rural tourism in Parbat district: They are-

-) Lack of conceptual clarity.
-) No concrete tourism plan.
-) Lack of close coordination among the concerning institutions (public and private).

CHAPTER-FIVE

PROSPECTS AND PROBLEMS OF RURAL TOURISM IN DURLUNG VDC

5.1 Background

Durlung VDC is situated at the northern part of Parbat district. It covers an area of 12 sq kms. This VDC lies at 1920 m height from the sea level. Ward no 7 is the highest place of this VDC and ward no 5 is the low land area of this VDC, which is located at about 780m from the sea level. Politically, this VDC lies in election area no 1 of Parbat district. Pokhara- Baglung highway runs through this VDC. It is bordered with Tilahar and Bajung Bajung VDC in the east, Kaynag and VDCs in the north , Khurkot in the west and Chuwa and Shivalaya (district headquarters) VDCs in the south respectively. Various caste of people are living in this VDC, like Gurung, Magar, Brahmin, Chhetri and Dalit groups as well. Near about 50% are ethnic groups people are living in this VDC. Especially the Gurung community is rich in traditional culture. Gurung people and their cultural traits such as fair and festivals, religion and spiritual beliefs rituals, and custom, folk lore and dance, food and drinks, dress and ornaments, language and dialect, traditional way of life and traditional farming practices, etc. are attractive matters for tourists.

Durlung VDC is rich in natural beauty almost all parts of Parbat district and some parts of Baglung, Maygdi, Gulmi, Syanjya and Kaski district can be observed from here. Annapurna, Dhaulagiri, Machhapuchre, Nillgiri and other Himalayan peaks can also be observed from this VDC. Community forest, birds, rhododendron forest, etc. are other attractive parts of this VDC. Especially Gurung culture and its natural beauty is the major components of rural tourism development in this VDC. Rituals, fair and festivals of this VDC are very famous in Parbat district. This VDC was the teak circuit route of

Ghodepani, Jomsom and Muktinath before construction of Pokara-Baglung highway. Snow fall at the time of winter is the attraction for tourists.

Table: 5.1 : Population of Durlung VDC

Ward No	1	2	3	4	5	6	7	8	9	Total
No of Settlements	4	6	5	4	6	4	4	6	7	47
No of House	65	86	88	102	114	64	75	116	98	808
Total Population	366	498	572	602	577	345	396	610	491	4457

Source: Field Survey, 2007

5.2 Factors Affecting the Growth of Rural Tourism in Durlung VDC

5.2.1 Natural Assets:

There are a lot of natural gifted assets available in Durlung VDC. Among them Durlung Kot is the highest peak in Durlung VDC. The major attraction by far is the breathtaking panoramic views of Machhapuchre, Annapurna, Dahulagiri, Nilgiri and Tukuhe peaks. Another attractive view, Modi and Kaligandaki rivers, can be observed from this VDC. Especially Machhepuchre can be clearly seen from every place of Durlung VDC, It can be seen clearer from Durlung than from Pokhara. Durlung Kot , which is a little bit described already, is a beautiful natural scene of this VDC. It is a famous religious place of this area. Almost whole area of Parbat district and some areas of Kaski ,Syangja, Gulmi, Baglung and Myagdi districts can be easily seen from the hill of Durlung Kot. Some important Himalayan peaks can be observed from this Kot.

From the religious prospects, Durlung Kot is a famous Kot of whole Parbat district. Especially Hindu and Buddhist people believe upon this kot. People from Durlung, Chuwa, Shivalaya, Bajung, Khurkot , Kyang and other VDCs visit this place for praying. At the time of Dashain, there occurs worshipping and praying for Nabadurga Bhagabati for nine days. At that time, many people visit there from different VDCs of Parbat district and from other districts too. There also takes place Udeuli/ Ugheuli (Bhume) puja at the time

of Jestha and Mangsir respectively. Many people come here at the time of Bhume puja also. One of the informants is asserting that this particular specialty of Durlung can be one of the highlighting prospects for the tourism development in this VDC and Parbat district as a whole.

Similarly there is a famous cave in Durlung VDC, which lies in ward no 7. It is called Khandulo Guffa. This cave is about one kilometer in length. There are various types of god's statue, fountains and other historical things can be seen inside this cave. This cave is surrounding by very big forest. Many people come there to see this cave and they to pray the god inside this cave. This cave is the most important part of tourism development in this VDC.

Durlung VDC is the very famous for community forest. There are nine community forests in Durlung VDC. Community forests of Nepal themselves are considered as one of the best practices of natural resources management by the world and has got a number of international awards too. Also many project related and other visitors from different parts of Nepal come to see those community forests and interact with the local community on issues of forest management. Over a million sampling including rhododendron and alnus as well as other rare species of medicinal value species have been planted here in different years. Every ward has one well managed community forest with well in Durlung VDC. Naturally, Karange community forest is very beautiful among those. It lies in ward no 1 at Bhujelthan. It was a camping place of tourists at the time of trekking route to Ghodepani-Punhill. Mahabhir community forest is the very important forest from the point of view of bio-diversity. This forest lies in ward no 7; it is being run with a sound management system. There are various types of birds, kalij, flora and fauna and other wildlives. Especially this forest is famous for honey-hunting. This community forest can also be very much fruitful to develop eco-tourism. This area has subtropical, deciduous, coniferous and alpine vegetation and some useful medicinal herbs. The most common tree species available are

salforest, pine, tallfir, spruce, bamboo, dense bamboo (nigalo), *Cerasoides*, *patula*, oak, alnusand and nepalensis. The habitat provides wild animals like tiger, monkey, common langur, jackal, fox, goose, duck, partridge, kalij, pheasant, nutcracker, eagle, pigeon, dove, swan, etc. The forest is managed under the forest management plan that specifies the rules and regulations regarding the harvesting and distribution of forest products to its users.

According to the rules, the VDC has given permission in the form of a coupon for household to be able to extract timber for construction of houses, with the approval of the every ward member. Beneficiary households are allowed to cut old trees for firewood on payment of stipulated fees. Income earned from such fees is utilized for forest management. All those community forest of this VDC are fairly rich in biodiversity and are also ideal for bird watching and wild life observation. Wild fowl, partridge, and verity of pheasants are also found in the forest. Major wildlives found in those forests include leopard, bear, rabbit, monkey, Jackal, deer etc.

5.2.2 Transportation Facilities

Transportation is the key factor of the tourism development. The transportation need must be met. The transportation facilities make it possible to travel from one place to another place. The tourist spends about half of their total holiday money on transport and travel and other half on accommodation and other activities. It is estimated that travel costs are typically about 40 percent of total holiday expenditure. It shows that the importance of transportation in tourism. There are three main trails leading to Durlung from the Pokhara-Baglung highway. The main trail leads from Kusham (district headquarters); it takes about 45 minutes drive by rough road. Another trail starts from Amboat; it takes one and half hour on foot. The third trail goes from Dobilla (Sundare khola) climbing from Kapdas ko pakha and Lakuri Dada; it also takes one and half hour on foot trails.

5.2.3 Communication and Infrastructure

Communication is also another important part of tourism development. The Durlung VDC has sufficient facilities to the point of communication view. Every ward has more than two telephone services in Durlung VDC. There is also one postal office. Mobile phone service is available there. Now the construct of a telephone tower in Durlung Kot is going on. After completion of this tower, there will be available telephone and mobile phone services in every house of Durlung. This tower covers almost all areas of Parbat and other districts too. The construction of a television tower in Thuma ko Dada is also going on. After this tower, television service will also be available like telephone service. National and international channels can be watched easily.

5.2.4 Health Service

Health service is also major components of rural tourism development. If the tourist does not get first aid at the time of sickness, they will be bored and never come back. So the health service is an assistante part of tourism development. There is one health post in Durling VDC, which is provided by the government. It is situated in ward no 8 at Sarunchower. It is administration centre of Durlung VDC. And there are 4 private clinics available in Durlung VDC. So, the health service in Durlung VDC is satisfactory.

5.2.5 Security

Another factor needed for the promotion of rural tourism is security. Security is essential factor for tourists. It plays a vital role in tourist flow. Nobody wants to go and stay there where security is lacking. The condition of insecurity is created by robbers, thieves and also by wild animals. Even murders and disappearances of tourists would discourage the other travelers to visit such destinations. Viewed in this way, Durlung may be regarded as peaceful and fearless.

5.2.6 Electricity

Electricity is an essential part of tourism development. Almost all wards of Durlung VDC have got electricity facility. Electricity facility in Durlung VDC started last year. Only few houses have out of this facility, probably those houses also get facility within two month.

5.2.7 The Gurung Cultural Heritages

Western region of Nepal is the origin of Gurung people. Parbat district is also a Gurung area. And Durlung VDC is dominated by Gurung people. Gurung community is rich in traditional culture among ethnic group people. There are three villages of Gurung community in Durlung VDC; Kafalchour, Chanaut and Kotgaun. All these villages are rich in cultural heritages of their own. Gurung community has their own separate culture, rituals, customs, and tradition as well. Those all types of culture, rituals, customs, and tradition of Gurung people can be easily observed in Durlung VDC. Gurung culture can be the base of rural tourism development in Durlung VDC. Gurung people are different from other people. They have separate language, different types of ornaments and dress, and food and drinks, etc. These all systems can be the observable matters for tourists.

Gurung people have their own indigenous knowledge, like making carpet , making wine, honey hunting, bhanga bunne, Jaad banune, etc. Most of the Gurung people are doing occupationally these types of jobs. It is their main income source. They have separate culture at the time of birth, wedding, death and other religious days as well. Rodhi is a very famous culture of Gurung people. Especially this is a singing program, in the evening after dinner every house member or whole family come to Rodhi Ghar (especially youngsters). They sing songs asking questions to each other (*dohori*) and enjoy fully. No one is restricted there to enjoy there. It is the very traditional culture of

Gurung people. Till now it sometimes can be observed in Durlung. It will be the very interesting thing for the tourist.

Kauda and Sorathi dances are the very typical dances of Gurung people. These dances are the dances which combine male and female. Tohote is another most important culture of Gurung community. So Gurung culture is the property of the nation and this VDC as well. These all Gurung culture can be seen in Durlung VDC. It might be the backbone of rural tourism development in Durlung VDC.

5.3 Problems of Rural Tourism Development in Durlung

Naturally Durlung VDC is the very beautiful village. It has every potential to develop rural tourism. This VDC is rich in natural resources. But there are some problems to develop the rural tourism. These are as follow:

5.3.1 Lack of Adequate Transportation Facilities to the Village

Transportation facilities are basic elements of tourism development. Transportation facilities are available in Durlung VDC but they are not sufficient till now. Road is roughly and haphazardly constructed. Vehicular movement is not easy here. Only four wheel jeeps provide the transportation service. But jeep service is also not available throughout the year. Being an earthen road, it remains closed during the rainy season. So, it is most necessary to blacktop this road.

5.3.2 Lack of Adequate Communication Facilities

Communication is another essential part of tourism development. If the communication facility is not well available tourism can't be flourished as we think. Telephone, e-mail, internet and postal office are most necessary. There is not enough telephone service in Durlung VDC. E-mail and internet service are not available till now. Communication facilities should be developed to promote rural tourism in Durlung VDC.

5.3.3 Lack of Adequate Electricity

Electricity can be helpful to develop tourism. Electricity facilities is available in Durlung VDC, but it does not give good service for twenty-four hours. It is suffering from load setting problems time to time. All households are not getting that facility till now.

5.3.4 Lack of Adequate Health Services

Health service is also helpful to develop tourism. Four medical shops and one health post is available in Durlung VDC. But health post is not well managed. There is not availability of sufficient medicine and doctor's services for twenty four hours. It is managed totally by government. So it provides services only at office hour.

5.3.5 Lack of Adequate Awareness

Awareness build up is most necessary to develop tourism anywhere. The local people should know well about tourism. Local people should be aware about tourism. and the benefits from tourism. In Durlung VDC, there is no awareness build up program till now to develop the tourism. It is the first research study to develop tourism in Durlung. Awareness build up program is most necessary in Durlung VDC to develop tourism industry.

5.3.6 Lack of Political Consensus

Politics affects every organ of nation and society. If the politics is in good condition every organs of nation or society would move positively. But, if the politics is rough or unstable it defects the nation or society negatively. Nepal has been suffering from political instability since many years, so our society also cannot escape from this problem. Durlung VDC is famous VDC for political activities in Parbat district. Every party's political leaders are here. They are also national level leader. Sometimes they want to modify their party's here to the development program. At that time some problems arise there and it is too much difficult to develop a consensus. Political instability should be eradicated in Durlung VDC to develop the rural tourism.

5.4 Benefits of Rural Tourism

Tourism can bring benefits to a community in a variety of ways. This is especially true in Nepal where opportunities for economic stability and cultural exchange are severely limited. Tourism provides a substantial proportion of money that supports our heritage and culture, and is one of the main focuses for economic regeneration in many areas. It makes an important contribution to the quality of life, supporting facilities and services that benefit the whole community. Based on the talkings with the local people, the followings are some ways in which tourism can benefit them.

5.4.1 Economic Benefits

This is the immediate benefit of tourism. As the respondents have replied, tourism opens up income opportunities for them in a number of ways. This includes patronizing hotels, running restaurants, running buses, etc that are privately owned and employ drivers and tour guides. Local people of Durlung can sell their indigenous products such as fruit, locally-produced handicrafts and COs of Nepalese music. Not only all of these activities tend to improve the overall welfare of the locals, they are all generally associated with increased opportunities for women, too.

5.4.2 Employment Generation

With the increased flow of tourists and development of infrastructures needed for them such as hotels, restaurants, lodges, etc. local people can get a variety of job opportunities. They can work there or even be guides for tourists. This to some extent, can be helpful to solve the uprising problem of unemployment in Nepal.

5.4.3 Increased Awareness about Locality

People who visited a country or a place in the past and who developed relationships with the local people are far more likely to pay attention to news about events that take place there than someone who can't even locate Nepal on a map. Even friends and family of the tourists who will inevitably hear stories about the trip and see photos of this beautiful people and places, they are likely to be far more receptive to Durlung and Parbat-related information rather than they otherwise would have. In the words of a key-informant, if a tourist wants to continue to benefit them upon returning home, they can engage in campaign of our locality to spread awareness.

5.4.4 Cultural and Linguistic Exchange

With the increased contact with tourists, many local people crave exposure to foreign ideas and cultures. For those people in society who will never be able to leave the country, the only way they will have these cultural experiences is that when people come to visit them, they can learn about the outside world through them besides books the internet.

Socially tourism has a great influence on the host societies. Tourism can be both a source of international amity, peace and understanding and a destroyer and corrupter of indigenous cultures, a source of ecological destruction, an assault of people's privacy, dignity, and authenticity.

Major possible positive effects of tourism in Durlung and Parbat can be

-) Developing positive attitudes towards each other
-) Learning about each other's culture and customs
-) Reducing negative perceptions and stereotypes
-) Developing friendships
-) Developing pride, appreciation, understanding, respect, and tolerance for each other's culture.
-) Increasing self-esteem of hosts and tourists, and
-) Psychological satisfaction with interaction

So, social contact between tourists and local people may result in mutual appreciation, understanding, tolerance, awareness, learning, family bonding respect, and liking. Residents are educated about the outside world without leaving their homes, while their visitors significantly learn about a distinctive culture. Local communities are benefited through contribution by tourism to the improvement of the social infrastructures like schools, libraries, health care institutions, internet, and so on. Besides, if the local culture is the base for attracting tourists to this region, it helps to preserve the local traditions and handicrafts which maybe on the link of the extinction.

5.4.5 Protecting and Improving the Flora, Fauna and Geological Assets

Based on the arguments drawn from the focused group discussion, it has been concluded that the rural tourism has an important role to play in protecting and improving the wildlife and geological assets of our most attractive landscapes in Parbat and Durlung where visitors come to enjoy. We need to maintain our wildlife and geological heritages for the benefit of everyone, now and in the future. If planned and managed carefully, the relationship between tourism and nature conservation can be positive.

The above mentioned benefits of rural tourism for Durlung may be summed up as tourism offers huge potential as a catalyst for a positive change, fresh ideas, new opportunities and ultimately a vibrant future for this area and rural ways of life continue to change. Tourism can increase the range, size and viability of local businesses such as general stores, post offices, garages, pubs and restaurants, which are also used by the community. Tourism can lead to improvements to, or maintenance of, services such as the fire and health services. It can also lead to improvements in infrastructure such as road improvements and upgrading sewage works. Finally, a healthy local economy well supported by tourism can result in improvements to the built environment in Durlung as well as Parbat.

CHAPTER-SIX

SUMMARY OF THE FINDINGS, CONCLUSION AND RECOMMENDATIONS

6.1 Findings and Conclusion

Tourism has its own specific characteristics according to its typological nature. Tourism industry is a growing phenomenon of economic, social and cultural activities. Rural tourism is the best type of tourism industry. Today rural tourism also becomes means of development.

Jaljale area, Panchase area, Dahre area, Sirkot area, etc., variety of people and their culture are the main assets of Parbat for tourism development. Similarly various natural assets, beautiful sceneries of Himalayan Range, flora, fauna, local Gurung culture, community, etc. are the potentials for the development of rural tourism in Durlung VDC. The study shown the Parbat district as well as Durlung VDC has high potentiality as a unique tourism destination. Durlung VDC has enormous tourism products to promote rural tourism. Such products are both cultural and natural heritages which signify the prospects of rural tourism destination.

Rural tourism is a thought piece for introducing our beautiful villages as a sustainable tourist destination. People around the world like to get away from the humdrums of day to day busy and mechanical life and move to rural villages, mountains, rivers, lakes and natural beautiful areas. Thus rural tourism exemplified in Nepal and the people on their own initiatives is the showpiece in the global context hovel and tourism agenda. It is focused as powerful economic and social thought in the world. There are various village based resources illustrated as scenic resources, people, natural attraction, cultural diversities, wildlife and plants in rural world. Thus rural tourism is a especial concept and it is an appropriate means of achieving plan document declared goals in collecting foreign capital.

The study has focused on indigenous culture of Gurung people that can be taken prime source in the study area. So, the study has highlighted the Gurung culture as a main part of tourism. Thus, the study can be regarded as the norms, value and principles of anthropological tourism. Beside these natural and archaeological products have been described too.

Sustainable tourism development in Durlung VDC may be proved better for the poverty reduction. In this process both the tourists and local people will be benefited. It also will help the local community to drive the tourism activities in sustainable way. The development of tourism has negative and positive impacts upon the community. But, efforts should reduce the negative impact of tourism. The higher degree of conceptual development of tourism will make this VDC better rural tourism destination.

The study area lies in the territory of the trekking route of Ghodepani to Punhill. If this VDC is established and promoted as a rural tourism destination, tourism of Parbat district will have better status. Trekkers, mountaineers and researchers will be much benefited through the rural tourism attractions, if they are properly managed. The panoramic natural beauty and firch cultural and natural heritages are sufficient to attract tourists in the area.

The conclusion has been drawn on the basis of the following factors. Rural tourism helps to:

-) Generate economic growth to rural population, and local inhabitants,
-) Protect the natural and cultural heritages for both tourists and local inhabitants,
-) Provide incentives to local people to increase their production (however, this should be on a sustainable basis),
-) Raise the demand for locally produced goods and services,

-) Improve conditions and welfare of people creating off-farm employment and income generating opportunities in rural area,
-) Increase awareness on natural resources management.
-) Tourism enhances the management capability of the area, the local community benefits from the protected areas and is encouraged to support conservation activities, and tourism benefits the community in general by producing a favourable attitude towards tourism.

The above mentioned points can be taken as key formula for tourism management, which help to establish the promotion of rural tourism.

6.2 Recommendation

Understanding the following issues and overcoming the related problems are needed for management of specific program in Durlung VDC. These are essential in materializing the policies, strategies, techniques, rules and regulations that improve Durlung VDC of Parbat district.

Tourism development is not a isolated task. It is integrated concerning different activities of different sectors. Being a high potentiality of tourism Parbat district is lacking many things. By analyzing the data through the source of respondents, interview, observation and discussion with different sectors the research has explored the following major solutions. These issues may help for the promotion of rural tourism in Durlung VDC.

-) Cultural heritages should be preserved.
-) The cultural integrity should be retained, which will be the main potential attractions for tourists.
-) Special strategy actions should be needed for the management of the program.
-) The village should retain its traditional appearance.

-) Strong management (infrastructural, administrative, and official) is necessary in the case of organization.
-) Law and regulations of local-governance should be adopted for the sustainable tourism development.
-) Despite the growing awareness about the environment as well as needs, there is need for the cultural and natural heritages awareness through the different programmes.
-) Negative cultural, environmental, socio-economic impacts should be identified and consciousness in local people should be developed.
-) Public and non-public, governmental and non-governmental agencies and individuals should be dedicated to promote rural tourism schemes.
-) Agro-based resources like cardamom and herbal plants should be given higher priority.
-) Political stability should be built-up to promote the rural tourism.
-) Arrange field oriented panel discussion at district level including all major political parties, related GO's and NGO's, social elites and private sector.
-) Prepare a tourism master plan of Parbat district
-) Raise awareness among the people about the significant of rural tourism.
-) Form Parbat district Tourism Development and Management Committee including all sectors.
-) Establish sustainable Tourism Development unit under DDC.
-) Request National Planning Commission and related MPs to provide Rural Tourism expert under National Development Volunteer Service.

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Appendix 1
Interview Schedule
Questions for Local People

A. Personal Details:

Name: Occupation:

Age: Religion:

Sex: Caste:

Education: Address:

B. Model of Questions

1) Could you tell me your income sources, please?

- | | |
|----------------------|----------------|
| A. Business | B. Agriculture |
| C. Livestock farming | D. Job |
| E. Pension | F. Others. |

2) How much money do you earn annually?

- | | |
|---------------------------|---------------------|
| A. From business | B. From agriculture |
| C. From livestock farming | D. From job |
| E. From pension | F. From Others |

3) How much money do you spend in a year?

- | | |
|-----------------|----------------|
| A. in food | B. in cloth |
| C. in education | D. in medicine |
| E. Others | |

4) Do you know anything about tourism?

- | | |
|--------|-------|
| A. Yes | B. No |
|--------|-------|

5) Can tourism be an income source?

- | | |
|--------|-------|
| A. Yes | B. No |
|--------|-------|

- 6) How can tourists be attracted?
 A. by provide food and accommodation B. Natural and panoramic scene
 C. Cultural scene D. All above
- 7) How can we increase the number of tourists?
 A. provide food and accommodation B. warm hospitality
 C. By seeing entertainment activities D. All above
- 8) What are the major important natural and cultural things of this area?

- 9) Do you know about rural tourism?
 A. Yes B. No C. a little bit
- 10) If you know, is it possible to start rural tourism in this VDC?
 A. Yes B. No C. I don't know
- 11) Do you agree for help to start for rural tourism in this VDC?
 A. Yes B. No C. Not confirm
- 12) Is it possible to develop your VDC from rural tourism?
 A. Yes B. No C. I don't know
- 13) Is it possible to alleviate poverty from rural tourism?
 A. Yes B. No C. I don't know
- 14) How is the potentiality of rural tourism in this VDC?
 A. Very good B. Normal
 C. Bad D. I don't know
- 15) Do the cultural and natural resources help to develop the rural tourism?
 A. Yes B. NO C. I don't know
- 16) Does rural tourism help to other tourism activities like, trekking and mountaineering?
 A. Yes B. No C I don't know
- 17) How can rural tourism be launched in this VDC, without negative impact upon our cultural and natural heritages?

- 18) If rural tourism is launched in this VDC, What is impact upon our nature and culture?

- A. Have you Positive B. Negative C. Both
- 19) Is ever done some activities to develop rural tourism in this VDC?
A. Yes B. No C. I don't know
- 20) How can rural tourism be started properly in this VDC?
.....
- 21) Are some organizational efforts needed to develop the rural tourism?
A. Yes B. No C. I don't know
- 22) Can Gurung culture can be attract tourists in this VDC?
A. Yes B. No C I don't know
- 23) What Gurung activities can attract tourists?
A. Fair & festival B. Religion & culture
C. Dress, food & drinking D. All above
- 24) Can Gurung culture help to develop the rural tourism in this VDC?
A. Yes B. No C. I don't know
- 25) How is the effect of ethnic culture by tourism?
A. Positive B. Negative C. Both
- 26) Is it necessary to conduct some training, wokshop and seminar to develop the rural tourism?
A. Yes B. No C. I don't know
- 27) Especially who can be the most benefited by rural tourism?
A. Local community B. Person or family
C. Nation D. Tourists
- 28) How is the view of local parties to develop rural tourism in this VDC?
A. Positive B. Negative C. Both
- 29) How is the role of local parties, to develop rural tourism in this VDC?
A. Positive B. No to political discrimination
C. Inclusive D. All above
- 30) Would you like to give some suggestion to develop the rural tourism in this VDC?
.....
.....

Thank you

