

CHAPTER 1

INTRODUCTION

1.1. Introduction

The present world has been converted into a global village due to rapid technological revolution in the field of communication and transportation. Market economy has now stretched to tourism business calling for fine-tuning their conventional approach to suit the changing environment in international tourism market. Every country of world is competing to attract more tourists from the world .They are trying to prove themselves as the most attractive tourist destination providing various competing tourist product (Shrestha, 1995:pp 77-78). The challenge of marketing goes beyond the success of business. It must also serve the goals of society. It must act in order with broad public interest. Marketing shares in the problems and goals of society and its contributions extended well beyond the formal boundaries of the firm. Tourism being the fastest growing and most competitive industry in the world it should be marketed just as any other product, in deed more so, because it is an industry in which the customer still has an immense variety of choice. There are a number of destinations competing with each other to get a bigger and bigger share of the market. Hence, tourism marketing is regarded as a central point of whole tourism activities .Today all direct and indirect promotional activities to sell destination are related to tourism marketing and it effects all the operations.

Nepal is a small country between two big emerging economic powers, China and India. It is one of the richest countries in terms of geographical and climatic variation thereby having varieties of ethnicity, culture, biodiversity and social customs. The elevation of the country ranges from 60 meters above sea level to the zenith point on earth, Mt. Everest at 8,848 meters, within the average width of 192 km, climatic condition ranges from sub tropical in the south to arctic in the north. This wide variation has fostered an incredible variety of ecosystem, the greatest mountain range on the earth, thick sub tropical jungles teeming with a wealth of wild life, thundering rivers, forested hills and frozen valleys. Likewise, verities of ethnic group found all over the country especially in local villages, have diverse social structures and own social customs as well.

There is a growing debate among Nepalese economists that there is no any other sector except tourism which can serve as backbone of Nepalese economy. Some of them said that tourism is the only remaining butter and bread of our national economy. It is one of the most thriving industries in Nepal. Tourism is important not only from the side of earning foreign exchange but it also enhances scope for various industrial branches, like hotels, motels, other types of accommodation, restaurants and other food services, amusement and other leisure activities, gift shops and large number of other enterprises such as fruit production and processing. So, tourism has another advantage as compared to merchandise export. Nepal has immense potential for tourism development; as it is full of places that attract tourists throughout the world. For the natural lovers and hedonistic people, Nepal can provide many attractions, the sight –seeing, jungle safari, trekking, white water rafting, sport fishing, bungee-jumping and so on. The friendly behavior of the innocent ethnic people could be the major attraction of the country. These reasons have lead Nepal a beautiful destination for international tourists.

Rural tourism is an important aspect of ecotourism that has developed in Nepal. It provides visitors a chance to observe rural hamlets inhabited by different ethnic groups with exclusive culture and visitors can stay in typical Nepali village, eat delicious local food enjoy warm hospitality and comfortable accommodation provided by host family and get to their culture and tradition. Among Nepal's unique style of ecotourism, the most famous is mountain trekking. Recognized as a major part of the industry, trekking in the mountains involves people walking either alone or accompanied with their colleague or accompanied by agents support staff and staying in either local houses or tents. This type of tourism activity has proven itself able to spread tourism benefits to area that are only accessible on foot.

Rural tourism as a phenomenon is with river, sun, environment, rural society and household. It represents conservation, life style, experience, adventure and above as the nature and adventure oriented benefit to the local people. The objectives of rural tourism include helping tourists to plan a trip, choose a tour and minimize ecological impact. Rural tourism in which the villagers are not left as creatures but are always graded as superior beings of their own circumstances .Rural tourism, being the key strategy for economic growth leads village economy by generating income, employment and industry. It can also solve unemployment problem. If appropriate and relevant policies and measures are adopted with adequate

resources, rural tourism could be a miracle to enhance economic condition of the poor and under privileged locals.

Trekking around the Annapurna is one of the major tourists' attractions in Nepal. The unique biodiversity, the scenic grandeur in combination with the multicultural and multi-ethnic diversity make it the world's most popular trekking destination.

Ghalegaun (locally called **Koiulenasa**) is situated at an altitude of 2100m, lies to the northwest of Khudi, a gateway to Annapurna trekking route. Ghalegaun is the first tourism village in Lamjung district. It was once a domain of Ghale kings before 18th century. The village has a total of 115 households. The Ghale/ Gurung is the major ethnic group residing in this village. So the village named as Ghalegaun. One can embrace and feel very much tranquil environment of benevolent behavior of Gurung community in Ghalegaun. The main attraction of this village can be mentioned as below:

- ☆ Traditional culture dance (GHANTU)
- ☆ KRISHNA CHARITRA
- ☆ Gurung Museum
- ☆ Community sheep farming
- ☆ Tea garden
- ☆ Uttarkanya Mandir
- ☆ Handicrafts (Doko, Namlo, Thunsi, Bhakari, Dalo, Ghum, Theki and Shedho, Puji and Radi, Pakhi, Bhakku, Chakati made from sheep wool and sacks, mat made from other non timber forest products)
- ☆ Traditional home stay
- ☆ View of Himalaya range (Manaslu (8163m), Annapurna II (7937m), Ganesh, Machhepuchre (6693m), Dr. Harka Himal (7835m), Buddha Himal (6672m), Lamjung Himal (6986m) etc.
- ☆ Bird-watching (more than 848 species)
- ☆ Talangyo Lake

This tourism village is unspoiled by modernity, pollution and urban bustle. It offers an excellent gate way from city life for romantic sunrise and sunset, mountain-view and nature

view along with bird watching. Because of the above reason it has been recognized as unique and good destination of SAARC region for tourists.

1.2. Statement of the Problem

Tourism is emerging as the most viable industry of Nepal which acts important role to generate revenue and for the sustainable development of nation. Similarly it also helps to change the attitude and behavior of people. But it has some negative impacts too, such as people may forget their traditions, culture and copy the imported cultures and behaviors.

Natural attractions, cultural values and archaeological beauties are the main attractions to tourist in Nepal. With possession of such numerous attractions, the potentiality of tourism is very high in Nepal. However, the potentiality so far does not seem to have been exploited properly. Although Nepal's tourism potential is vast but factors such as limited air access, poor infrastructure and lack of appropriate marketing strategy have resulted in limited growth. (Bhatta ,1997:p4)

The contribution of the tourism sector in the overall national development seems quite significant. From economic standpoint, there is perhaps no other industry that can make its impact on the economy of Nepal so quickly as tourism. It would be right to mention that the number of tourists coming to Nepal is successively increasing year by year. But the foreign exchange earnings from tourism are not satisfactory. (Satyal, 2000:p55)

Realizing the significant role of tourism in Nepal, the proper development of this sector is indispensable. Despite various efforts made for its development, tourism has not been able to develop as desired. (Shrestha ,1997 p.8)

Most of the studies on tourism in Nepal are conducted at macro level and the recommendations are generalized in nature. But it requires some micro level studies in order to diversify and to promote distributive justice in tourism sector. In fact, rural tourism is that profession which can provide equal justice among the people of community thereby raising their economy leading towards stability. Nepal is considerably entangled with many social, cultural and environmental problems and its position in terms of various economic and social

indicators is very deplorable. Only the mere economic growth or opportunities of income generating activities irrespective of simultaneous improvement in major social indicators like gender discrimination, violence against women, discrimination and negative attitude toward many so called scheduled castes, infant mortality rate, women mortality rate, malnutrition , safe motherhood ,availability of health facilities in time do not shed healthy picture of society. We therefore need to develop our country from remote deprived rural to comparatively urban and accessible areas with multidimensional approaches so as to address the above problems of the country as a whole. As no other remarkable efforts had been made to over come the poverty, rural tourism focusing towards pro-poor, pro-women could be the most important future in raising economic condition .The importance of tourism in rural development and in raising the life standard of rural people can be understood from the linkages between rural tourism and its effect in a grass root level of a community.

Thus the main purpose of this study is to explore the socio- economic impact of rural tourism market on local people of Ghalegaun. .In this perspective, a series of questions may be raised such as;

1. How is the rural tourism market effect on economic status of local people of Ghalegaun?
2. What are the environmental impacts of rural tourism in study area?
3. What are the social impacts of rural tourism in the study area?
4. What are the problems of rural tourism on focused area?
5. When will the flow of tourist meet the expectation of the local people?

Hence, this research is based on micro level with a case study of Ghalegaun tourism village, which might be a small effort to put forward a brick in investigating the issues regarding rural tourism and its promotion at macro level. Thus the study is proposed for the improvement and identifying the problems of rural tourism and its socio- economic impact on local people.

1.3. Objectives of the Study

The general objective of this study is to access the economic impact of current status of tourism market in Ghalegaun and to identify the factors that can contribute in the development of its tourism.

The specific objectives of this study are as follows;

- i) To explore the trend of tourists arrival at Ghalegaun
- ii) To examine economic impacts of tourism market in the study area.
- iii) To identify the problems and prospects of rural tourism in Ghalegaun.

Based on the findings of the study all attempt will be made to put forward some recommendations for the better improvement of tourism at Ghalegaun and its periphery.

1.4. Significance of the study

Tourism is still an emerging discipline and hence any academic or research work ought to enrich the existing stock of knowledge on the subject .In fact, tourism is inter disciplinary by nature. Thus any amount of knowledge may still leave much quarter for further studies.

The significance of the study lies in identifying and highlighting the socio- economic impact of rural tourism in study area. It basically aims at to examining the aspects of tourism market in Ghalegaun. The suggestions from the respondents incorporate here in would provide guidelines for future course of action to be followed by policy maker, local people and any other who wants to know about it.

1.5. Limitations of the Study

- a) This is completely an academic work as the researcher is a student who has no previous research experience .Thus this could have many short comings.
- b) The study is chosen because of researcher's own interest and relevance.
- c) It may not be applicable to all tourism villages in Nepal because of its geographical situation and the unique features of Gurung community.
- d) The study fully depends on the field visit, inspection as well as interviews, responses of stake holders (i.e. tourists and local people of the study area)
- e) The study has been conducted within the given time constraints and financial limitations.

1.6. Organization of the study

This study has been organized in to seven chapters.

The present chapter provides details to background of study, statement of problems, research objectives, importance or significance of study, limitations of the study and organization of the study

Chapter II deals with the review of literature which incorporates conceptual as well as review of previous study.

Review have been presented under three chapters, where;

Chapter III examines the general description of rural tourism market in Nepal .This chapter basically aims at analyzing the status of rural tourism in Nepalese perspective.

Chapter IV describes the rural tourism market in Ghalegaun.

Chapter V is devoted to the research methodology where are discussed about the research design, nature and sources of data, data collection techniques and analysis procedure, statistical tools used in the study.

Chapter VI is the core of the study, as a delineated discussion is made about the tourism pattern, its trend, their expenditure and impact and empirical findings are reported.

Chapter VII presents the conclusion and recommendations for sustainable development of tourism in Ghalegaun

CHAPTER- 2

REVIEW OF LITERATURE

2.1 Conceptual Review of Tourism, Rural Tourism and Tourism Market

Traveling is as old as mankind .In nomadic times people traveled and migrated for food and shelter due to natural compulsion (Tiwari, 1994:1). There is no doubt that the term tourism is the more developed form of ancient traveling but the objective of traveling has changed over time. Development of tourism can be related with human psychology. The word new originated due to human desire .So this desire encouraged traveling.

Prior to the advent of the industrial revolution travel was primarily related to the trade. It was principally traders, in the early historical periods, who blazed the trail by establishing natural trade routes and communications, which later extended throughout the region and finally to other continents .Thus it was trade that first motivated travel in the real sense (Tiwari, 1994:1) Later the advent of modern means of transport and communication has uplifted tourism by facilitating and encouraging traveling.

The word 'Tourism' is derived from French word 'Tourisme ' which was originated in the 19th century .There is no universally accepted definition of tourism till now .Various authors and concerned organizations defined it in different ways .

Tourism means the business activities connected with providing accommodation ,service and entertainment for people who are visiting a place for pleasure of recreation (Oxford Learner's Dictionary ,7th edition ,P:1624) .A tourist is a person who travels for the reasons of leisure , business and family matter . A holidaymaker a conference delegate and traveling business persons are all tourists (The World Book Encyclopedia, 1997:311)

Australian economist Herman Van Schullar gave the first definition of tourism in 1910 AD. He defined tourism as” the total of operation mainly of economic nature which directly relates to the entry, stay and movement of foreigners in side and outside of a certain country, city or region “(Ghimire, 2002:13)

United Nations Conference on Tourism and International Travel held in Rome in 1963 has defined that "Tourism was to be conceived of as a fundamental and desirable human activity desiring the praise and support of all people and governments. Tourism makes use of resources which may not be used other wise in particular of employed in developing countries with few or no alternative sources of employment .Beaches ,moors, snowfields are examples of the economic well being of the areas except through the medium of tourism .It is a highly complex phenomenon which involves the activities and interest not only of large transport undertaking ,owners of tourist sight and attraction of various tourist services at the destination but also of central and local government(Neupane ,2005,p:14)

The word "Tourism" has several meaning. Webster's New International Dictionary defined as traveling for recreation .Travel may be regarded touristy if it meets with three essential conditions that must be a) temporary b)voluntary c) not have remunerated employment as it is given (Satayal 1999;p:6)

In the Sanskrit literature, there are three terms for tourism derived from the root "ANTA" which means going or leaving home for some other place. They had three different types of tourism known as

Paryanta: going out for pleasure and knowledge

Desanta: going out for the country primarily for economic gain

Tirthanta: going out to places of religious importance (Kunwar 1997:p3)

Swiss professor Walter Hanziker and Kurt Krapf in 1942 defined as " Tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers provided the stay does not imply establishment of a permanent residence and is not connected with a remunerated activity " (Bhatia ,1994,p: 38)

The Tourism Society in Britain defined tourism as "the temporary short term movement of people to destinations outside the places where they normally live and work and their activities during the stay at there destination, it includes movement for all purposes as well as day visits or excursions " (Bhatia 1994,p: 38)

Now tourism is a composite phenomenon and it embraces incidence of mobile population of travelers who are strangers to the places they visit and where they represent a distinct element from the resident and working population. Tourism represents a particular use of leisure and form of recreation but does not include all uses of leisure or all forms of recreation. It consists much of travels but not all forms of travel. Tourism is therefore, distinguished in particular from the related concepts of leisure and recreation on the one hand and from travel and migration on the other hand.

Surendra Bhakta Pradhanga defines village tourism as “a grass root level of tourism designated at its own Nepali village style, mobilized by Nepali people themselves; their skill and resources displayed as village life style and environment, involved by groups of village tourists, assigned by Nepali adults authorized positively within its balance of social and environmental functions and strengthened the village and village economy”

B.M. Dahal published an article in Sunday Dispatch (1997:june22-29) on the topic "Village Tourism" mentioning that "Village tourism is coming up as new concept for the promotion and development of tourism industry in Nepal and it can give an appropriate momentum to the tourism sector. This concept is more relevant in the context of a country like Nepal, which is made up of pristine village and diverse ethnic groups with typical and unique culture and traditional life style.”

Anil Aryal (2002) in his project report mentioned that "Village tourism means any forms of tourism that has a village or rural area as destination. The involvement of local community and the minimization of negative, social, cultural and economic impact should be included. The village tourism stresses the necessity of the linkage of tourism with the community economy using local resources and stimulating local products and employment. Village tourism is understood as tourism to local villages providing home stay and cultural shows and local people get immediate benefits from tourism (Gharti, 2004p:23)

Tourism is a service as well as customer oriented business. We need certain marketing strategies to achieve benefits from it. Market is defined as the meeting point between buyers and sellers'. It is the most convenient place for the buyers and sellers'. It is the time or place

when and where the ownership of product is transferred .In this way, market is used to describe the buyers and potential buyers of each products. As the tourism is tangible and there is not transfer of ownership; it only promise to provide services

Marketing is delivery of a standard of living to society and it starts with the identification of customers needs and ends with the satisfaction of these needs. According to Krippender J.

“Tourism market means, systematic and coordinated execution of business policy by tourist under taking whether private of state owned at local regional or international level to achieve the optimal satisfaction of the needs of identifiable consumers groups and in doing so to achieve as appropriate return". Thus, tourism market is the process of identifying and anticipating consumer demands or desires and developing and providing tourism products and services to fulfill these demands and satisfying both consumer and the organization’s objectives .

2.2 Scope of Tourism Market

Tourism is the fundamental and desirable human activities worthy of commendation and encouragement of all the people and all the governments’ .So, it is term as one of the most laudable human activities .Besides generating economic activities, it involves international goodwill and understanding. While developing many industries, tourism creates friendship and expands understanding amongst the nations. Tourism is a medium through which we can exchange knowledge and create understanding among the people of the world (Satyal, 2000:p.13)

According to Chhetri (2000:p.46) the scope of tourism are as follows

- 1) Hydrosphere (It consist those attractions which are related to different forms of water like snow or thermal water. Apart from this it also includes lakes, ponds, river and so on which are concerned with water.)
- 2) Lithosphere (It includes the attractions which are found in surface like mountains, cave etc)
- 3) Astrosphere (It consist monuments, ruins etc. The activities related to culture, religion and festival belongs to this category.)

According to Acharya (1994:p.118-119) the scope of tourism market can mentioned as below

- Development of industry
- Employment generation

Exchange of culture

Increase in knowledge

2.3. Requirements for Tourism Market Development

One of the most important and crucial part of tourism is the tourism product .It is the product, which motivates tourists to visit and see certain things in certain destination. The attractions are those elements in the tourist product which determine the choice of tourist to visit one destination rather than another interest and tastes of tourists vary. They might choose from a wide range of attraction available at various destinations all over the world (Bhatia .1997:p.39) According to Maske ,One World Travel, tourism market is specially depended upon the availability of sources ,food , recreation, attraction ,beautiful nature ,accommodation facilities ,communication etc.

Tourism does not exist in isolation. It consist three basic components; transportation, location, accommodation (Sinha ,1999:p.34)

Nepal Tourism Board forwards three elements required for tourism market:

- a) Tourism patrimony(i.e. inheritance ,heritage)
- b) Infrastructure
- c) Superstructure

Besides this hospitality, friendliness, human warm security, belonging are also required. (Palikhe, 2004:p28)

2.4 Challenges on Tourism Market Development

Many hand ships have been faced by tourism sector in Nepal. The most requirements for tourism development and the specifically uttered privation in Nepal are transportation, accommodation (lodges, hotels) and communication facilities. Although the development of tourism, as a major source of foreign exchange earning and employment generation its expansion and development is not satisfactory.

According to Nepal Tourism Board, the challenges of tourism market as follows;

- a) Limited accessibility and drawing power of destinations.
- b) Dispersion and poor quality attractions and senates.
- c) Conflict among internal communities.
- d) Bureaucratic over regulation.

e) difficulty in identifying markets .etc

According to Shrestha (1997:p.262) the considerable challenges of tourism market in context on Nepal are as follows;

2.4.1 Infrastructure

The proper development of tourism in Nepal is concerned with provision of physical infrastructure. The bad road condition ,poor quality of transport ,lack of rest places in highways ,lack of adequate accommodation are the great challenges for tourism market .Air accessibility is also hurred in Nepal (Sthapit 1996:p.31). We need to take concrete steps to boost the arrival of tourist.

2.4.2 Political Situation and Stability of Government

Political uncertainties also have adverse effect on tourism market .Even the condition is improving in following days, it is not favorable because of instability of government.

2.4.3 Cut Throat Competition

Because of unhealthy competition between the travel agents, the hoteliers and the tour operators the cut throat competition is arising. Due to liberalization policy of the government the mushrooming of service providing agencies could not be checked which also create the situation of cut throat competition. From the next side, it is also noted that the number of trekking agents in past few year is increasing in geometric progression. This creates the cut throat competition among the trekking professionals and it virtually affects the service.

2.4.4. Environmental Pollution

Every one needs peace and clean environment. Unplanned and unregulated tourism activities may pollute nature, culture and social environment. The ever deteriorating condition of air pollution and environmental degradation are certainly a source of anxiety to all. Because of the condition the foreign tourist who would like to travel to Nepal cancelled their plan as they would not like their health and hygiene to be in jeopardy.

2.4.5 Lack of Enough Budgeting

The budget separated for the development of tourism is insufficient. It is one of the great challenges to manage budget to reform the tourism business. Government should manage enough budgets to the tourism industry for proper marketing and to increase competent capacity.

2.4.6 Promotion Strategy

Nepal's tourism has been overly depending on traditional markets. Market promotion is mostly based on word of mouth. Most of the foreign tourist visit Nepal on their own interest. Nepal has no coherent overseas marketing. The Department of Tourism has very limited promotional budget and sort of expert staff. Most of the promotional activities are done by the private sector. It shows that Nepal has not been able to make adequate effort to promote tourism market. Due to the lack of proper strategy to implement for the promotion of tourism, it is not being able to attain the targeted level of foreign tourist

2.4.7 Lack of Trained Manpower

Here is lack of professionally trained manpower to operate the tourism business, in Nepal. The shortage of competent manpower has serious impediment for the development of tourism sector.

2.5 Reviews of Previous Studies

Tourism is regarded as an important industry to all economies regardless of their level of economic development. It is an export industry and helps to correct any adverse trade balances in an economy.

Nepal is probably one of the most fascinating and beautiful countries in the world. The spectacular scenery of the world's highest mountains is notched only by the spiritual and artistic achievements of its population. Being the birth place of Lord Buddha, Nepal attracts those who are interested in its rich culture and tradition. But also those who want to hike through the country, appreciating its varied people and many unique customs (Burger, 1979:12).

In his Ph.D. thesis entitled *The Economic Impact of Tourism in Nepal. An Input Output Analysis (1978)* **Viet Burger** concludes two major groups were identified, pleasure tourists and trekking tourists. Trekking tourism offers for more scope for regional development than pleasure tourism, because these people's intent is to visit regions outside of Kathmandu and the standard required to meet their demand are lower and area easier to provide with local resources. Trekking tourism offers more scope, especially for a few selected regions, and policies designed to better integrate it into local economies will widen trekking tourism's economic impact. Burger suggests that we should give emphasize on those tourist who stay for short time in general longer staying tourists spends less per day than tourists staying only a short time. Perhaps the most widely used argument favoring expansion of tourism is that it earns foreign exchange and thus supports the balance of payments.

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

-) Various dimensions of tourism need to be highlighted from time to time.
-) For rapid and sustainable expansion of tourism sector quantity and quality of tourism infrastructure need to be constantly monitored.
-) Nepal should be able to attract tourists from diverse income groups by catering their respective needs and presenting Nepal as the destination for all types of tourists.
-) Government must define develop strategy to promote rural tourism to enhance employments and to reduce widespread poverty and regional inequality.
-) Film shooting must be encouraged as it is in practice in Switzerland, Thailand and Maldives, which will be helpful in promoting Nepal's tourism globally.
-) We have to open and develop new trekking routes that can contribute to the employment of rural economy, help to increase living standard of people in remote area and the income obtained remain in the local community.
-) Legal framework must be made to facilitate the growth of tourism sector of the economy.

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

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

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

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

for sustaining nature resources. Ecotourism is nature travel that advances conservation and sustainable development effort".

Ananda Ghimire (2002) in his book *Travel and tourism* has given more information related to the tourism. Tourism is related to traveling and is naturally a human character. Man needs change and travel provides the change. During primitive period travel was there but tourism was not there. The primary motive of their travel was trade and commerce or pilgrimage or to explore. The basic concept of tourism 'Pleasure to Leisure' was not there. When people learned to travel for pleasure, the concept of tourism was started. Learning to differentiate between work and Leisure create tourism. So tourism is related to the movement of people from one place to another for the purpose leisure.

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

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

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

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

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

Major findings of the book are:

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

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

-) The 80 percent tourists said Nepal is a beautiful place for tourism and 20 percent said it is all right. So for these 20 percent Nepal government has to develop more tourist places and facilities to attract them with the help of remote-sensing.
-) 60 percent tourists said that the facilities are not adequate. They complained about the cleanliness in hotels, about waiters, traffic and transportation.
-) 80 percent tourists said that they are aware about the concept of ecotourism.
-) 80 percent tourists said that people of Nepal are friendly with them but 20 percent complained about their hostile behavior.
-) 50 percent tourists told that tourist departments and the tourist guides have friendly behaviors with them, also provide proper details and information about the tourist places but 50 percent complained about their hostile behavior.
-) 40 percent tourists gave positive results for not breaking the branches of trees or plucking flowers but 60 percent gave negative result which is dangerous for ecology.
-) 25 percent tourists gave positive results about not teasing the animals but 75 percent gave negative result which is very harmful for faunal diversity of Nepal.
-) 80 percent tourists know about the air and water pollution acts but practically found that these tourists are not obeying these acts properly. 20 percent do not know about these acts.

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

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

-) Trekking permits should be given on the basis of carrying capacities of the area.
-) Tracks and trails at higher altitude should be properly regulated as to geology and structure.
-) Suitable places for toilet facilities should be provide along the main tracks and halting places.
-) Proper arrangement for litter dumping and waste disposal should be made.
-) Group leaders of trekking parties, Sirdars and local people should be fully educated about environmental matter and hygiene.
-) Alternate energy resources (Solar, biogas and hydropower) should be provided to protect and preserve the remaining forests. The use of efficient stoves should be promoted to reduce firewood consumption.
-) The trial or road sides be planted with soil bindings trees to check soil erosion.
-) Tourist Education programme (TED) should be enforced in the mountain areas so as to protect the area from further determination.

Dhungana, Sujita (2006) in her Master dissertation of *Tourism in Nepal. A Study on Ecotourism in Tansen* derived the following major conclusions.

-) Tansen has very high potentiality of developing tourism and ecotourism.
-) Even though this place has got such a high potentiality, no significant tourist activities are carried out in Tansen. There is high need of recreational activities to attract the high numbers of tourist.
-) Physical facilities like accommodation, transportation, food and beverage, are at satisfactory level. All these facilities need improvements.
-) There is lack proper coordination among the hotel operators, tour operators and local government bodies for the development of tourism business in Tansen.

Besides these conclusions she recommends as following:

-) More extra activities are necessary to encourage tourist to stay longer. So systematic paragliding spot development is necessary.

-) Due to hilly region landslide occurs frequently here in the highway of Tansen so to encourage tourist to visit Tansen an airport is of utmost need.
-) There are various potential trekking and hiking routes. So these be developed as favorite trekking and hiking route.
-) There are very few websites related to Tansen and tourist destinations of Tansen. So internet promotion of tourist destinations of Tansen is recommended as it is very effective way of promotion.
-) There need proper coordination among local government bodies, hotel operator and tour operator for the promotional activities and development of ecotourism/tourism of Tansen.

Dhakal, 2002 in his dissertation of M.A. Ghandruk is a model village of eco-tourism in the world. It has received international awards for ecotourism. Here the ecotourism signifies traveling relatively undisturbed and uncontaminated natural areas with specific object of studying, admiring and enjoying the scenery and its wild plants and animals as well as any existing cultural area in which the conservation of ecosystem and protecting of biodiversity is aimed at. The desired types of tourist visited the protected area and the organization and the organization and legislation of the tourism development support sustainable tourism development. Nowadays, the popular slogans of ecotourism define as environmentally and socially responsible tourism. This minimizes degradation of natural environment, cultural and socio-economic conditions and provides economic benefit to local people through employment and services.

Poudel Gharti, Bishwov Randhir, 2004, in his master thesis *Village Tourism in Nepal: A Case Study of Bandipur* has described about the sustainability and the impacts of tourism in Bandipur. At the time of conducting this thesis, the income generation from tourism is not satisfactory. Neither the distribution of income nor the employments generated from tourism is encouraging. So, it is necessary to make active participation of all local respondents in this sector, it will be better in the from of 'community based village tourism' like in Sirubari. If majority of local residents work in this sector being aware of tourism industry and its benefits, they can certainly increase tourist revenue and its equal distribution. It will also help local people to drive tourism activities in a sustainable way. The development of tourism has negative as well as positive impacts upon the society but locals should minimize the negative

impacts and maximize the positive impacts. Thus, the Bandipur has wide and bright prospect of tourism development, which shall be actualized to increase the income of local people.

Dhakal, Gagan Sharma (1998) in his master thesis *Ecotourism in Nepal: A Case study of pokhara Valley. Kaski District, Nepal* describes the positive impact of tourism as, increasing the tourist arrivals have had several physical and socioeconomic impact in popular tourist areas as pokhara. Vegetation degradation, pollution, changes in socio-cultural values. Are negative impact caused by tourism. Healthy and varied natural and socio-cultural environment are the basic resources of tourism. To develop ecotourism, he recommends the following points.

-) Attempts should be made to conserve the natural and cultural entity.
-) Hotels development activities should be checked and monitored.
-) The tourist traders, guides and local people must be learned about moral values and conservation education.
-) Revenue, which collected from different touristy places, should be spent in maintenance of those areas.

Sapkota. K.R. (2004) in his M.A. Thesis entitled *Ecotourism as a Means of Poverty Alleviation in Nepal* tries to analyze the ecotourism as a strong means of poverty alleviation in Nepal. In his research, he concludes that there is considerable ecotourism potential in Nepal with respect to protected areas and heritage sites and that ecotourism significantly contributes to poverty alleviation in our context.

-) A lot of visitors are attracted of Nepal because of its bio-diversity. This makes the country a destination of endless opportunities for nature loving tourists.
-) In Nepal, tourism is a perennial source of foreign currency earnings and a means of survival for thousands of people directly or indirectly dependent of this industry.
-) In a country like Nepal where there has been little infrastructure development. Particularly in the remote rural areas, ecotourism has helped to spread income and enrich the local economy.

The study recommends the following points for enhancing ecotourism

-) Conservation of resources and maintenance of natural environment must be clear priorities for ecotourism.

-) Further efforts are needed to reduce visitor concentration in Kathmandu and divert visitors outside the valley.
-) While Nepal is famous as a trekking and mountaineering tourism destination it could be promoted as a major pilgrimage destination as well.

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

Upadhyay, (2006) in his article entitled "*Don't ask for the dopes but close the holes*" posted on 'Vision of ECOSS' has given some data of tourism donation and its effectiveness. In the article, he speaks that sound governance is an imperative for overall human development and in its absence poverty alleviation, let alone elimination is impossible. Therefore, the establishment of legitimate, accountable, honest people, centered, truly democratic, meritocratic, capable, stable, effective and efficient governing mechanism is the most fundamental necessity for poorly resources based and land locked country like Nepal. In Nepal, in his article, resources don't seem to be major constraint for the promotion of sustainable tourism. There were 16 major donors who had invested around US\$330,005,975 or NRS. 20,345,388.375 in preservation of environment in Nepal from, 1996 to 2001. IUCN had within the frameworks of this period allocated US\$500,000 for national conservation programs which was to be carried out on nationwide basis. ICIMOD seems to have projects like mountains natural management at Kavre for which US\$ 318360 had been allocated to landslide mitigation. On nationwide basis UNDP seems to have specific focus upon environment reservation programs as well. It had a budget of US\$ 3,600,000 earmarked for bio-diversity conservation in Nepal. USAID has allocated US\$2,555.205 in the form of environmental grants. WWF had allocated US\$ 39130 for ACAP, US\$ 83,478 for Sagarmatha pollution control and US\$ 886,875 for Kanchanjanga conservation. The main concern of the day is that the people should be made aware as to where such huge investments have gone. Unfortunately, even after the dawn of democracy, people are not entrusted with right to

information especially in such sensitive issues pertaining to the accountability and transparency of foreign investment. This is correct time that our government has to overcome more open in their attitude, think about happiness and welfare of all Nepalese people and country as a whole sincere visit outside the valley. In order to reduce visitor's concentration in limited site the village hinterland should be linked with the main trekking routes wherever possible. This can help to better spread tourism benefits.

Bajracharya, (2006) in his article entitled "*Inter cultural influences and Tourism*" has highlighted the role of tourism in economic development for the country like Nepal. Poor in resources; tourism has become an important sector for foreign exchange earning as well as major employment generator. It is estimated that tourism sector employs over 200,000 people directly and indirectly.

At present, the sector is contributing roughly 24 percent of the total foreign exchange of the country (4 percent of GDP). It also contributes 100 million US dollar tax revenue to the government treasury. But the earning from tourists are highly dependent on the problems besetting the host country also, however, for a country like Nepal which doesn't have abundant resources. The tourism sector is expected to continue to play dominant role but not without negative impacts.

Upadhyay, Rudra (2004: 16) in his paper entitled *Tourism and Regional Development* presented on NTTR opines that regional imbalance can be removed through various measures related to tourism. He further states that tourism has tremendous growth potential as it stimulates the growth of overall economy. Tourism offers an opportunity for foreign exchange at a low social cost. It can help in solving chronic economic problems like unemployment, regional disparity and poverty in less developed countries. The economically backward region may have resources like scenic beauty and cultural heritage that can be mobilized as an attraction to the tourists. Both the developed and developing countries have been already realized tourism development could be a proper means of reducing the regional imbalances of the country. Balanced regional development through development of tourist industry is no doubt a means of sustainable and regional development of each.

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

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

Tourism industry has so many challenges:

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

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

Rabi Jung Pandey, *National Program Manager for UNDP/TRPAP*, in his paper entitled "*Rural Tourism Development Phenomenon and Marketing Concepts*" has given insight concepts about the development phenomenon and marketing concepts of rural tourism. In first

part of his paper he has emphasized the understanding of tourism's role in economic development. According to him, while on planning, in developing countries like in Nepal, for tourism development, the planners are usually seen to focus on and try to have comparative study on tourism and economic development predominantly on two major themes: (i) the economic cost benefit of tourism and (ii) the measurement of tourism's economic impact. He has termed rural tourism as an idiosyncratic concept. Rural tourism is a complex multifaceted activity that includes farm-based holidays but also comprises special interest nature holidays and ecotourism, walking, climbing and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritage tourism, and in some areas, cultural and ethnic tourism. He has linked rural tourism with the development of community. As rural tourism is a major form of community based tourism, which usually seeks to promote initiatives of local communities or individuals that are the important components of pro-poor tourism and have generated the most useful lessons on pro-poor strategies.

The poor are more vulnerable to the main negative impacts, such as conflicts with other livelihood strategies through loss of natural resources, and vulnerability due to local inflation. To make the tourism activities more pro-poor, certain principles need to be adhered:

- Z Poor people must participate in tourism decisions if their livelihood priorities are to be reflected in the way tourism is developed.
- Z A holistic approach need to be followed to uplift the livelihoods of the poor-that concerns the recognition of economic, social, environmental, and short - term and long-term needs.
- Z Require some more analysis of the distribution of both benefits and costs.
- Z The pace or scale of development may need to be adapted; appropriate strategies and positive impacts will take time to develop; situation are widely divergent.
- Z Commercial viability needs to be sought.
- Z Learning from experience is essential.

On the second part of the paper, Mr. Pandey focuses on the marketing of rural tourism. He terms marketing and selling two different terminologies. Role of government and private sector's on marketing and promotional activities have also been mentioned in detail.

Upadhyay in his paper entitled, *A case study of rural tourism in Sirubari, Bandipur and Ghalegaun*: has rendered the profound findings of rural tourism regarding case studies of Sirubari, Bandipur and Ghalegaun.

Rural tourism has been recognized as an important tool for poverty alleviation. Although it has been encouraged by incorporating rural tourism in government's plan as policy, its progress is rather moving at a glacial pace. Since the Ninth Plan (1997-2002) till the Interim plan (2008-2010). Rural Tourism has been given utmost importance. Owing to rural based structure, Nepal has many destinations where community based rural tourism can be promoted. Sirubari, Ghalegaun and Bandipur are at the forefront of rural tourism model. The success stories of these three are now being replicated in other destinations too. He compares the tourism of Nepal as oil which plays the most vital role in every aspects of the economy. Some strategic recommendations put forward by Dr. Upadhyay are listed as under:

Z Conduct an extensive survey in all 5 development regions of Nepal to speculate and identify the potential of rural tourism.

Z Convert Tara Gaun Development Board as National Rural Tourism Development Committee;

Establish Rural Tourism Development Bank to provide soft micro loans to expand and standardize the tourist services.

Nabin Pokharel in his paper *Tourism as a Socio-economic Force* has defined the tourism as a complex combination of various tangible and intangible components. Analysis of socio-economic importance and future prospects of tourism needs careful study of various impacts of tourism on people's life and global tourism trend. Tourism creates significant opportunities of economic and employment and serves as an effective means to save culture, traditions and environment. It helps promote awareness, education and understanding among the people of society. Though challenges and threats upon culture, traditions, environment and economic resources can arise because of tourism, a careful planning and operations of tourism activities can mitigate these negative impacts. The rich biodiversity and traditions and culture of Nepal are very promising factors for uplifting socio-economic status of the country. Moreover, analysis of different parameters measuring the contribution of tourism in national economy, either in GDP or foreign exchange earnings, or others, needs a careful study as the parameters

and present general understanding about them is very inconsistent and unclear. Nevertheless, tourism ranks a respectable position in the analysis of presently available parameters.

There Year Interim Plan (2008-2010), prepared by National Planning Commission aims to average 5.5 percent economic growth, lower incidence of poverty by 7 percent from 24 percent, increase per capita income by 3.3 percent on annual average and set a target of limiting inflation to 5.6 percent during the plan period. The interim plan aims to spend Rs.587.7 billion.

Tourism policies under three year interim plan (2008-2010) are:

-) By introducing new tourism area and tourism product, employment opportunities and economic activities will be promoted.
-) Information of physical and non-physical cultural heritage will be collected throughout the country.
-) Airport in remote areas will be constructed; expanded and reformed.
-) Construction of an international airport will be initiated. As per necessity, new airport in regional and local areas will be developed and constructed.
-) Existing literature, art, language, music and other cultural heritage will be preserved and promoted.
-) By increasing the volume of local people participation in tourism industry, poverty will be minimized.
-) Specific identification of Nepal will be preserved by promoting cultural, archaeological and religious assets.

Upadhyay, R.P., in his research report *A Study of Rural Tourism in Nepal: Measures to Minimize The Negative Impact* MoCTCA implied the rural tourism as the tourism showcasing rural life, art, culture, and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience. The different models of rural tourism in Sirubari, Ghandruk, Bandipur, TRPAP, Ghalegaon are described thoroughly.

Tourism for Rural Poverty Alleviation Programme (TRPAP) is the only pilot programme initiated in a large scale as to achieve sustainable tourism development in extremely rural areas of the country and to help alleviate poverty in those regions. The fact still remains that

TRPAP was initiated during the country's most difficult time in terms of tourism. Although it was said that the project was initiated to alleviate poverty by instituting tourism in the far and remote areas of the nation, it, however, could not reach its target due to the country's most difficult political and its adverse impact on the country's tourism.

Any kind of tourism ultimately brings some negative impact in economic, socio-cultural and environmental sectors. The promotion of positive impact while simultaneously minimizing the negative ones should be a prime objective of tourism development in the country. Undoubtedly, tourism has brought immense positive effects to change the economic status of people, help develop many remote areas in terms of socio-economic perspective. Still, there is urgent need to think of negative consequences and design the measures to minimize its magnitude. Otherwise, the tourism attractions of the country gradually ahead towards peril. Community based tourism can be effective in many cases where is a need for creating effective ownership feelings for tourism resources. For any type rural tourism, either that is community based tourism like Sirubari village tourism or general type like Ghandurk, there must be a serious effort to judge the negative impact caused by tourism development. To gauge the magnitude of negative impact and help take further corrective measures, sets of indicators have been suggested. The periodic survey of indicators can help manage tourism development in a sustainable manner.

Marianne Heredge (2005) in his research article *Tourism Development and Local Communities: A Case of Mountain Tourism in Nepal* Suggested that, the goal of tourism in Nepal should be to improve the living standards of the people. In practice, the benefits from tourism are concentrated in the hands of a few people, typically based in Katmandu. Small scale alternative forms of tourism could be developed to help spread the economic benefits of tourism to local communities too. She concludes that, relying on tourism along to generate growth is problematic; expectations are disappointed when it is found not to be the answer to poverty and when the negative impact of tourism is seen to outweigh the benefits. Earnings fluctuate when there is global recession seasonality and political disturbances make tourism very unreliable. In particular the political problems in Nepal during the past decade have been tourist numbers in 2005 drop to one tenth of those who came in 1999, a peak year for visitors to Nepal. Political stability and peace is required before tourists will come back to Nepal in

the numbers seen in the late 1990s. The number of people visiting Nepal has been increasing from just over 6,000 arrivals in 1962, to a peak of just under 500,000 arrivals in 1999. However arrivals fell to 361,000 in 2001 (WTO, 2003:134) and by 2005 were being quoted at around 50,000. Escalating political unrest in Nepal has deterred many tourists from visiting. In particular, during the spring of 2005 and perhaps again in the spring of 2006, the state of emergency and escalating violence, strikes and tensions means that visitors are avoiding the risk of coming to Nepal income earned from tourism should always be seen as a supplementary way to earn income. Many people leave agriculture to seek employment in tourism, causing problems when the growing season coincides with the peak season for tourism. However, tourism can form a valuable supplement to agriculture and contribute to economic diversification. There are often comparative advantages in terms of climate, mountains, ecotourism and cultural heritage sites that can be useful in developing tourism. By diversifying the tourism product of offer and by involving local communities so that they are in control rather than outsiders from abroad to Katmandu, a variety of small- scale tourism services could be developed. This could serve to attract tourists who might otherwise not visit and the income earned would benefit local people.

Ram Hari Dahal in his article *Tourism Development Plans in Nepal* focuses tourism as a means of eliminating poverty and enhancing social welfare. He states that tourism is playing a vital role in strengthening the national economy of Nepal. Tourism has attested itself as one of the major sources of national income of the country. Tourism is the only viable sector in Nepal that currently can help eliminate poverty and thereby can make great contribution towards the social well being of our increasing number of unemployed educated youths of this country. Tourism is one of the most important foreign exchange earning sectors. Though there are lots of problems to expedite the growth of tourism. For tourism development in Nepal, government accorded priority to tourism in every plan though all targets were not achieved.

Upadhyay (2008) in his report '*A Case Study Of Rural Tourism in Nepal*' incorporates some points of TRPAP carried out in different rural areas. "*Pro-poor Rural Tourism Initiatives and Its Sustainability in Nepal, 2007*" the research highlights published by TRPAP is found useful for analysis. It encompasses highlights and abstracts of 21 research studies done within the TRPAP regions throughout the country, most of which belong to the academic works by the

Masters' and Ph.D. students, those consisting students of different departments of Tribhuvan University and others as well.

Household Socioeconomic Surveys in TRPAP Areas performed and published by TRPAP in partnerships with NTB; *Tourism Resource Mapping Profile of Chitwan, 2006*; *Rural Tourism Guide Book*; and *TRPAP Annual Report of 2002, 2003, 2004, 2005 and 2006*, including the other contemporary reports are reviewed consequently.

A TRPAP publication entitled *"Nepal's Experience Implementing Sustainable Tourism Development Models"* concludes; *The Chitwan Chepang Hills Trail is an easy four to seven days trek in the middle hills designed to complement the popular wildlife safari experience in Chitwan National Park and extend visitor stay from Sauraha. Features including the culture of the nomadic Chepang people, forest based hunters and gatherers, home stays and gatherers, home stays and cultural performances are available. It further avers: community participation is central to TRPAP's approach, and is used as a tool for alleviating poverty engaging local bodies, strengthening environmental conservation empowering disadvantaged groups and women, and social mobilization.*

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

Similarly, a German Nationals' thesis entitled *"Tourism as an Instrument to Alleviate Poverty in Nepal: A Case of TRPAP"* concludes *Tourism projects, with the goal of maintaining sustainability and alleviating poverty can only be achieved successfully if in the implementation, all the demands are fulfilled.* The researcher (Ms. Angela Bergner, University of Pad born and Germany) also suggests that *education measures are essential to minimize sociocultural effects and into strengthen awareness for the community. Tourists also*

need to be taught in adequate behavior towards local cultural traditions, so that negative socio cultural effects can be avoided from both sides.

However, the Project Completion Report of TRPAP (2007) states, "*Chitwan was popular for wildlife and jungle safaris in the national park, so TRPAP sought to develop a trek and cultural circuit in the eastern hills to appeal the tourists from Sauraha and lengthen their stay*" . It further illustrates, "*The Chitwan Chepang Hills trail is the model of ethnic inclusiveness, although the Chepang Community was the highlight, over ethnic groups were also involved.*"

2.6. Research Gap

There exists a gap between the current research and the previous researches which are selected for the review. All of the selected previous researches have been conducted in general or the previous studies were focused on the overall aspects of rural tourism as well as of other area except Ghalegaun. It means no case study has been yet conducted on this topic with such a concrete analysis. But the purpose of present research is to explore the economic impact of rural tourism market in case of Ghalegaun which might be a milestone for the development of tourism in Ghalegaun.

Hence, the present study tries to fulfill the prevailing research gap.

CHAPTER-3

RURAL TOURISM MARKET IN NEPAL

3.1 General Background

Villages are the actual façade of Nepal which represent the existence of the country in the world map. Since they preserve their culture, life style, values, institutions and traditions, they are the real face of our country. However, the youths from nearby villages are attracted to the urban lifestyle. The number of people living in 3915 Village Development Committees (VDCs) exceeds 86 percent of the total population in the country. Farming is the major economic activity of the people living in village and non farm activities are very rare. The ultimate result is mass poverty, hunger, disease and deprivation. This has led to translated into greater dissatisfaction, causing hill to terai and rural to urban migration, foreign employment and so on. These problems have greater implication in the national economy in both the short and long run. The escape from these miseries is no doubt the development of non farm economic activities in the rural areas including rural tourism. (Poudyal; 2065)

In the context of Nepal the concept of rural tourism is quite new concept. The major constrains that appear in the development of rural and mountain tourism in Nepal has been the lack of basic infrastructure and poor quality and management of its supply components. At the same time, the urban areas are becoming extremely polluted and congested and are lacking a peaceful and pleasant environment. In such a situation rural community are attracted to the tourism industry as an alternative income sources.

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 professionals, policy makers and local communities as a potentially uncreative mechanism for conserving the natural resource base. The objective of rural tourism despite often ambiguous is to attract tourists to natural areas and use to revenues for local conservation and economic activities.

Government of Nepal proposed eleven model tourist villages to be spread out among the various geographical divisions of the country. Only a few tourist village have come up

including Sirubari at Syangja district, Ghalegaun at Lamjung district, which have been practicing as community based rural tourism like Sirubari as taken to households as sampled since 20 Baishakh 2058 B.S. and also. Khasur, Siurung, Raginass, Ghanpokhara, Bhujung, Pasgaun, Village are being practice as model tourist village at Lamjung district. Likewise Thulo Persel and Kartic Deuraligaun in Kavre, Ghandruk, Siklesh, Dhumpus in Kaski, Parbat, Chitwan, Mustang, Manang, Dang, Pyuthan, Ilam and Taplejung.

Nevertheless, Nepal Tourism Board has adopted a policy of expanding rural tourism all over the state, and plans to develop rural tourism as an industry for poverty alleviation. Likewise, Nepal Village Resort Private Limited has been devoting to improve rural base tourism since 1997.

3.2 Definition of Rural Tourism

Rural tourism is a complex multifaceted activity. It is not just farm based tourism. It includes farm based holidays, eco tourism, walking, climbing and tiding, adventure, sports, health tourism, hunting, fishing, educational travel, are and heritage tourism and ethnic tourism. (Kunwar; 1997)

Farm based tourism may not reduce productivity on many farms. Additional tourism earnings may be invested to increase agricultural productivity. Therefore, farm surpluses could continue to grow, leading to falling prices and quota restrictions, and further round of farm problems. In this evolving situation, two myths have grown up about the role of rural tourism. One is that rural tourism is farm based or agro tourism. The second is that diversification into tourism will 'save' the farming community. But a farm based rural tourism development seems to require effective co-operative marketing and development efforts. (Upadhyay; 2008)

Some definitions given by different persons or institutions are outlined as;

- (a) Initiative that are owned by one or more defined communities, or run as joint venture partnerships with the private sector with equitable community participation, as a means of using the natural resources in a sustainable way to improve their standard of living in an economically viable way;

- (b) Community based tourism is understood to be tourism initiatives that are owned by one or more communities, or run as a joint venture with the private sector with equitable community participation, as a means of using natural resources in a sustainable manner to improve their living standard in an economic and viable way. (Source: Department of Tourism, Botswana- <http://www.botswana-tourism.gov.bw>)
- (c) Community-based tourism is a form of tourism where the local community has a substantial control over and involvement in its development and management; and a major proportion of the benefits remain within the community. (Source; Worldwide Fund For Nature, WWF- <http://www.wfn.nl>)
- (d) Community based tourism is also called 'village tourism' or 'homestays' According to REST, community based tourism is tourism that takes environmental, social and cultural sustainability into account. It is managed and owned by the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life. (Source; Responsible Ecological social Tours- <http://www.rest.or.th>)
- (e) Led by local citizens, community based tourism groups enable visitors to explore the country's history culture, national traditions and ecology, whilst assuring them that their impact is socially and environmentally responsible. (Source: Kyrgyz Community based Tourism Association (KCBTA), *Community based Tourism Guidebook*- <http://www.cbtkyrgyzstan.kg>)
- (f) A form of tourism in which a significant number of local people has substantial control over and involvement in its tourism development and management. The major proportion of the benefits remains within the local economy. (Nicole Hausler, <http://www.mascontour.info>)

Tourism, in fact, in rural area is rural tourism. It is a common thought of tourist going and coming to rural areas for relaxation in village which helps developing the rural economy. Thus rural tourism has the special meaning and significance. Rural tourism starts from "village stay concept". Rural tourism is in favor of village stay tourism that explores the unknown things, endangered species, before never inexperienced adventures and never imagined products hidden in and around the rural areas. There are generally four attributes viz differentiation, uniqueness, specialty and peculiarity in rural tourism. In brief rural tourism is a prudent way to integrate national and local level development. (Upandhyay;2008)

3.3 Concept of Rural Tourism

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

The concept of rural tourism was started by club Mediterranean, with the view that people who live and work in cities need holidays in totally different surroundings. The club Mediterranean started its first 'Vocation Village' on the Spanish Island of Majorca in 1990 (Kunwar, 1997). Similarly, the best example of planned and programmed rural tourism development in Nepal can be seen in Bandipur, Dhampus, Ghundruk, Ghalegaun, Nangi, Bvridim, and Sirubari villages as a new agenda in travel and trade tourism industry. **(Upadhyay; 2005)**

Rural Tourism helps to create employment and income for the community through tourist catering services such as trekking, guiding, touring, expedition and entertaining and so on. Besides, rural tourism can generate indirectly other non-farm economic activities such as micro business enterprises, local arts and handicrafts, food processing enterprises, teashops, and other niche marketing in the community.

In recent years, the rise of the Free Independent Travelers (FITs) seeking a non-resort based or rural holiday, has now added a new dimension in the travel and tourism industry. This trend towards holidays in the rural areas has considerable potential as a tool for economic

generation in such areas. This is the major reason why many countries which have rural remits have began to develop an interest in rural tourism development. (Pandey; 2008)

The rapid environment crisis in urban area mostly in Kathmandu has been further widening the scope of tourism outside the urban areas. The stress and strain of modern urban life have turned a number of holiday's makers to countryside visitors for peace and rest. Charms of agriculture and farming, culture evolve with harmonious relationship with nature attracts visitors to farms. Buying and ownership of second home in rural of increased income, more leisure time and the wish to escape from the pressure of urban life have made Agro-tourism popular these days. Nepal should therefore develop its tourist destinations in the potential rural areas to move our tourism from where it is now to where it could be. In this direction rural tourism is the only preferable option for market out tourism industry the true sense and to out maximum advantage. Hopefully the idea will be looked upon favorably by the planners, policy makers and decision makers in the field.

Agro-tourism is new concept for Nepal. It is expanding sector around the world. It is an economic activity that occurs when people link travel with products, services and experiences of the agriculture and food system. The concept of agro tourism is a direct expansion of ecotourism, which encourages visitors to experience agricultural life at first hand. Agro tourism is gathering strong support from small communities as rural people have realized the benefits and sustainable development brought about by similar forms of nature travel. Visitors have the opportunity to work in the fields alongside real farmers and wade knee deep in the sea with fisherman hauling in their nets. Agro tourism is the specific rural tourism focusing an agricultural diversity. Variety of produces like mushroom, hone-production, different organic farming practices for vegetables production. Fishing, hunting, medical plant cultivation, agriculture related fair and festivals, boating, swimming, horse rifling, bird watching, cook fighting, visiting different nurseries, herbal farming, botanical garden, ploughing with pair of bullock, Lakhe Nanch, Bag Jatra, different culture and society, different Hat Bazaars, rivers sports and stream basins and hostility and amicable welcome that attracts both internal domestic and international foreign visitors. Lane, Bernard in this book "What is Rural Tourism, has presented a list of contracting features between urban tourism and rural tourism as under:

Table 1: Difference between Urban and Rural Tourism

S.N.	Urban Tourism	Rural Tourism
1.	Little open space	Much open space
2.	Settlement over 10,000	Settlement under 10,000
3.	Densely populated	Sparsely Populated
4.	Built environment	Natural environment
5.	Many indoor activities	Many outdoor activities
6.	Infrastructure intensive	Infrastructure weak
7.	Strong entertainment based	Strong individual activity base
8.	Large establishment	Small establishment
9.	Nationally and internationally owned firms	Locally owned business
10.	Much full time involvement in Tourism.	Much part time involvement
11.	No farm/forestry involvement	Some farm/forestry involvement
12.	Workers may live far from work place	Workers often close to the work place
13.	Rarely influenced by seasonal factors	Often influenced by seasonal factors
14.	Many guests	Few guests
15.	Guest relationship anonymous	Guest relationship personal
16.	Professional management	Amateur management
17.	Many modern buildings	Many older buildings
18.	General in appeal	Special in appeal
19.	Broad marketing operation	Niche Marketing

Source; Bernard Lane; 1993:15 Cited Upadhyay, 2008: 43-333.

Thus rural as a concept is connected with low population densities, open space, with small scale settlements, generally of less than 10,000 in habitats, farming, forestry and natural areas dominate land use. Societies tend towards traditionalism, the influence of the past is often strong, and government policies lean towards conservation rather than radical change, Now, we can argue that rural tourism in its purest form should be located in rural areas, functionally rural world's special features of small-scale enterprise, open space contact with nature, heritage, traditional societies, traditional practices. Local foods, daal, vegetables, team

rural is scale - both in terms of buildings and settlements and usually small scale, traditional in character, growing slowly and organically and connected with local families. It will often be very largely controlled locally and developed for the long term welfare and happiness of tea real; of many different kinds, represent the complex pattern of rural environment, economy, history and location.

In the Ninth-Plan the following policies and strategies have been incorporated for the development of rural tourism:

- J Tourism activities will be promoted in the village that can benefit to the rural people directly as well as indirectly. Resource rich village for tourist attraction will be developed into tourist centers. One village in each of the 14 zones will be developed as a model village this plan period.
- J Private sectors and local agencies will be involved and encouraged in the sector so that more revenue can be generated.
- J 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.
- J Temples, monasteries, buildings national sites of historical religious and cultural significance will be preserved, well develop and utilized as tourist spots. They will be registered as national heritage, participation of general and local for this conservation.
- J Local VDC and municipalities will preserve the tourist area of cultural, natural, historical and religious heritage.
- J Non-government organization that work for upliftment of ethnic groups by utilizing their ethnic cultural heritage will be encouraged to design and implement various projects than can generate income for the ethnic groups by utilizing their ethnic culture heritage.
- J Government of Nepal, Ministry of Tourism and Civil Aviation has declared Sirubari Village, Syangja as a first model tourist village in 1998.

3.4 Objectives of Rural Tourism

- J To achieve maximum human welfare and happiness through sustainable socio-economic development of rural areas.

-) To reduce growing poverty, inequality and regional imbalance.
-) To establish and sustain the cottage and small scale industries based on local resources.
-) To establish and develop the micro-business enterprises, local arts and crafts, food processing enterprises, tea shops, and others in the community.
-) To learn positive things from visitors.
-) To preserve the social and cultural heritage of the rural community.
-) To generate employment and income for the villagers.
-) To impress the visitors from our customs, traditions, human values and guest friendly behaviors.
-) To revitalize demolishing local art and crafts.

(Source: Upadhyay, 2008)

The policies and strategies and objectives out lined in the Ninth Plan clearly indicate that the government is quite serious in developing the rural tourism. This is, in fact, a positive sign. However it has to be seen how these will be translated into action. Progress in the earlier plans of Nepal there exist a wide gap between government's plan and achievements.

3.5. Importance of Rural Tourism

In order to prevail peace in the country the economic status of all the people should satisfactory level. In fact, we can conclude that peace is not the result of only negotiation made amid political parties or other groups but is the result of economic growth. The fruit of development should reach to all the people, still more specifically to the under privileged rural people who constitute an important part of the nation. There could be many processes or techniques that help rural people increase their economy but rural tourism is that only single industry which raises the economy of villagers in fast pace and in every stratum of the society directly and indirectly.

Basically the word rural reflects the remote undeveloped village and the poor and under privileged people residing in. Therefore, the rural tourism should be in favor of least developed stratum of the community as well. As in food chain of an ecosystem, every element of the economic chain should be equally developed so as to develop the community as a whole. In Sirubari, 40 Gurung house owners are affluent who are rendering the facilities of home stays to tourists and are getting more benefits solely. But on the other hand, Sarki - Kami - the so-called lower caste in community who are already destitute are getting no

benefits from such type of rural tourism either. A man can't be considered as healthy if he has got a small problem in his any body part. Similarly, if one of the most important parts, the Dalit community, is not getting reimbursement from the tourism, the whole community won't be uniform and might create more chasm between haves and haves-not. So, the benefits of rural tourism should reach to every element of the society.

Some can regard the tourism of Dhampus and Ghandurk as rural tourism. Actually these are not examples of rural tourism but are lodge based tourism, in these villages tourists stay in hotels/lodges rather than home stays. This means lodge/hotel owners will get benefits but other rural people who don't run such hotel/lodges won't be benefited. This kind of tourism would never be able to alleviate the poverty out of the community. But, in case of Ghalegaun home stays are available instead of hotels/lodges. Every house owners who are providing the services of home stays could earn and other people not currently running home stays are involved in other activities like farming, cultural/traditional programs, tour guides, porters etc are also getting benefits directly or indirectly to some extent. The Dalit communities of Ghalegaun are not involved in the tourism business. There is an urgent need to involve them too in this business as soon as possible.

We always tell that we are poor because we are landlocked and the country is very small. In this globe, there are so many countries smaller than Nepal and lacking natural resources, now becoming rich in economy. The opulence of a country doesn't depend upon the availability of natural resources but on the attitude of the people living in. We have diverse cultures, customs, family values and support geographical structures and bio-diversity which could make us one of the opulent countries in the world if these are managed properly. For example, Maldives, a small island country, has a per capita income of US\$ 2410 which become possible through rural tourism. But in our case, it is only US\$ 470. Almost all villages of Nepal are potential for rural tourism which could play a crucial role in increasing the per capita income of Nepalese people as in Maldives.

Rural tourism is one of the important features of the Ninth Plan (1997-2002). It has been emphasized on the development of a Model Village in each development region. The Tenth Plan (2002-2007) has given continuity to the concept of Rural Tourism with its declared

policy of poverty alleviation. Recent Three Years Interim Plan (2007-2010) has also spelt out various rural development programmes and policies to be completed within the time frame. In tune with committed policies of Government of Nepal different INGO's such as UNDP, DFID and SNV/N have come forward with financial and technical support. In this regard a unique and pilot programme called Tourism Alleviation Programme (TRPAP) was jointly organized by the Nepalese Government together with above mentioned INGO's with the objective of addressing poverty alleviation through pro-poor sustainable tourism in Nepal. TRPAP was an important pilot program, which began in September 2001 and ended by June 2007. It covered 48 VDC's of 6 districts. TRPAP spent over 70 millions US\$ in its project of five and half years 2001 to 2007 (Upadhyay, 2008). Though such a huge amount has been spent no remarkable significant changes have been seen in the field of rural tourism.

There is no doubt about the significance of rural tourism in the development of a nation. Rural tourism is the top industry in the economic development of rural people in a quick manner so why priorities should be given on it and fundamental requirement for the development or rural tourism should be mentioned in constituency of Nepal and should be implemented accordingly. Major requirements are;

-) Safety and security for travelers.
-) Fundamental physical infrastructures like linking road, communication lighting system etc.
-) to facilitate and design the implementation of the tourism project
-) marketing within or beyond the nation
-) Environment conservation programs.

The flow of tourists to the rural areas has enabled many small enterprises to flourish their business. And it has demonstrated the multiplier effects, which is so important in economic development of Nepal. (Pandey; 2008)

There is a need for linking tourism with local community development. It is necessary to have special attentions to link tourism with the community development and making it more pro-poor and pro-women. (Upadhyay; 2008)

The following table elucidates the contribution that rural tourism can make in a community:

Table 2: Contribution of Tourism to achieving the Millennium Development Goals (MDGs)

Goals	Contribution to Tourism
1. Eradicate extreme poverty and hunger	<p>(a) Tourism stimulates economic growth both at the national and local levels and promotes the growth of the local agricultural, industrial and service sectors.</p> <p>(b) Tourism provides a wide range of employment opportunities easily accessible by the poor. Tourism business and tourists purchase goods and services directly from the poor or enterprises employing the poor. This creates opportunities for micro, small and medium sized enterprises in which the poor can participate.</p> <p>(c) International and domestic tourism spreads development to poor regions and remote rural areas of a country that may not have benefited from the types of economic development.</p>
2. Achieve universal primary education	<p>(a) The construction of roads and tracks to remote areas for tourists also improves access for school-age children and for teachers.</p> <p>(b) Tourism can help local resource mobilization, part of which can be spent on improvement of education facilities.</p> <p>(c) Tourism helps to make the buildings of school. The grants and other things education materials.</p>
3. Promote gender equality and empower women	<p>(a) The tourism industry employs a high proportion of women and creates micro enterprise opportunities for them. It promote women's mobility and provides opportunities for social networking.</p>
4. Reduce Child mortality	<p>(a) The construction roads and tracks to remote areas for tourist also improve access to health services.</p>
5. Improve Material health	<p>(a) Revenues accruing to national and local governments through taxes on the tourism industry can be used to improve health services and nutrition for young children and their mothers.</p>

<p>6. Combat HIV/AIDS, malaria and other diseases</p>	<p>(a) Tourism raises awareness about HIV/AIDS issues and support HIV/AIDS. Prevention campaigns.</p> <p>(b) Tourism aggravates the spread of HIV/AIDS (negative effect).</p>
<p>7. Ensure environment sustainability</p>	<p>(a) Tourism can generate financial resources for conservation of the natural environment.</p> <p>(b) Tourism raises awareness about environment conservation and promotes waste management, recycling and bio-diversity conservation.</p> <p>(c) Uncontrolled tourism may generate negative externalities as a result of pollution, congestion and depletion of natural resources (negative effect).</p>
<p>8. Develop a global partnership for development</p>	<p>(a) Tourism contributes to the socio-economic development of least developed countries, landlocked countries and island developing countries through foreign exchange earnings and the creation of job opportunities.</p> <p>(b) Tourism stimulates the development of the transport infrastructure, which facilitates access to and from the least developed countries, landlocked countries and island developing countries.</p> <p>(c) Tourism stimulates internal and external trade and strengthens supply chains.</p> <p>(d) Tourism promotes the interaction of isolated economies with regional and global flows of trade and investment.</p> <p>(e) Tourism reduces the burden on government budget through implementation of public private initiatives.</p> <p>(f) Tourism creates decent and production work for youth.</p> <p>(g) Tourism provides opportunities for bilateral, multilateral and sub regional cooperation among countries;</p> <p>(h) Informative technologies play an important role in integrating tourism enterprises into global tourism markets.</p>

Sources: United Nations ESCAP, Transport and Tourism Division, Transport Policy and Tourism Section: Cited Upadyay, A case study of rural tourism in Nepal. June 2008:22-25

3.6 Rural Tourism in out side World

Rural Tourism is getting momentum in many developing as well as developed countries. There is a very high tendency among the urban people to visit to rural areas to get away from the hectic and feverish life and to be in solitude. The visit of rural areas for the purpose of learning rural life, culture, social, agro-farming enterprise, crop-harvesting, reaping, to explore the new things and knowing many things about rural areas what are the olden things use by one forefathers is also increasing. But the rural tourism in developing countries is planned to create opportunities of income generation for rural poor people. Many Asian countries like Malaysia, Thailand Vietnam, Laos, India and African countries are practicing rural tourism particularly focusing on community based tourism. Sikkim, a small state of India, is concentrating on tourism development and has emphasized on the community based rural tourism. The main emphases of Sikkim rural tourism are:

- The rural life participating in cultural festivals.
- Local music and dance.
- Traditional games and sports.
- Listening to folk tales and stories.
- Ethnic cuisine.
- Milking cows, making butter, cheese, curd. etc.
- Cardamom weeding and harvesting.
- Paddy cultivation and harvesting.
- Rice Planting and harvesting.
- To make woolen products like Bhakhu, Radi, Pakhi, cap, scarf, shawls, muffler etc. from nettle fiber and wool of angora rabbits.
- To make arts and crafts of woods and bamboo.
- Educational and research purposes.

Its major areas of rural tourism as Dzongu, Kewzing and Yuksom.

Likewise, a small place Kalimpong named as Samthar in Dargeling district, West Bengal, India has been emphasizing on integrated approach for multidimensional development of a rural community through tourism. There is concept awake and Shine for integrated rural tourism in Gairgaun and Kabi for empowerment and earning modules of local people. They are modules for local development, which includes:

Empowerment module:

- Development of infrastructure for village tours - primarily for homestays.
- Development of a pre school model, for rural areas, to empower children and adults to be proficient in spoken English, in order to build foundation for future employment in tourism.
- Provide bright children scholarship to pursue formal education after pre schooling.
- Enhance existing skills and teach new earning skill through vocational modules to create viable handicrafts and village products.

Earning Modules:

- Home- stays
- Village tours
- Sales of handicrafts from vocational modules, and other village products.

Various types of vocational training are being given to the local people so that they can get employment in the local level, and tourism activities are considered vital element to create demand for the manpower of such skills. The vocational training given as a means of earning sources are:

- Carpenters
- Masons
- Tile layers
- Water supply and sanitation fitters
- Electricians
- Handicrafts persons for production based on bamboo, thatch and paddy waste.
- Cooks and housekeepers for home stay operations.

This model resembles various features of TRPAP, which also had emphasized on the multidimensional addresses of rural.

3.7 Potentialities of Developing Rural Tourism

Tourism of today's is one of the most flourishing economic activities. World tourism was expected to grow by 5.4 percent per annum generating US \$ 181242 thousand of economic activities in 2007. Nepal is one of the few tourism destinations with higher potentialities in the world. So far as the prospects of the sending tourists into the village community is concerned; security reasons can come as a barrier in immediate future. However, the country has enough potentialities which mainly come from the bio-diversity and cultural diversity in the rural community. Despite her small in size, mother- nature is so kind giving so many type of flora and fauna which are the major strengths of the rural community to attract visitors from outside. Besides, every village has unique scene and scenery from where one caste and ethnic group to another group which can lure the visitors for the repeated visit into the community. The rural people are the means of entertainment. Rural folk songs sung by rural women having mellifluous voice and traditional dances performed by different groups of the community can easily entice the tourists. Besides, trekking, visiting cultural monuments, sight seeking, walk around, camping in jungle, study of flora and fauna, art and crafts,. Swimming and canoeing, honey hunting, local games and sports, watching birds, ethnic culture and other products total can be developed in the communities in the villages.

3.8 Management of Rural tourism

Tourism is a goose that lays golden eggs. The golden eggs are reward earned from tourism promotion. Rural tourism as a phenomenon is concerned with river, sun, environment, rural society and household. It represents conservation, life style, experience, adventure and oriented benefit to the local people.

The objectives of rural tourism include helping tourists to plan a trip, choose a tour and minimize ecological impact. A village tourist should be considered as a responsible traveler. Rural tourism guidelines are generally targeted at village tourists who generally would go to

natural areas, parks and protected areas. Basically, a rural tourism plan is focused on the target. Group of tourists intending to participate in programs provide local benefits.

3.8.1 Opening and Promotion of New Entry Point

Rural tourism management plan needs some additional entry points, local people's benefits and so evenly distribute tourist flow. Most of the villages are still out of the reach of the benefits of tourism. Tourist activities must be dispersed, mainly in villages so as to get benefits by each individual of the community.

3.8.2 Villages Tourism Zoning

Tourism zoning system is an integral of the tourism plan rural tourism zoning regulations must ensure the preparation of sympathetic local land use things, village and other types of tourism development areas. Reference must be made to zoning principles, zoning regulations and deliberate development standards like building style, density and height. Industrialization is to be controlled near tourism development areas. It would not compatible to tourism. Zoning helps maintain control of environment pollution and degradation.

Regarding site planning, architectural and landscaping designs are determined with common practice. All proposed tourism development projects have to meet tourist standards as per the zoning regulation. Besides, tourist facilities and services are required to meet quality standards with standards with regard to health, safety and sanitation.

'No regulation, no management' is the prime principle of tourism zoning in relation to a rural tourism plan. In a developing country like Nepal, villages can be used as "Rural tourism zoning areas" for fishing gathering, lodging, sporting etc. The government should carefully implement zoning regulations in tourism sites.

3.8.3 Tourism Information Technology

A rural tourism management plan requires a tourism information technology. It relates with marketing, monitoring, demand and behavioral pattern of tourists. For an effective rural tourism management system, information on marketing development and monitoring are very important. The information system can be better monitored if it is computer based. The system requires information about tourist arrivals. Purpose of visit, nationality,

accommodation (supply, type, location, occupancy rates) tourist expenditure Pattern, attractions, facilities, visitation rates etc. In addition information on tourist attitudes is required to be obtained from surveys and recorded information system.

The system can be used for monitoring and evaluating the program implementation and effectiveness. The same data can be used for data analysis on marketing studies. It is the transfer of information technology system needed for a rural tourism management plan.

3.8.3 Park Recreation

Park recreation has environment, economic and social importance within the discipline of geography. Research on leisure, recreation and rural tourism has not been grounded in a particular paradigm and the tourist who would like to enjoy experiencing with the diversity of nature.

3.9 Some Models of Rural Tourism in Nepal

There is not a particular model of rural tourism in Nepal, nor have any activities in tourism sector been defined to strictly comprise the essence of rural tourism. The tourism activities which are based in rural setting, whether tangible or intangible or intangible, can in a broad sense be regarded as rural tourism. Owing to village based structures. Nepal owns many destinations where community based rural tourism can be promoted. Some villages in the forefront where rural tourism has been taken into practice since last few years are Sirubari, Ghalegaun and Bandipur.

3.9.1 Sirubari Model

Community based rural tourism in Sirubari, Panchamul VDC of Syangja district, Gandaki zone under Western Development Region of Nepal, started in April 1997. Sirubari is predominantly a Gurung village with rich Gurung heritage and tradition. The village settlement is still unspoiled, set in the hills at 1700m above sea level. The climate is ideal at any time especially during September to June with warm days and cold nights. Sirubari can be reached by a short drive from Pokhara, the major tourist center of the Annapurna region followed by 4 hours trek. The trail to the village is well maintained

Community based rural tourism (CRBT) in Sirubari is a proactive initiative in tourism managed from the supply side. Although it is too early to assess the Sirubari experience, the concept and the process and its economic, environmental, and social implications are of interest in looking at sustainable tourism in the rural mountains, thus, community based rural tourism in Sirubari is a micro planning approach. Sirubari is located at about 1700 meters. One can see the high ranges of Himalayas like Annapurna, Machhapuchchhre, and Dhaulagiri from the highest point. The village has a rich Gurung heritage. Most of the Gurung households rely on best time to visit the village as monsoon rains make the trek rather difficult and also long.

More than 40 local houses have been upgraded with needed tourist facilities for accommodation of tourists visiting there. Different packages incorporating accommodation, foods, cultural programmes, the community can get more than NRs 1100 per day per tourist for rendering the services. When the community derives information regarding the arrival of a tourist, they get ready to welcome them with garlands and abir, red powder on forehead. They escort the guest up to the welcome gate. The visitor is offered local wine and food. The community does not permit to run private hotels, lodges and restaurants. It has won PATA Gold Award in 2001.

3.9.2 Ghandruk Rural Tourism Model

Ghandruk rural tourism model from Sirubari model here is based on the representation of the Gurung residing here. Visitors specially heading towards Annapurna Base Camp and Poon Hill, the point for having panoramic view along with Rhododendron blooming, pause here for accommodation and food. They come here as a trekker or mountaineer and make their stay over here mainly for a night whereas a tourist in Sirubari comes with the objective of experiencing home stays and socio-cultural status of the villages. Ghandruk has more than 30 lodges and a tourist here can opt for any lodge wherever they like according to their will. Tourists are not circulated in every household as in Sirubari village. Rural tourism in Ghandruk started in the decade of 1960 when tourists passed through this village and asked for accommodation while passing through this village. The Ghandruk model encourages to conserve local environment and this has already bagged many accolades including UNEP Global 500.

3.9.3. Bandipur Model

Bandipur lies in midway on Prithvi Highway between Kathmandu and Pokhara on a ridge above the highway town of Dumre and it offers a picturesque of Newar town retaining its countries old attraction hitherto. It is described as the natural view tower, providing a spectacular panorama of the entire Annapurna range plus the peaks of Dhaulagiri, Manaslu and Langtang to the Marshyangdi Valley which is below 500m. Originally Bandipur was a simple Magar village where later Newar from Bhaktapur came and settle there for trading purpose as this was a prime location for India- Tibet trade route. Bandipur model comprises a beautiful amalgam of all possibilities of tourism development, catering to tourists through well-developed resort to home stay facilities. Bandipur model serves the need of generating higher income from quality accommodation to sophisticated tourists for traditional Newari home stay. This model comprises of developing natural and cultural heritage as an essential component of tourism development and maximizing the possibilities of promoting it in western tourist generating countries too. Bandipur Eco- Cultural Tourism project here is being developed as a new unique tourist destination as part of European Commission/Asia Urbs-funded partnership with two European partner cities municipalities of Hydra, Greece and Comne di Riomaggiore, Italy.

3.9.4 Ghalegaun Model

Ghalegaun Rural Tourism Management Committee was established in the year 2001 and has been working to sensitize the value of rural tourism among local people. Now local people have become more aware about tourism and tourists come here with the sole objective of having home stays and to be informed about socio-cultural status of the local people. The detailed information is given in the next following chapters but brief description is also given here.

When an organized group of tourists reach Ghalegaun, the villagers descend down and welcome them with garlands, 'tika' and traditional Gurung musical bands. Music and dance as well as traditional farewell songs are sung while departing tourist from the village. Ghalegaun Village Tourism Committee distributes the guests among the Gurung/Ghale households having the facility of home stay. Total 80 numbers of guest can be accommodated at a time in Ghalegaun.

A wide range of Himalayas can be viewed from Ghalegaun, Buddha Himal, Himchuli and Manaslu to the north east, Mt. Lamjung and Annapurna II to the and Mt. Fishtail and Annapurna South to the northwest. Mist over the Marshyangdi, Khudi and Midiam rivers compels the visitor as if they are living in a heaven. Blossomed rhododendron along the way sounds of birds chirping and wild insects and rivers joining together give the ethereal experience to the visitors. Honey hunting is another deserving facts that attract the from seven seas abroad. Gurungs of Ghalegaun are known to be expecting in 'Honey Hunting'. Nowhere in Nepal or for matter in the world is this sort of activity found expert here in Ghalegaun. They climb down the scariest cliff with the help of rope made in the form of ladder and collect honey from the wild bee hives. This is very interesting and plucking tasks that can't be performed by every people. They use special smokes during hunting and worship god before hunting in order to make the conditions more favorable.

Another important feature of Ghalegaun for tourists is Gurung shows that are performed by varieties of groups in a community. Gurung Ghatu dance by Gurung belles, Krishna Charitra Dance, Lama Dance, Ghyabre Dance, Jhyaure Dance, Sorathi Dance etc fascinate the visitors.

3.9.5 TRPAP Model

This model has utilized the experiences and lessons learned from ACAP region and Sirubari along with other tourism practices in the country. It has emphasized on the very possible selling points of the community, with one village one product concept, to bring maximum benefits from tourism, simultaneously helping mitigate pervasive poverty within the community. Its main focus was on the sustainable development of tourism emphasizing sustainability incorporating four major concepts in its programme pro-poor, pro-women, pro-environment. TRPAP was run as a pilot project in six different districts incorporating 48 VDCs of the country. Addressees on the issues like gender equity, inclusiveness, the poor and marginalized section of a community was its strategy in the conduction of its various activities. TRPAP, as a model, tied to hit the depth and width of the tentacles of poverty with array of instruments like from soft infrastructure development, human resource development, microfinance, relevant policy improvement to marketing of its nascent products. In fact, TRAPAP's effort was made in throes of national and international crises bringing much

difficulty to Nepalese tourism. But it has very effectively shown us how to form rural institutional mechanism and link it to upper level.

No single model can be replicated in another place as the appropriateness of any kind of model depends upon the place, situation and the socio-cultural status of the village. The selection of model also depends on the objectives of tourism development in particular areas.

3.10 Impact of Rural Tourism Market

The main purpose of rural tourism is to bring positive economic, socio-cultural and environmental impact in the community. As community starts tourism activities and visitors start coming to the destination, there will certainly be change in the inter-linkages between environmental resource and the community. The needs more fuel, more space and more jobs pressure than before in order to run tourism business in the community. As the time, pattern of using natural resources, skill and responsibility of the community people change, there will certainly be change, whenever be the magnitude, in the priorities of the community. This change ultimately manifest in the changes in the economic, cultural, and environmental conditional condition. We have to accept the fact that other kinds of development activities, where tourism is not an element, would have brought certain changes in these dimensions with the aim of maximizing positive impact. Simultaneously taking care to minimize the negative ones, the notion of rural tourism is conceived. The community should constantly go on looking into the impacts which tourism activities are bringing. For this, the community should set up an effective monitoring and evaluation mechanism to see if they are in the right track. We discuss below the positive and negative changes that tourism can bring.

3.10.1 Economic Impact

There will be increased level of economic activities in the community. The participating people directly get income from his/her business activities while the others involve in the economic activities to supply necessary goods and serviced needed to producer the tourists goods and services. Besides, there will be higher level of expenditure from the people who are getting either direct or indirect benefits. Thus, there will be direct and indirect effects of tourism in the community. Increase in the level of income, creation of jobs, foreign exchange earnings, additional income and tax for community and the country, repercussion in other sectors of economy with backward linkages, diversification of economy and up gradation in the quality of labor force are some of the examples of consequences of tourism activities.

There will be higher level of economic activities, which overall affect the community as a whole. This can unnecessarily increase the price of land, building materials and affect all those who are not involved in the tourism activities. Channeling the resources for the satisfaction and low retention, dependence on tourism are some of the major negative impacts that tourism can cause in any community.

3.10.1.1 Economic Benefits of Rural Tourism

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

(Source: Upadhyay, 2008: 35th Anniversary Souvenir of [ATPMP 44](#))

3.10.1.2 Economic Cost of Rural Tourism

-) Creates demands on public goods.
-) Involve risk for the operators and community.
-) May only give part time employment.
-) May increase cost of living for community residents because of interaction property goods and services.

3.10.2. Socio-Cultural Impact

Tourism can have major impact upon way of life, cultural and values of community. People start being influenced by the outsiders and they are incited to orientate themselves to maximize economic benefits with changes in their behavior. Moreover, women have better access for economic activities than before. So, there can be changes in the role of gender, which can a source of imbalance relationship between husband and wife and among family members. All the household in the community may not be benefiting part in the tourism activities, and all may not be benefiting equally. So, gossip, and degradation in the social way of life may appear, the participation of people in social function, festivals may be changing. For this, a social relationship among the people in the tourism, and between tourism

participators and local villages should be clearly judged. Sometimes, social conflict among participators between of income among the participators can be a cause of tension among themselves. Others villagers may feel bring disturbed even when they are not getting any direct benefit from tourism. But community may feel very positive impact of rural tourism. Women and deprived class may be getting access to express them selves and join the main stream of socio-economic life. This is one of the prime factors what rural tourism is advocated for presentation of culture, artifacts, are history, heritage and the fundamental base of rural tourism. It thus encourages people to conserve their socio-cultural treasurers resulting in renovated more cultural monuments, presentation of folk lore's, art and history. The interaction of local people with tourists brings better understanding about the value of community sanitation and personal hygiene; urge for better education and social etiquette. These all bring a better life style and its upliftment.

3.10.2.1 Social Benefits of Rural Tourism

-) Helps to build a community infrastructure.
-) Provides the opportunities for cultural change.
-) Promotes a community team spirit particularly through the development of cultural and entertainment activities.
-) Creates conditions of safeguarding enhancing local cultural identities.

(Source: Upadhyay, 2008:35th Anniversary Souvenir of NATHM:45)

3.10.2.2 Social Cost of Rural Tourism

-) Rural tourism may cause the introduction of conflicting ideas and styles into the community.
-) It may cause the increase in crime, theft, prostitution and drug abuse.
-) Overcrowding and congestion.
-) Break on privacy in household and in the sharing of import community resources with tourism.
-) Institutional community and family jealousies, as all may not share the benefit equally.

(Source: Upadhyay, 2008:35th Anniversary Souvenir of NATHM:45)

3.10.3 Environmental Impact

This is a very serious issue that rural tourism can bring. As rural tourism emphasizes on the harmony of nature and people, it can inculcate and suggest the ecological awareness into people. It helps conserve and maintain ecological balances, minimize pollution, and keeping the place clean and attractive. Rural tourism encourages to make use of better technology to lessen pressure on resources base. Many rare endangered species of flora and fauna can be conserved and people that the environment as their perennial source of income, and they can take any sign of degradation in a as a threat to their own livelihood.

But from the present condition of tourism in the country, it is seen that rural tourism can be a vital cause for environmental degradation. The high demand for energy for tourism business needs more firewood and destruction of forests can result in. Many species of flora and fauna are disturbed in their habitat and they can be poached. Pollution can be a major factor to damage the image of the place an cause many disease. Air, water and noise pollution can go on increasing. Garbage, rubbish, trash in the footpath, trail and other places are the main problem of greater magnitude. (UPadhyay, June 2008)

3.10.3.1 Environmental Benefits of Rural Tourism

-) Creates environmental awareness and emphasis on harmonious relationship between nature and people.
-) Emphasis on the use of alternative sources of energy and decrease and lessen pressure on forest resources.
-) Resource generation for the conservation of flora and fauna.
-) Promotion of sanitation and hygienic condition of people in community. (Upadhyay, June 2008)

3.10.3.2 Environmental Cost of Rural Tourism

-) Degradation of roads and trails through overuse.
-) Poaching of wildlife, and piracy of species.
-) Increase in pollution, garbage, rubbish and littering.
-) Deforestation and increasing landslides and danger of flora, fauna and wild animals and distribution of environment cycle process. (Upadhyay, June 2008)

CHAPTER 4

RURAL TOURISM MARKET IN GHALEGAUN

This chapter aims at describing the location of the Ghalegaun, its natural as well as man made attractions and the routes to the place.

4.1 General Introduction of Ghalegaun

Ghalegaun is a small village inhabited by Gurung /Gahale community that lies in the world famous tourism region, Annapurna region. Ghalegaun is gaining popularity in terms of rural tourism as it is culturally and naturally rich destination for visitors and may appeal them easily. Tourist can spend their leisure time either by directly involving in the activities performed by local community or staying at their home. Ghalegaun is located in the Uttarkanya VDC of Lamjung district incorporating ward no.1, 2 and 3. Ghalegaun once a domain of Gale Kings before 18th century, currently consist of 115 households of Gurungs and Ghales .It is located at an altitude of 2100 m and at the distance of about 10 kilometers in the north – west direction from Besishahar , the district headquarter. It is easily accessible from Besishahar after four hours walk on foot or within one and half hour's travel by vehicles.

4.2 Features of Ghalegaun

When an organized group of tourists reached Ghalegaun, the villagers descend down the village and welcome tourist with garlands, tika and traditional Gurung musical bands. While music and dances are performed and traditional farewell songs are sung when guests depart. Ghalegaun Rural Tourism Committee distributes the guests among the households having the facility of homestay. At present, 40 households are providing such facility .Thus a total of 80 guests can be accommodated at a time in Ghalegaun. If more than 80 guests come together, the Ghalegaun Tourism Sub-Committee will manage accommodation.

Guests are presented with Gurung cultural shows at the community hall .Gurung Ghatu dance by Gurung belles,Krishna Charitra ,Lama Dance ,Ghabre Dance ,Jhyaure Dance ,Sorathi Dance etc fascinates the audience .The next day in early morning tourist visit to a view tower towards east of the village rewards with spectacular sunrise that paints its colour on Lamjung Himal and its range .The same vantage point offer sunset view and effect on Buddha Himal ,

Himalchuli and Manaslu . While resting on the benches kept in the garden surrounding view tower, the whiff of meals from Ghalegaun kitchen and fresh air from the Himalayas tantalizes our sense .On the lap of Lamjung Himal ,those green alpine pasture land harbor pristine "Dudhpokhari" where many people even from surrounding district visit during Janaipurnima and take a holy dip into the lake amid a local fanfare . It is believed that after having the holy bath in this lake, all of those sins that have done in our materialistic world would be ward off. While leaving the villagers organize a farewell offering Tika and Garlands with some pleas to revisit the village next time .Thus you leave the village but your mind and soul carry all the sights, scenes and sweet and friendly voices of innocent villagers. After some nights stay in Gahlegaun one can continue his itinerary for the entire 'Gurung Heritage Trails' . Passing other typical villages like Ghanpokhara ,Bhujung ,Pasgaun ,Pakhrikot, Thumshikot ,Nangidhar and finally ending at Pokhara. Throughout the trail one can enjoy the view of Annapurna range, community–run home-stays and Gurung cultural shows .This route is signified with natural beauties Gurung culture and bio- diversity. All aforesaid villages are situated at the differences of 4-5 hours of walk and are growing as model village of rural tourism (R.P.Upadhyya, *Reading in rural tourism p321*)

4.3. Main Attractions of Gahlegaun

The main attractions of Gahlegaun are its geographical location and socio – cultural condition of Gurung community .The incredible view of the Himalayan ranges in the northern part and mountain ranges in the southern part, temples/gumba, tea garden, honey hunting, local organic food farming is the unique features of Ghalegaun.

The attractions of Ghalegaun can be categorized as follows:

4.3.1. Man made attractions

4.3.1.1. Play ground

In between the view tower and Gahlegaun is sandwiched a nature made play ground. It is like a stadium made by nature with enough space for audience on the slopes of Gahlegaun and View Tower. In every Nepali New Year a national level football match is organized in this playground which helps to foster the international tourism of this area. One can go with bat, stump and ball or volleyball of football if he or she loves sports .One can win a match in a magnificent backdrop of Lamjung ,Himalchuli and Manaslu Himals.

4.3.1.2. Community Hall

A community hall having the capacity of 200 seats has been constructed in Ghalegaun where meeting , seminars ,training and cultural programs are run .Even if this hall is not well equipped it could be more indelible for tourist than any other well equipped hall in cities or urban area .

4.3.1.3. Community Sheep Farming

Community sheep farming in Ghalegaun that started only with Rs 250,000 has now a capital of more than two million rupees. The farm sells wool, meat, milk, ghee, and fertilizer. From the income of the sheep farm three shepherds and a teacher is paid Rs. 2000 each per month .The farm has altogether 500 sheep. Blanket made from wool, waist coat, hand bags made from betel fibers, scarves, shawls, towels made from fur of Angora rabbit are the major handicrafts that a tourist can take home with them as a relic memento.

4.3.1.4. Uttarkanya Temple

It is very near to Ghalegaun . The name of the VDC is derived from the name of this temple which reflects the importance and fame of this temple in this locality. Seven wells are found in the territory of this temple .In *Maghesakaranti Mela* people from different parts of the district come here in order to take holy bath in these seven wells and thereby worship the god for prosperity.

4.3.1.5. Round House (Gol Ghar)

Goalghar is one of the main attractions of Ghalegaun which is found nowhere else within the country. Structurally and architecturally, it is quite unique and has a significant scientific justification .In the past people used to sleep nearby the *chulo* to get warm in the cold places. If they sleep round the *Chulo* the heat radiation emitted from the fire would be equally transmitted in all directions and all the members sleeping around would get equal amount of warmth .The inner walls of the *Gol Gahr* are coated with mud which acts as insulator thereby preventing the loss of heat from the inner wall and maintains the room warmer for a long period of time. But nowadays these old fashioned and unique pieces of houses are in the verge of extinction due to encroachment of modern technology.

4.3.1.6. Gurung Museum

The museum has a collection of a wide variety of traditional artifacts used by Gurung's of Gahlegaun. It includes utensils, agro-tools, traditional costumes etc .One can get insight knowledge and information regarding Gurung lifestyles.

4.3.1.7. View Tower

There is a man made view tower in the east of the village which rewards with spectacular sunrise that paints its color on Lamjung Himal and its range .The same vantage point offer sunset view and effect on Buddha ,Himchuli and Manslu range . While resting on the benches kept in the garden surrounding view tower, the whiff of meal from Gahlegaun kitchen and fresh air from the Himalayas tantalizes our sense.

4.3.1.8. Tea Garden

Ward no 1,2 and 3 of Uttarkanya VDC have planted separately in the same and are managing by themselves .This plantation is technically supported by ACAP .Guests are rendered with green tea plantation has increased the beauties of the Ghalegaun .Villagers are planning to widen the area of tea garden in near future

4.3.2. Natural Attractions

4.3.2.1. Mountain Views

The view from Ghlegaun ranges from Buddha Himal, Himalchuli and Manaslu to the north – east, Mt Lamjung and Annapurna II to the north and Mt Machepuchre and Annapurna South to the northwest .Different ranges of hills and green mountains can also be viewed from Gahlegaun towards south .The immovable aesthetic values of these mountains view can fascinate any visitor and may compel every visitor to forget all of his /her blues and force him / her thinking as if he/she is living in heaven.

4.3.2.2. Natural Bee Hives for Honey Hunting

Ghalegaun is famous for honey hunting within the country and abroad too. There is dangerous cliff, THAMRO nearby Ghalegaun where wild bees make honey in their wild hives in a scariest cliff which is generally impossible to take out .This honey hunting from the nests of wild bees built on steep cliffs is an old –age tradition .Local honey hunters show their exceptional skills by hanging themselves from cliff as high as 300 meters using bamboo ladders and hemp ropes, while harvesting the honeycombs. To hunt this honey from such cliff is a mettle task which is performed by only experienced, qualified and brave local people. Everyone is thrilled to watch honey hunters at work.

4.3.2.3. Talangyo Lake

Talangyo Lake is half hours walk from Ghalegaun towards north which is famous for its one fact that is still unsolved mystery .Even if the lake is in the mid of forest no leaf is found within the lake as birds take out the leaves as soon as it falls within it . So, the lake always looks neat and clean .It brings mental composure while traveling around it. A detailed scientific research should be carried in order to find out the mystery of this lake as soon as possible so as to attract more tourists in the upcoming days.

4.3.2.4. Botanical Garden

Ghalegaun is a good botanical garden where we can found different medicinal plants like *Chiratio*, *Neermasi* ,*Jatamasi*, *Panchaule* etc. *Timur* is commonly available which is also used as medicine. Thus, Ghalegaun is a potential place for medicinal plant farming .If this can happen so, the villagers could earn extra income through selling medicinal plants either to visitors. Except medicinal plant we can found different plants.

4.3.3. Cultural Attractions

Before unification of modern Nepal, she was divided in to *Baise Choubase* state .At that time there was existence of Ghale state. Routinely king was selected after certain period on the basis of good runner for that state, it was the traditional culture.

Gurungs are culturally rich having their own language .They have their own rites and rituals that are performed since the birth of a child to the death. Traditional customs are still followed

during birth, death, marriage and at other important times in a person's life. They love singing and dancing in every feasts and festivals .The dulcet and mellifluous sound of the local people can attract every people involving in the cultural shows. Age-old cultural dances like the *Jhyaure, Serkha, Ghatu, Ghyabring, Krishna Charitra ,Tamaro Choori ,Pachchhyun,*and *Jhakri* dance are performed on the various occasion accompanied by different musical instrument with the dancers in traditional dress .

4.4. Lodging and Fooding

There are facilities of warm rooms heated by solar power, clean toilet, shower and public bathroom place with hot water. It is really unique and fun having food by sitting on locally made mattress .Vegetables, maize, grains are locally grown and are produced organically. Those guests stay separately in different houses there is uniformity in the hospitality whether it is food or other services which is a specialty of Gahlegaun .

Gahalegaun produces sufficient seasonal green vegetables and crops have enough cattle rearing to provide for the demands of tourists. One can choose dishes and drinks from the menu with price fixed by Ghalegaun Rural Tourism Sub-committee .The test of wholesome, organic green vegetables, tea, Gundruk, *Chhyang* with local chickens, boiled local eggs, omelet etc is just magical. All the products of Gahlegaun itself linger in the tongue for a long time. The supertime conversation with Gurung /Ghale females with mild and mellifluous voice and males with good sense of humor mesmerizes anyone. (**Upadhya ,Reading in Rural Tourism,2008,pp321-324**)

Experience of Gahlegaun

- There are four Mother's Groups in different wards. The Mother Groups in the village are very active in terms of environmental conservation of village, operation and maintenance of the roads and trails, hospitality, cultural program and income generation programs.
- Out of forty home stays only seven are hygienically good with proper bathroom facilities and sleeping room ambience. Home stay has been set up but due to lack of demand during conflict period most of the accommodations remains unused, neglected and in dilapidated condition.

- Landscaping and creation of Botanical Park around view tower area and nearby mounds can intensify the beauty and charm of Ghalegaun .

4.5. Gurung Heritage Trail

The existence of Gurung Heritage Trail (GHT) came into forth with the concept of developing different villages of Lamjung district by optimum utilization of available local resources in order to ameliorate the livelihood of rural people to the visitors by conserving their culture and tradition and by promoting the potential tourist area in a broad horizon within or beyond the nation .Visitors can have district link with the local people thereby understanding their traditions ,customs and way of livings .This will help local inhabitant create more job opportunity in local level by direct economic or other supportive means.

In order to develop rural tourism in different villages of Lamjung district through improvement of trails that extends from Besishahar-Ghalegaun- Gahnpokhara-Bhujung-Pasgaun-Begna Kaski, one year short-term ,five years mid –term and ten years long term plans are going to be developed on behalf of Lamjung Development Committee with the support of Nepal Tourism Board (NTB).

Objectives of GHT

1. Development of plans with the participation of people on the basis of identifying the local resources ,
2. To aware the local people in order to incorporate alternative sources for minimizing the environmental, natural and cultural demolishment.
3. To conserve and promote the culture, traditions and natural resources of local people.
4. Feasibility study of rural tourism and economic development of local people.
5. To develop a long term plan by identifying the needs of local people from their active participation

The northern part of the Lamjung district is predominantly inhabited by Gurung community .Almost all inhabitants of upper Lamjung villages like Ghalegaun,Gahnpokhara ,Bhujung (one village one VDC) ,Pasgaun ,Pakhurikot are Gurungs. These villages have high potentialities of rural tourism development.

4.6. Routes to access Ghalegaun

Ghalegaun can be accessed by three routes as mentioned here underneath

Route no. one

Besishahar-Baglungpani- Kapoorgaun –Kandelo – Ghalegaun

One who adopts this route to access into Ghalegaun can view range of Himalayas in the northern part. Blossoming Rhododendron and other mind attractive wild plants as well can straight forwardly fascinate the visitors. One can take facilities of tea, lunch on the way as villages like Baglungpani, Kapoorgaun, Kandelo etc are actively present on the services of visitors forever. Area around the Area around Jana Joti Secondary School of Baglungpani and historically important place, the Sulikot region can be developed as picnic spots. The southern mountain range can be clearly seen up to far distance. So, if view tower is constructed in this place, visitors may be fascinated by the different ranges of mountains and hills all around.

Route no two

Besishahar –Khudi –Simpani-Bhalmchaur –Ghalegaun

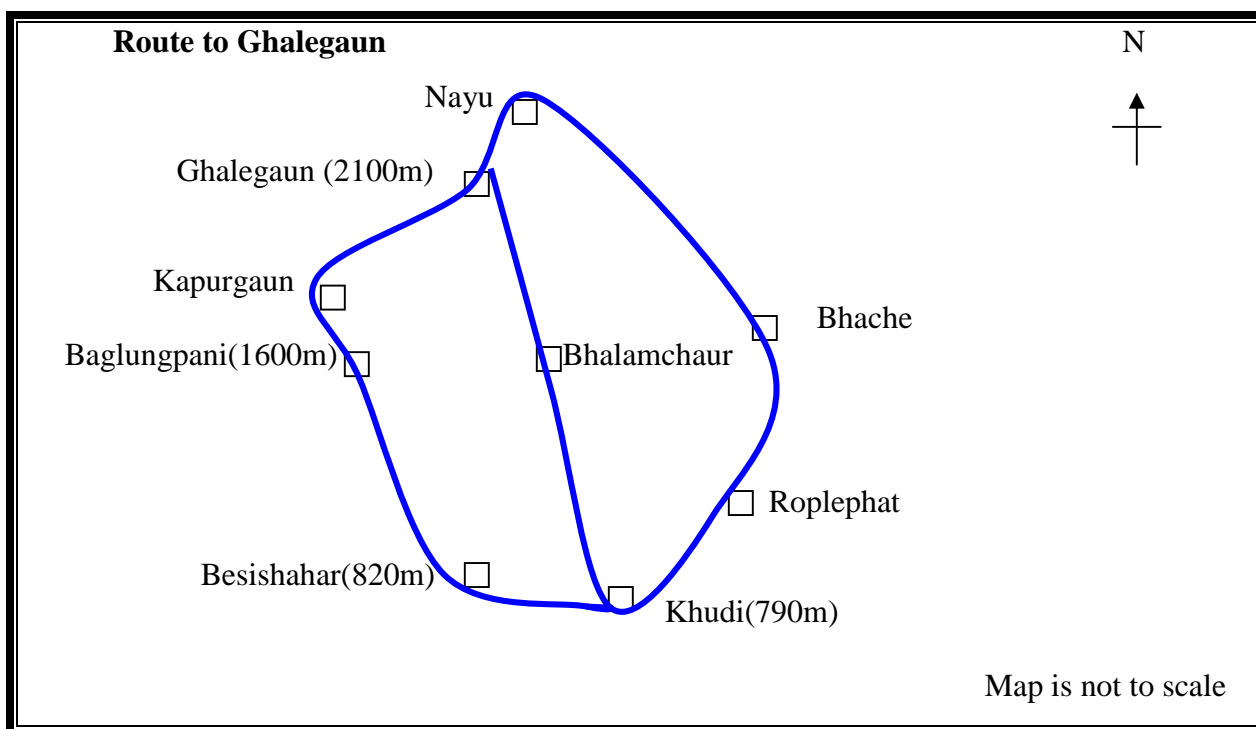
Khudi is a small village market placed six and half kilometer from Besishahar, main point of Annapurna Circuit and is joined by motor able road. The main attractions of this route are the beautiful colorable Rhododendron and different species of bird. After crossing the upslope of Bhalmchaur, Lama gaun (inhabited by lamas) can be reached and thereafter followed by Sundarital.

Route no. three

Besishahar –Khudibazar-Roplephant(Ghanpokhara Besi) -Kafaldada –Bhache -Nayun-Gahlegaun

Roplephant is easily accessible by van from Khudibazar or with 30 minutes walk. This route is followed by Khudi Hydro-electric Project within the installation capacity of four megawatts. *Batase Gufa*, *Deedivai Jharana*, *Phenpro Jharana*, *Thanpro* Honey cliff and *Sheelajeet*, a black material comes out of the carbonate rock used as medicine in cleansing stomach and healing in fracturing etc are the major attractions of this route. Agro and medicinal plant nursery is also observed along this route

Fig .1



CHAPTER 5

RESEARCH METHODOLOGY

The purpose of this chapter is to outline the framework for the research objectives set in Chapter -1.

5.1 Research Design

This study is based on field study as well as case study research design.

5.2 Population and Sample

Among eleven model rural tourism villages like Bandipur, Ghandruk, Sirubari and so on the researcher has selected Ghalegaun as study area due to his own interest.

Total numbers of visitors during the field survey were 203. Among this 179 were domestic and remaining 24 were foreign tourist. Among the population, 15 each from domestic and foreign tourist were taken as sample. In the same way, among forty home-stay owners only 15 were taken as sample and among the whole population on Uttarkanya VDC only 20 local people were taken as sample.

In this research, the researcher has followed the simple random sampling method to collect information from local people and purposive sampling method has been followed to collect information from tourist and home stays and others .In total 65 respondents have been selected as the sample units .

5.3. Selection of the Study Area

Ghalegaun is a pleasant hill tourist destination. It lies in the western part of the Lamjung district in the height of 2100 meters from sea level. It is the remarkable region for rural tourism. It is one of the model tourism villages in South Asia. It is very rich in natural beauty and cultural heritage. Views of Himalayan range, sightseeing, tea garden, bird watching, traditional gurung culture and traditional home stays are the main attractions of this area. It can easily access able on foot in four hours walk from Besishahar, headquarter of Lamjung district.

5.4. Sources and Techniques of Data Collection

The present study is strictly based on the primary data with support of secondary data.

5.4.1. Primary Data

This study is basically based on primary data .The primary data are collected through the field study and responses of the tourists. Local people, home-stay owner, and local government bodies are also regarded as the main sources of information .For the purpose of primary data collection, field survey was conducted from 25th April 2009 to 10thMay 2009 .In order to collect the required and relevant primary data from the sample units following tools are used

5.4.1.1 Questionnaire Method

Especially primary data was collected using structure questionnaire. The main sets of questionnaire were developed on each for the three sets of population; tourists, home-stays owners and local peoples with the motive of collecting information regarding impact of tourism ,perception of local people about development of rural tourism market in Ghalegaun .The questionnaire to them are whether closed and opened or scaled .Questionnaires have been kept in appendix .

5.4.1.2 Participatory Observation Method

Participatory observation method was also used to capture necessary information observed during field survey .It was meant to record, supporting information not covered by the questionnaire method.

5.4.2 Secondary Data

Besides primary data, secondary data have also been used to make this research much relevant and comparative and for understanding the economic, social and cultural impact of tourism in the study area.

The following are the main sources of secondary data collection.

- ❖ NTB, information service section.
- ❖ ACAP ,unit office Besishahar ,Lamjung (check point)
- ❖ National daily news papers (Kantipur ,Annapurna Post,Gorkhapatra etc).

- ❖ Local news papers.
- ❖ Web sites
- ❖ Lamjung Chambers of Commerce and Industry
- ❖ Ghalegaun Festival Main Committee –May(6-8), 2009

Besides these other books and reports contributed by different scholars are also used as secondary sources of data collection.

5.5 Data Processing and Analysis Procedure

The responses were categorized, tabulated, processed and analyzed so as to meet the objective of the study .The primary data was processed and computed by descriptive analysis. Secondary data was tabulated with annual rate of percentage change. The periodic growth was computed using growth rate.

Following procedure were adopted to analyze the available data and information in this study to attach the specified objectives.

- a) Growth of tourist influx was assessed on the basis of past trends, simple percentage and computation of statistical trends.
- b) On the basis of survey, analysis and conclusion suitable recommendations have been made in order to provide solution to the various problems.

5.6 Statistical Tools Used

The systematic analysis has been done by using both quantitative technique and descriptive technique .To analyze the quantitative data simple statistical tools such as percentage ,average weighted mean etc have been used .Besides these tables ,charts ,bar diagrams ,pie charts are also used for the presentation of the findings . The study is mainly descriptive and the analysis of the result is described logically.

CHAPTER -6

DATA PRESENTATION AND ANALYSIS

In this chapter, data collected from different sources are presented and these data are analyzed for the fulfillment of the objectives of research. It contains various types of data such as tourist arrival in Ghalegaun since 2001 through secondary source and other through field visit. The analysis is mainly based on responses given by 20 local peoples, 30 tourist and 15 home stay owners through questionnaires.

6.1 Annual Tourist Arrival in Ghalegaun (2001-2008)

Gahlegaun is a pleasant hill destination for tourist. It is famous for its natural beauty, spell bounding landscape covered by green forest. The number of international as well as domestic tourists is increasing day by day in Gahlegaun .

The volume of tourist traffic in Gahlegaun during 2001 AD to 2008AD is presented in the table below.

Table 3: Annual Tourist Arrival in Ghalegaun (2001-2008)

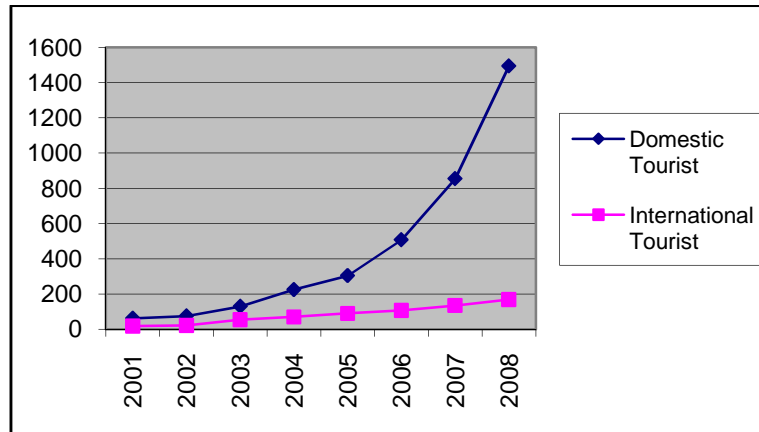
Year	Domestic Tourist	Growth Rate %	International Tourist	Growth Rate %	Grand Total	Growth Rate %
2001	62		18	-	80	
2002	75	20.97	22	22.22	97	21.25
2003	130	73.33	55	150	185	90.72
2004	225	73.08	70	27.27	295	59.46
2005	304	35.11	90	28.57	394	33.56
2006	508	67.11	107	18.89	615	56.09
2007	855	68.31	135	25.23	989	60.81
2008*	1496	74.97	169	25.18	1665	68.35

(Source: Upadhya 2008 and *Ghalegaun Tourism Management Committee)

Above table reflects a gradual increase in term of number .This table makes clear that tourist arrival in 2002 was increased by 20.97% in comparison to arrival of 2001 and the growth rate was very high in the year 2003 and 2004, but there was less growth rate in 2005 due to the security problem in country. However the number of tourist visited Ghalegaun has been

increasing. After 2006 the growth rates of tourist arrival come in form. It shows that there is good potentiality of development of tourism market in Ghalegaun.

Fig .2: Annual Tourist Arrival in Ghalegaun



In order to examine the average tourist arrival in Ghalegaun during 2001 to 2008 following procedure is applied

$$\bar{X} = \frac{\sum X}{N}$$

Where, \bar{X} = Average tourist arrival
 $\sum X$ = Sum of annual tourist arrival
 N = No. of year

Now $\bar{X} = \frac{4320}{8} = 540$

Hence, the average tourist trafficking in Ghalegaun is 540.

There is increasing number of tourists every year, though the growth rate has been erratic. It clearly indicates that it has high potentiality for the future growth.

6.2 Present Scenarios of Tourism in Ghalegaun

6.2.1 Distribution of Tourist by Nationality

The field visit was conducted in May, 2009. The total number of visitors during the field visit was found to be 203. The distribution pattern of tourist by nationality is shown in table below.

Table 4 : Distribution of Tourist by Nationality

SN	Countries	No. of Tourist	Percentage
A	Domestic	179	88.17

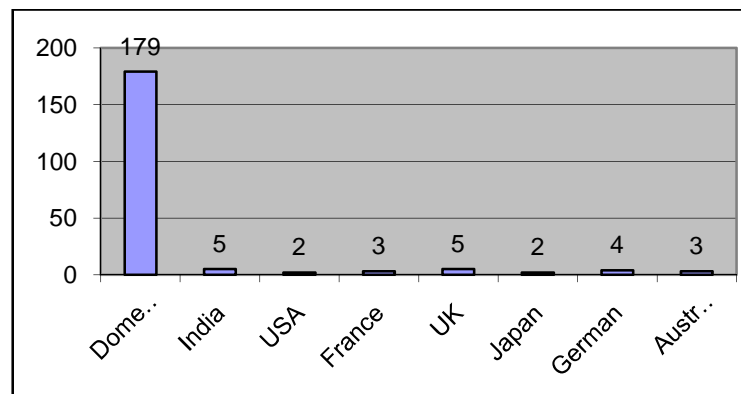
B	International		
1	India	5	2.46
2	USA	2	0.99
3	France	3	1.48
4	UK	5	2.46
5	Japan	2	0.99
6	German	4	1.97
7	Australia	3	1.48
Total		203	100

Source: Field visit, 2009 and Ghalegaun Tourism Management Committee

Above table shows the tourist arrival in Ghalegaun from different countries during the field visit. It shows that comparison to domestic tourist the percentage arrival of foreign tourist is really less. Among the international tourist Indian and the tourist from UK occupies top generating market, having 2.46% of total tourist arrival followed by German tourist, which covers 1.97%.

30 tourist respondents are selected for the study out of total 65 respondent. Among this 15 are domestic and remaining 15 are foreign tourist. Among 15 international tourist 20% were from India, 6.7% from USA, 6.7% from France, 26.6 %from UK 6.7% from Japan, 13.3% from German and remaining 20% from Auatralia.

Fig. 3.Distribution of Tourist by Nationality



Source: Field Visit, 2009

6.2.2 Distribution of Tourist by Age

In this part researcher wanted to know the distribution of tourist respondent by age during the field visit. For the purpose the questionnaire provided to tourists is strictly followed.

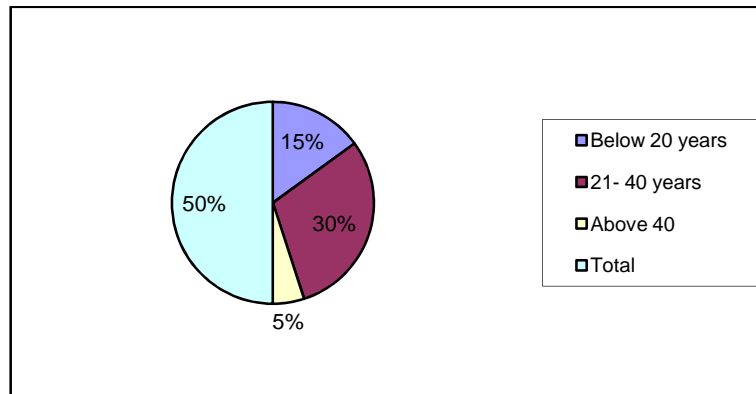
Table 5: Distribution of Tourist by Age

Age group	Number of Tourist	Percentage
Below 20 years	9	30
21- 40 years	18	60
Above 40	3	10
Total	30	100

Source: Field visit, 2009

The above table shows that 30 percent of the respondents are below 20 years while 60 percent are within the age group of 21 to 40 years and 10 percent of respondents are above 40 years .

Fig 4: Distribution of Tourist by Age



Source: Field Visit, 2009

6.2.3 Distribution of Tourist by Purpose of Visit

The arrival of tourist by purpose can be tabulated as below, according to the responses given by them.

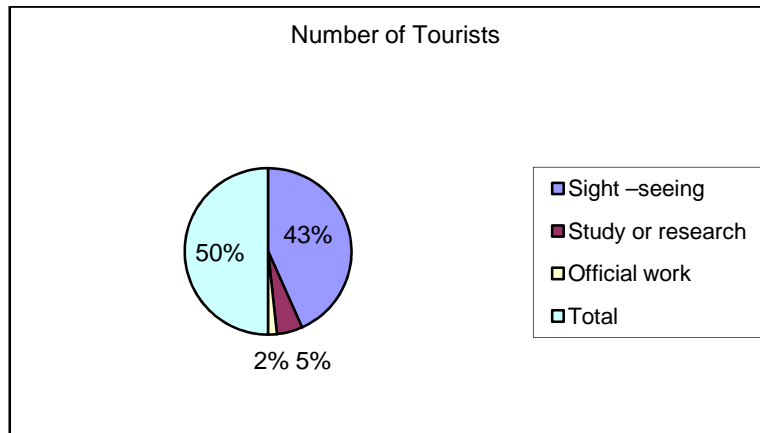
Table 6: Distribution of Tourist by Purpose of Visit

Purpose	Number of Tourists	Percentage
Sight –seeing	26	86.7
Study or research	3	10
Official work	1	3.3
Total	30	100

Source: Field Visit, 2009

Above table shows that the high percentage of tourist i.e. 86.7 percent of tourist visit Ghalegaun for the purpose of sight seeing. It means most of the domestic as well as international tourist visit Ghalegaun to enjoy the views. Similarly 10 percent of tourist visit for the purpose of study or research and remaining 3.3 percent of tourist arrive here to perform official duties.

Fig 5: Distribution of Tourist by Purpose of Visit



6.2.4 Distribution of Tourist by Occupation

The sample consists of tourist of different occupations. The table presented below express the occupational differences of tourist arrived.

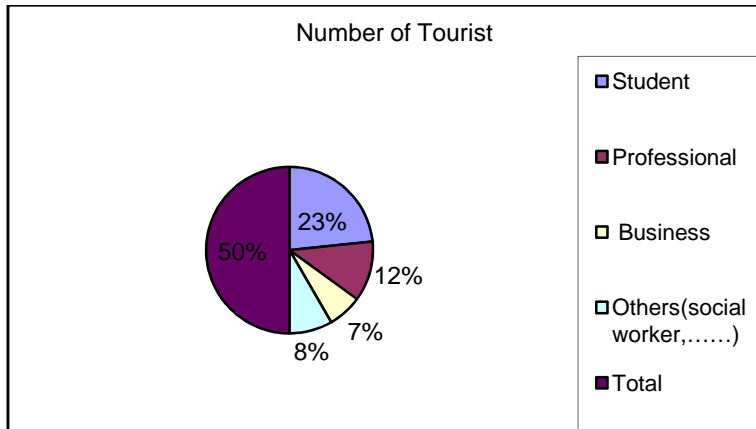
Table 7: Distribution of Tourist by occupation

Occupation of Tourist	Number of Tourist	Percentage
Student	14	46.7
Professional	7	23.3
Business	4	13.3
Others (social worker)	5	16.7
Total	30	100

Source: Field Visit, 2009

The above table shows that 46.7 percent of respondent were students, 23.3 percent were professionals, 13.3 percent were business persons and remaining were from other occupations like social work and so on.

Fig 6: Distribution of Tourist by Occupation



6.2.5 Distribution of Tourist by Sex

The table presented below expresses the sex wise distribution of visitors

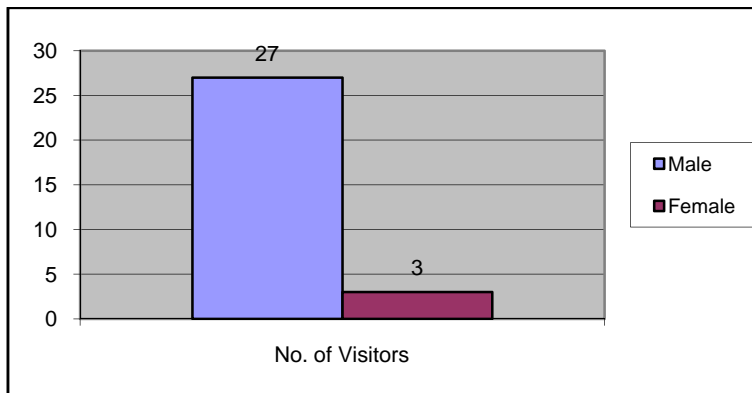
Table 8 Distribution of Tourist by Sex

Sex of Visitors	No. of Visitors	Percentage
Male	27	90
Female	3	10
Total	30	100

Source: Field Visit, 2009

It is clear from the above table that out of the total 30 respondents 90 percent were male and remaining 10 percent were female.

Figure 7: Distribution of Tourist by Sex



Source: Field Visit, 2009

6.2.6 Length of Stay of Tourist

The length of stay is a crucial factor in tourism development. In order to develop tourism industry it is necessary to increase the no of tourist ass well as their length of stay. The length of stay depends on time, money and desire of tourist.

The length of stay of tourist visiting Ghalegaun is presented below

Table 9: Length of Stay

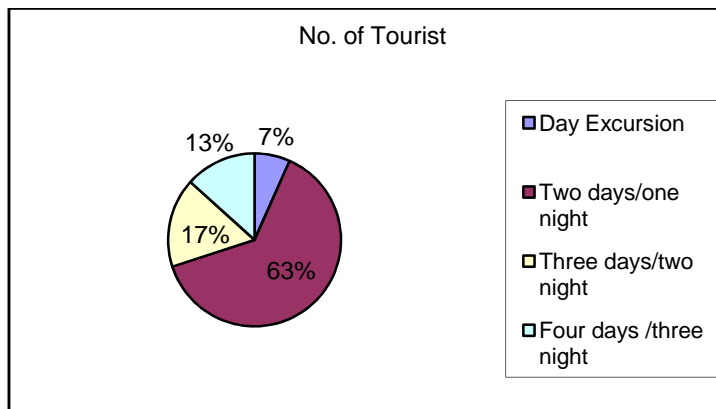
Duration	No. of Tourist	Percentage
Day Excursion	2	6.7
Two days/one night	19	63.3
Three days/two night	5	16.7
Four days /three night	4	13.3
Five days /four night	-	-
Total	30	100

Source: Field Visit, 2009

Above table depicts that most of the tourist (i.e 63.3%) stay there for two days and one night while another 16.7 percent stayed for three days and two nights. Similarly 13.3 percent of tourist stayed for four days and three nights .

Length of stay of tourist in Ghalegaun is shown below in Bar diagram

Figure 8: Length of Stay of Tourist



6.2.7 Expenditure Pattern of Tourist

The main theme of the study is obtained from the expenditure pattern of tourist .It deeply influence the economy of the study area. It will be beneficial to encourage tourists to spend more during their short stay rather than to make their stay long . The distribution of expenditure is shown in table below.

Table10: Expenditure Pattern of Tourist

Amount in US\$	Lodging Expenditure	Percentage	Fooding Expenditure	Percentage	Other	Percentage
Below 10	30	100	21	70	18	60
11-20	-	-	7	23.3	12	40
21& above	-	-	2	6.7	-	-
Total	30	100	30	100	30	100

Source: Field Visit, 2009

In Ghalegaun 'Home stay ' facility is available. Each household having the facility of home stay has two single beds. If large numbers of tourists come together, the Ghalegaun Tourism Management Committee manages for all.

From the above table it can conclude that 100 percent of tourists spend below 10 US\$ on lodging while 70 percent of tourist spend below 10 US\$, 23.3 percent of tourists spend 11to 20 US\$ and 6.7 percent of tourists spend more than 21US\$ on fooding. Similarly 60 percent of the tourists spend below 10 US\$ and 40 percent of tourists spend between 11to 20 US\$ for other items like local handicrafts and other.

6.2.8 Most Appreciated Features of Ghalegaun According to Tourists

The trafficking of tourist depends on the special features possess by the place. The appreciated features of Ghalegaun according to the visitors are shown below in the table

Table11. Most Appreciated Features of Ghalegaun

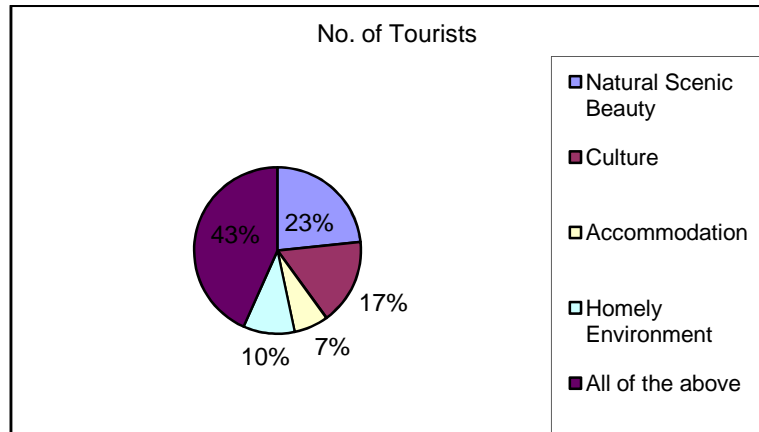
Features	No. of Tourists	Percentage
Natural Scenic Beauty	7	23.3
Culture	5	16.7
Accommodation	2	6.7
Homely Environment	3	10
All of the above	13	43.3
Total	30	100

Source: Field Visit, 2009

Above table reveals that most of the respondents i.e. 43.3 percent of tourists replied all of the features attracted them. Similarly 23.3 percent liked the natural scenic beauty of Ghalegaun ,

16.7 percent of tourist like cultural and traditions like GHANTU, 10 percent like homely environment only and 6.7 percent of tourists like accommodation facilities any.

Figure 9: Most Appreciated Features of Ghalegaun



6.2.9 Existing Infrastructure Facilities in Ghalegaun According to Visitors

Facilities and services are the major components to attract tourist. In context of Ghalegaun , it is rich and possess all the major facilities and services to develop it as rural tourism market . The responses of tourist on existing infrastructure facilities of Ghalegaun are shown in the table below.

Table 12: Existing Infrastructure Facilities According to Visitors

Facilities	Excellent	%	Good	%	Don't Know	%	Bad	%	Very Bad	%
Communication	-	-	25	83.3	4	13.4	1	3.3	-	-
Transportation	-	-	10	33.3	20	66.7	-	-	-	-
Electricity	-	-	7	23.3	21	70	2	6.7	-	-
Drinking Water supply	11	36.7	13	43.3	6	20	-	-	-	-
Security Management	-	-	24	80	6	20	-	-	-	-
Cleanness of Accommodation	8	26.7	18	60	4	13.3	-	-	-	-
Behavior of Local Peoples	20	66.7	10	33.3	-	-	-	-	-	-
Environmental Sanitation	12	40	15	50	3	10	-	-	-	-

Health Service	-	-	2	6.7	26	86.6	2	6.7	-	-
View Tower	6	20	17	56.7	7	23.3	-	-	-	-
Tourist Guide	-	-	16	53.3	14	46.7	-	-	-	-
Home Stay	19	63.3	11	36.7	-	-	-	-	-	-

Source : Field Visit ,2009

Note

Excellent = When a particular facility is abundant.

Good = When a particular facility is adequate.

Don't Know = When a respondent don't have any idea about a particular facility.

Bad = When a particular facility is in short supply.

Very Bad = When a particular facility is scarce.

The above table shows that the visitors were satisfied with overall facilities available at Ghalegaun, more over they were satisfied with the behavior of local people followed by home stay.

However for electricity and health service 6.7 percent of tourist replied bad and suggested to upgrade for the betterment of the tourism.

6.2.10 Futuristic Pattern of Tourism Development in Ghalegaun According to Tourist

During the field visit the responses of tourist for the futuristic pattern of tourism development in Ghalegaun were taken, which are shown in table below.

Table 13: Futuristic Pattern of Tourism Development in Ghalegaun According to Tourists

SN	Future Pattern	Absolutely Desired	%	Desired	%	Not Desired	%
1	To benefit rich and upper class only	-	-	-	-	30	100
2	To benefit poor and lower class only	-	-	7	23.3	23	76.7
3	To benefit all	28	93.3	2	6.7	-	-
4	To benefit those who are professional	1	3.3	5	16.7	24	80
5	To benefit those who can invest	-	-	2	6.7	28	93.3

Source: Field Visit, 2009

Above table shows that the entire respondent were against the kind of tourism development which benefit rich and upper class only. Similarly 93.3 percent of them were also not favoring the betterment of those people who can invest. 93.3 percent of the respondents favored or have chosen to benefit all segments of villagers having emphasis upon the poor and lower class community.

6.2.11 Tourism Market in Ghalegaun by Nature or Activities and on the Basis of Spending

In this part, researcher wanted to know the Ghalegaun's tourism market by nature or activities of tourist and according to their spending capacity. For this regard, the responses from 15 home stay owners were taken, which are tabulated below.

Table 14 –A: Tourism Categories by Nature or Activities

Statement	Responses	Percentage
Pleasure Tourism	2	13.4
Adventure Tourism	-	-
Cultural Tourism	3	20
Natural Tourism	5	33.3
Mix of above	5	33.3
Total	15	100

Source: Field Visit, 2009

Above table shows that mix type tourism and natural tourism have more potentialities in context of Ghalegaun i.e. 33.3 percent of the respondents have given their opinion to these aspects separately.

Table 14 –B: Type of Tourist on the Basis of Spending

Statement	Responses	Percentage
High Spending	2	13.3
Medium Spending	5	33.3
Low Spending	8	53.4
Total	15	100

Source: Field Visit, 2009

Among 15 respondents, maximum 53.4 percent observed that Ghalegaun's tourism market is regarding low spending and 33.3 of them observed medium and 13.3 percent of the

respondent gave responses regarding high spending tourists. It shows that it needed to attract tourist having high spending capacity and should produce more touristic product.

6.2.12 Strength and Weaknesses of Tourism Market in Ghalegaun

Prospects of tourism in Ghalegaun is determined by different physical and cultural factors , like wise weakness is also determined by various factors.

The tables given below show the strength and weaknesses of tourism market of Ghalegaun . It is based on the responses given by home stay owners.

Table 15 –A: Strength of Tourism Market of Ghalegaun

Statement	Responses	Percentage
Uniqueness	3	20
Mass appeal	1	6.7
Easy access	1	6.7
Beautiful location	8	53.3
Sense of achievement	2	13.3
Low price	-	-
Total	15	100

Source: Field Visit, 2009

Above table shows the strength of tourism market of Ghalegaun. According to the respondents the most strengthened factor is beautiful location, which has given 53.3 percent of responses followed by 20 percent uniqueness and 13.3 to sense of achievement and 6.7percent to mass appeal and easy access each. There is no response on low price.

Table 15 –B : Weaknesses of Tourism Market in Ghalegaun

Statements	Responses	Percentage
Poor preservation	1	6.7
No mass appeal	-	-
No repeated value	-	-
Lack of competitiveness	3	20
Limited products	8	53.3
Poor presentation	3	20
Total	15	100

Source: Field Visit, 2009

Above table indicates the weaknesses of the tourism market of Ghalegaun .Among 15, 53.3 percent of respondents said limited tourism product is the most considerable weakness followed by 20 percent to lack of competitiveness and poor presentation and 6.7 percent to poor preservation of tourism places . It shows that there are not any responses regarding to no mass appeal and no repeated values. There is sought to lack of man appeal and no repeated values are the weaknesses of tourism market of Ghalegaun.

6.2.13 Perception Towards the Futuristic Pattern of Tourism Development in Ghalegaun According to Key Informant

Local people have high expectation from the tourism. Responses of local peoples for the futuristic pattern of tourism development in presented below.

Table 16: Futuristic Pattern of Tourism Development in Ghalegaun According to Local People

SN	Future Pattern	Absolutely Desired	%	Desired	%	Not Desired	%
1	To benefit rich and upper class	-	-	-	-	20	100
2	To benefit poor and lower class	-	-	10	50	10	50
3	To benefit all	18	90	2	10	-	-
4	To benefit only those who are professional	-	-	7	35	13	65
5	To benefit only those who can invest	-	-	1	5	19	95

Source : Field Visit ,2009

The above table shows that all the locals are much concerned about the futuristic way of tourism development in Ghalegaun. They want a fair distribution of tourism income among them. So 90 percent of then have chosen to benefit all segment of village .Similarly 95 percent of them were not favoring the betterment of those people who can invest.

6.2.14 Impact of Tourism Development According to the Local People

During the field visit, the respondents were asked about the changes that occurred along with the increased number of visitors. The view regarding the changes in the village can be presented as below.

Table 17: Impact of Tourism Development According to Local Peoples

SN	Description	Positive	Negative	No Change
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		Number	%	Number	%	Number	%
1	Employment opportunity	15	75	-	-	5	25
2	Business or market expansion opportunity	12	60	-	-	8	40
3	Development of cottage industry	9	45	-	-	11	55
4	Conservation and promotion of natural and cultural assets	10	50	-	-	10	50
5	Development of infrastructure	18	90	-	-	2	10
6	Environmental pollution	-	-	5	25	15	75
7	Price of local products	19	95	-	-	1	5
8	Social awareness	20	100	-	-	-	-
9	Tradition ,religion and cultural aspects	-	-	10	50	10	50

Source: Field Visit, 2009

The above table shows that local peoples have accepted the overall impact of tourism as positive. 75 percent of the total respondent agreed that employment opportunity has been increased. Similarly 100 percent of the respondents have given the positive answer for the improvement of social awareness. In contrary of this 75 percent of the respondents expressed their view against environmental degradation.

6.2.15 Responses of Local People Regarding Current Infrastructure Facilities Available in Ghalegaun .

The responses of local people towards the infrastructure facilities available in the Ghalegaun are tabulated below.

Table 18: Local People's Responses Regarding Existing Infrastructure Available in Ghalegaun

SN	Facilities	Excellent	%	Good	%	Don't Know	%	Bad	%	Very Bad	%
1	Water Supply	7	35	8	40	5	25	-	-	-	-
2	Communication	-	-	5	25	15	75	-	-	-	-
3	Electricity	-	-	7	35	8	40	5	25	-	-
4	Transportation	-	-	9	45	11	55	-	-	-	-
5	Environmental sanitation	4	20	10	50	6	30	-	-	-	-
6	View tower	2	10	11	55	7	35	-	-	-	-
7	Security management	-	-	12	60	8	40	-	-	-	-

8	Health service	-	-	3	15	3	15	10	50	4	20
9	Behavior of local people	12	60	8	40	-	-	-	-	-	-
10	Tourist guide	-	-	3	15	11	55	6	30	-	-
11	Accommodation cleanness	1	5	16	80	3	15	-	-	-	-

Source : Field Visit ,2009

Note

Excellent = When a particular facility is abundant.

Good = When a particular facility is adequate.

Don't Know = When a respondent don't have any idea about a particular facility.

Bad = When a particular facility is in short supply.

Very Bad = When a particular facility is scarce.

The above table shows that the infrastructure facilities that are consider as bad by the key informants are electricity ,health service and tourist guide. However they are agreed with other facilities.

6.2.16 Prime Attractions of Ghalegaun According to Local People.

On the course of field visit, local peoples were asked about the prime attractions of Ghalegaun that can appeal the tourists.

The responses are tabulated below.

Table 19: Prime Attractions of Ghalegaun

SN	Description	No. of respondents	Percentage
1	Local cultural programme	2	10
2	View of Himalayan range	4	20
3	Natural beauty	8	40
4	Traditional Gurung museum	2	10
5	Handicrafts	1	5
6	Hospitality of local people	3	15
Total		20	100

Source: Field Visit, 2009

Above Table shows that natural scenic beauty is one of the valuable ornament of Ghalegaun . Most of the respondents (40%) gave their view on this feature followed by 20 percent of view of Himalayan range , 15 percent hospitality of local people ,10 percent respondents gave their view towards local culture.

6.3 Present Situation of Home stay in Ghalegaun

Ghalegaun is selected as a model village in SAARC countries in 2064 B.S. At the beginning, only twenty houses were selected as home stay, now it increased to forty. The primary purpose of such home stay is to provide insight knowledge and completely different feelings in countryside environment with village people.

6.4 Around Ghalegaun

There are so many noticeable places to see around Ghalegaun which represents the present status of Ghalegaun. The citable places are tabulated below.

Table 20: Seeing Around Ghalegaun

Places	Time taken from Ghalegaun
Community based sheep farming	One day
Play ground	Two minutes
Ghybre Ghar (traditional home)	
Gol Ghar (Round house)	
Uttarkanya Temple (made before 100years)	Five minutes
Ponjyu Village(Earliest settlement of Gurungs)	
Community Building (for traditional cultural shows)	
Samba Chhyoling Gumba	Fifteen minutes
View Tower (for panoramic view)	Six minutes
Talangyo Lake (mysterious lake)	Thirty minutes
Tea farming	Ten minutes
Didi Bainsi Jharana	One hour and forty five minutes
Gurung Museum	
Hojelo pro (honey hunting)	Ten minutes

CHAPTER -7

FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

Tourism industry is growing vigorously with the development of transportation and communications. As the curious and learning nature of men has found visiting a means of satisfaction by roaming the places of world, tourism industry is established. Now, tourism has been adopted as easy sector for economic earning. Tourism sector has an important role by means of major source of foreign exchange earnings.

This study is focused on examination of economic impact of tourism .On the basis of collected information the following facts are obtained.

7.1 Findings

The major findings of this study are as follows

- The numbers of tourist were smoothly increasing from 2001 to 2008.
- 1665 tourist visited Ghalegaun during the year 2008 which represents 68.35 percent increase than 2007.
- The average arrival of tourist is 540.
- Forty home stays are running now.
- During the field visit period the total arrival of tourist was 203, among this 88.17% i.e.179 were domestic tourists and remaining 11.83 % i.e. were international tourists.
- During field visit the high percentage i.e. 60 %of tourists were between 21 to 40 age group.
- During field visit 86.7 percent of tourist were come for sight seeing and most of them i.e. 46.7% were students.
- During field visit it was found that 90% of tourists were male.
- About 63.3% of tourists stay in Ghleagaun for two days and one night.
- During field visit 100% of tourist paid below 10US\$ for lodging and 70 % of tourist paid this amount for fooding too i.e. average expenditure per tourist to be within 10to 20 US\$ per day.
- During field visit 23.3 % of tourist appreciated natural scenic beauty.

- Visitors were satisfied with the overall situation of infrastructure available in study area more over they were satisfied with the behavior of local people i.e. 66.7% of tourist were highly positive to the behavior of local people.
- Visitors were much concerned about futuristic way of tourism development pattern in Ghalegaun. They want a fair distribution of tourism income i.e.93.3% of the respondents (tourists) have chosen to benefit all.
- During field visit, 53.4% of home stay owner who were taken as respondent said that most of the tourist who visit Ghalegaun have less spending capacity and generally the natural lovers visit Ghalegaun .
- The most strengthen aspect of Ghalegaun is beautiful location and the most weak aspect is limited touristic products. Natural beauty is the rime attraction of Ghlegau.

7.2 Conclusions

Tourism has been so emphasized in Nepal that it is regarded as a means of achieving economic development. Nepal has accorded a high priority for tourism development due to its natural and cultural attributes. Rural tourism is one of the important alternative sources of economic prosperity. So, tourism industry shall be developed in such a way that the national development and distribution of income shall be satisfactory in order to avoid the future conflict among the different stratum of the Nepalese society.

The major objective of this study is examining the economic impact of rural tourism market and its prospects in Ghalegaun.

Because of natural beauty, close proximity with Himalayas and recreational potentialities, Ghalegaun will develop into an important destination for natural lovers in coming days.

It seems from the study that government's publicity activity to attract foreign tourist is not satisfactory for the development of rural tourism in Ghalegaun. It can be concluded that destination promotion should be initiated by government but product service should managed by private sector. What ever the good possibilities are over there the rural tourism of Ghalegaun has not remained untouched by the various problems.

From this study the researcher come to following conclusion:

1. Ghalegaun has very high potentiality of developing rural tourism. Main features of Ghalegaun are spell bounding mountain view, local traditions and culture ,Gurung

Museum ,Goal Ghar , Uttarkanya Mandir , natural bee hives for honey hunting ,Didibaini Jharana, Talangyon Tal , panoramic view, etc.

2. Tourist trafficking in Ghalegaun is in increasing trend.
3. In the perception of tourist, the local people of Ghalegaun is very amicable and harmonious.
4. Natural beauty, unpolluted environment, diverse species of flora and fauna helps to promote as a unique rural tourism destination.
5. The most discernible attractions of Ghalegaun are natural beauty and cultural shows performed by local people.
6. Ghalegaun is cheap destination for tourist.
7. Out of all households only forty households are used as home stay for tourist as paying guest.
8. Even though it has high potentiality to develop as rural tourism market, no significant tourist activities have been carried out in Ghalegaun.
9. Local people agree that there is positive impact of tourism in economic field.
10. Warm welcome of local people with garlands and *tika* fascinate every visitors.
11. Traditional folk songs, unique Gurung cultural dance and traditional music appeal everyone.
12. Increase in employment opportunity, income generation by selling various local products.
13. Because of lack of skilled, qualified and trained manpower, the service rendering to tourists are not in their best quality.
14. As the arrival of tourist is increasing day by day the economic standard of local's is raising smoothly.

Cost of Tourism in the Economy

- i. Pollution problem.
- ii. Quality vs. quantity of tourism
- iii. Short stay of tourist.
- iv. Government lags in the investment on tourism promotion.

There are so many places having touristy importance nearby Ghalegaun, which are waiting for urgent promotional activities. The existing bodies took their activities to some extent but not sufficient. For the good result support of multi hands are require. Even, it has been selected as the model tourist village within SAARC region, there are still so many activities to be carried out in order to intensify the flow of tourist in Ghalegaun.

7.3 Recommendations

From the experience gained through the study, for the sustainable growth of rural tourism in Ghalegaun following suggestions are recommended.

- ❖ Policies and programme related to tourism should be developed. Taking into account of their implementation, strict follow up must be taken to ensure the smooth operation of the policies.
- ❖ The Gurung Museum should be developed as a center for leaning cultural aspects of Gouring community as whole.
- ❖ Government should annually allocate certain budget for the development of tourism in Ghalegaun.
- ❖ Health facilities should be improved.
- ❖ The number of homestays should be increased with maintaining the accommodation facilities.
- ❖ More numbers of foreign tourist should be attracted by promotion so, the foreign exchange earnings could be increased.
- ❖ Duration of tourist stay must be increased by finding places having touristy importance nearby Ghalegaun.
- ❖ Tourist should provide entertainment and recreational facilities to increase their length of stay.
- ❖ The guide facility should be improved by hiring trained people.
- ❖ Security condition should be improved.
- ❖ Market strategy largely should be focused on two fronts: One in the foreign market and another in the domestic market. The publicity and marketing strategies adopted by the government has not been found effective. Therefore, there is an urgent need of redesign its marketing strategies.

- ❖ Enough maps and signals showing the trail and directions should be kept throughout the trekking trail.
- ❖ To make Ghalegaun as a famous tourist destination, there is imperative need of tourist information center.
- ❖ The open lawns on the way to Ghanpokhara should turn into a beautiful park which really aids the beauty of Ghalegaun.
- ❖ It need to strong commitment of locals of Ghalegaun to preserve the natural as well as cultural aspect which will be the milestone for the sustainable development of rural tourism in Ghalegaun.
- ❖ It should organize special events every year in a fixed date and publicize it locally as well as internationally throughout websites and other medium of communication.
- ❖ All kinds of strikes should be closed and political stability should be needed for the development of foreign as well as domestic tourism.
- ❖ Revive the charm of local cultural festivals; especially the young generation should aware of ancient festivals and rituals.
- ❖ It need to infuse tourism awareness in society to ensure a positive interaction between visitors and locals as also to encourage tourism entrepreneurship.
- ❖ Some promotional measures of incentives i.e. family concession, group concession etc can also be profitably introduced for further boosting the tourist traffic inflow.
- ❖ Cultural heritage is one of the important foundation of the tourism in Ghalegaun . So restoration of cultural heritage is necessary. This includes protection and renovation of Uttarkanya Mandir , seven pounds around this Mandir and other.
- ❖ The alternative access to Ghalegaun is to be developed.
- ❖ Up gradation of transportation facilities must be on top priority. The motor road from Besishahar to Ghalegaun should widen.
- ❖ Modern communication facilities like e-mail, internet, fax should be easily accessible.
- ❖ Street light should be installed which will have positive effect for the beautification of the Ghalegaun.

- ❖ For the promotion of place various promotional activities like; producing documentary, conducting national and international tourism seminars, printing brochures, booklets,stickers ,posters etc should be held.
- ❖ Registration of tourist visited in Ghalegaun should be conducted properly.
- ❖ In some of the households, cattle sheds are very near to home stays which makes the atmosphere unhygienic, so it should built far from home stays.
- ❖ Most of the households use firewood and LP gas for cooking and heating homes. So, uses of renewal sources of energy like bio-gas, solar and electricity should be adopted to conserve the green environment.
- ❖ The religious importance of Dudhpokhari should be promoted nationally as well as internationally so as to increase the trafficking of tourist in Ghalegaun and surroundings.
- ❖ Proposed GHT should be authenticated for the further development and promotion of rural tourism in Ghalegaun and nearby it.
- ❖ Besides traditional handicrafts,training should be rendered to villagers for making diversified handicrafts using locally available raw materials.
- ❖ Landscaping and Botanical Park around view tower and other near by mounds can be made to intensify the beauty and charm of Ghalegaun.
- ❖ Last but not least, it is needed to market the products and motivate the entire community to collaborate with marketing agencies for cashing on tourism potentials and economic growth of villagers.

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APPENDIX-A

ECONOMIC IMPACT OF RURAL TOURISM MARKET IN NEPAL: A CASE STUDY OF GHALEGAUN TOURISM VILLAGE LAMJUNG

Questionnaires for Visitors

Dear visitor,

As an academic researcher, I would like to request you to provide your valuable time to fill up this checklist which I have been prepared for seeking your opinion on different aspects of rural tourism in Ghalegaun for of the partial fulfillment of dissertation to be submitted for Master of Business Studies (MBS) at CDM, TU, Kirtipur .The main theme of this research is to explore the economic impact of tourism in Ghalegaun .

The success of this project depends to a large extent on your kind co-operation.

With Regards

Pushpa Sagar Baral
Researcher

Details of visitor

Name:

Age:

Nationality:

Occupation:

Sex:

1. How did you come to know about Ghalegaun as a tourist destination through?
i) Newspaper () ii) Friends () iii) website ()
2. What is the purpose of your visit to Ghalegaun?
i) Sight seeing () ii) Study or Research () iii) Official work ()
iv) Other ()
3. Is it your first visit to Ghalegaun?
4. Through which route of travel you come here?
i) Besi-Baglungpani-Ghale () ii) Besi-Khudi-Bhagamchaur-Ghale () iii) Besi-Khudi-Nayun-Ghale ()
5. What mode of transportation did you use to reach Ghalegaun?
i) On foot () ii) Jeep () iii) Other if any
6. What are the most appreciate features did you find in Ghalegaun?

- i) Natural Scenic Beauty ()
- ii) Culture ()
- iii) Accommodation Facilities ()
- iv) Homely environment ()
- v) All of the above ()

7. How much do you expect to spend here in Ghalegaun?

- a) Lodging US\$.....pre day
- b) Fooding US\$.....per day
- c) Local handicraft items US\$.....
- d) Other items.....

8. What do you think about the pricing of bedding of and fooding of Ghalegaun?

- i) Expensive ()
- ii) Cheap ()
- iii) Moderate ()

9. How many days will you stay in Ghalegaun?

- a) 2 days/ 1 night ()
- b) 3days / 2 night ()
- c) 4 days/ 3 night ()
- d) More.....

10. If you are a frequent visitor which is the best season to visit Ghalegaun?

- i) Spring ()
- ii) Summer ()
- iii) Autumn ()
- iv) Winter ()

11. How do you evaluate the existing infrastructure facilities here in Ghalegaun? (Give number properly)

Excellent=1 Good=2 don't know=3

Bad = 4 very bad-5

- i) Communication ()
- ii) Transportation ()
- iii) Electricity ()
- iv) Drinking water supply ()
- v) Security management ()
- vi) Cleanness of accommodation ()
- vii) Behavior of local people ()
- viii) Environmental Sanitation ()
- ix) Health Service ()
- x) Home stay ()
- xi) View Tower ()
- xii) Facility of tourist guide ()

12. What made you more satisfied during the visit?

- i) Natural beauty ()
- ii) Peaceful environment ()
- iii) Homely Environment ()
- iv) Culture and Tradition ()
- v) All of above ()

13. How did you find the perception of tourists among the local people?

- i) Positive ()
- ii) Negative ()
- iii) Not any ()

14. Will you refer to visit Ghalegaun to acquaintances of others?

- i) Yes ()
- ii) No ()

15. How the tourism should be developed in Ghalegaun? Please write the proper number (1= absolutely desired 2= desired 3= not desired)

- a) To benefit rich and upper class only. ()
- b) To benefit poor and lower class only. ()
- c) To benefit all. ()
- d) To benefit only those who are professional. ()
- e) To benefit only those who can invest ()

16. Special Remarks,

(Please mention your consolidation views, in brief, how rural tourism market in Ghalegaun can be developed to the maximum.)

.....
.....
.....
.....

Thanks for your co-operation

APPENDIX-B

ECONOMIC IMPACT OF RURAL TOURISM MARKET IN NEPAL: A CASE STUDY OF GHALEGAUN TOURISM VILLAGE LAMJUNG

Questionnaires for Home -stay owner

Dear Sir or Madam,

I would like inform you that this research is conducted for the fulfillment of dissertation to be submitted for Master of Business Studies at CDM, Tribhuvan University, Kirtipur, Kathmandu. Your valuable time to fill up this checklist which I have been prepared for seeking your opinion on different aspect of rural tourism in Ghalegaun .The main theme of this research is to explore the economic impact of tourism in Ghalegaun.

The success of this project depends on a large extent of your kind co-operation.

With Regards

Pushpa Sagar Baral
Researcher

Details of Home stay owner

Name of the home stay owner: Year of estd.:

Age: Sex:

Address: Uttarkanya VDC, Lamjung

1. How did you establish your home- stay?
a) Self finance () b) loan ()
c) Others
2. How much money have you invested? (In NRS)
3. How many beds are available in your home stay?
4. How many tourists stay in your home stay annually in average?
5. What do you fill about the number of tourists in this area?
a) Sufficient () b) Insufficient ()
c) Don't know ()
6. How long do tourists stay in your home stay?

- a) Day excursion () b) Two days/one night () c) Three day /two night () d) Four days/ three nights e) Five days / four nights and more ()

7. How much do you charge for room and beds?
 a) Double bed room US\$..... b) Sing bed room US\$.

8. How much a tourist normally spends per day on average except room charge?

9. Do you find repeated visitors in Ghalegaun?

10. What is your opinion about the satisfaction of tourist after visiting this place?
 a) Fully satisfied () b) satisfied ()
 c) Satisfied () d) don't know ()

11. Which type of cooking fuel is used in your home stay?
 a) Electricity () b) L.P. Gas ()
 c) Fire wood () d) Solar ()
 e) Kerosene ()

12. Are there any changes in your economic status due to tourism? If yes what?

13. What are the major problems of tourism in Ghalegaun?
 a)
 b).....
 c)
 d).....
 e).....
 f).....

14. How are you feeling about the people and culture of Ghalegaun?
 a) Very good () b) Good () c) Average ()
 d) Bad () e) Very bad ()

15. What are the future prospects of rural tourism in Ghalegaun?
 a) Excellent () b) Good () c) Don't know ()

16. As a home stay owner, what is your opinion on present business?

.....

 17. How do you evaluate the existing infrastructure facilities here in Ghalegaun?(give number properly)

- | | | |
|--------------------------------|------------|--------------|
| Excellent=1 | Good=2 | don't know=3 |
| Bad = 4 | very bad-5 | |
| i) Communication | | () |
| ii) Transportation | | () |
| iii) Electricity | | () |
| iv) Drinking water supply | | () |
| v) Security management | | () |
| vi) Cleanness of accommodation | | () |
| vii) Behavior of local people | | () |
| viii) Environmental Sanitation | | () |
| ix) Health Service | | () |
| x) Home stay | | () |
| xi) View Tower | | () |
| xii) Facility of tourist guide | | () |

18. What are the strengths and weaknesses of rural tourism market in Ghalegaun ?

- | | | | |
|-------------------------|-----|----------------------------|-----|
| Strengths | | Weaknesses | |
| a) Uniqueness | () | a) Poor preservation | () |
| b) Beautiful location | () | b) Lack of competitiveness | () |
| c) Mass appeal | () | c) No mass appeal | () |
| d) Easy access | () | d) Limited products | () |
| e) Sense of achievement | () | e) No repeat value | () |
| f) Low price | () | f) Poor presentation | () |
| g) Other..... | | g) Other | |

19. How do you take Ghalegaun as the rural tourism market? Please tick the relevant answer.

- | | | | |
|----------------------|-----|--------------------------|-----|
| By Nature | | On the basis of spending | |
| a) Pleasure Tourism | () | a) High Spending tourist | () |
| b) Adventure Tourism | () | b) Medium Spending | () |
| c) Cultural Tourism | () | c) Low Spending tourist | () |
| d) Natural Tourism | () | d) Mix of above | () |
| e) Mix of above | () | | |

20. What are your suggestions for the development of rural tourism in Ghalegaun?

.....

Thanks for your warm co –operation

APPENDIX –C

नेपालमा ग्रामीण पर्यटन बजारको आर्थिक प्रभाव: पर्यटकीय गाउँ -घलेगाउँ एक अध्ययन

स्थानिय वासिन्दकालागि प्रश्नावली

तल उल्लेखित विवरण अध्ययनकर्ताको विशुद्ध शैक्षिक विषयसंग संबन्धित छ। अध्ययनकर्ताले स्नातकोत्तर तह (एम.वि.एस) द्वितीय वर्षमा, व्यवस्थापन केन्द्रिय विभागको लागि शोधपत्र प्रस्तुत गर्नुपर्ने हुँदा यस अध्ययनलाई अगाडि बढाइएको हो। यसअध्ययनको मुख्य उदेश्य सार्क मुलुककै एक नमूना सुन्दर पर्यटकिय गाउँ -घलेगाउँको पर्यटकिय बजारको अध्ययन गरि पर्यटनबाट जनताको आर्थिक स्तरमा पारेको प्रभावका बारेमा तथ्य स्पष्ट पार्नुहो। यस कार्यमा तपाईंबाट प्राप्त हुने सहयोगबाट यो अध्ययनकर्ता सदा ऋणी हुनेछ साथै यो अध्ययन यस ठाउँको पर्यटन विकाशका लागि कोशेदुङ्गु सावित हुनेछ भन्ने आशा लिएको छु। तसर्थ तल उल्लेखित प्रश्नावलीको उत्तर दिनुभई सहयोग गरिदिनुहुन विनम्र अनुरोध गर्दछु।

धन्यवाद।

अनुसंधानकर्ता
पुष्पसागर बराल

व्यक्तिगत विवरण :

नाम:-.....
लिङ्ग:-
शिक्षा:-
ठेगाना :-.....

उमेर :-.....
पेशा:-.....
धर्म :-.....

प्रश्नावली

१ तपाईंको आमदानीको मुख्य श्रोत के हो ?

क) नोकरी ख) कृषि ग) पर्यटन संग सम्बन्धित व्यवसाय घ) अन्य
.....

२. के तपाईंलाई ग्रामीण पर्यटनको बारेमा जानकारी छ ?

क) छ ख) छैन

३. यस क्षेत्रमा पर्यटन विकाशको संभावना कस्तो देख्नुहुन्छ ?

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

४. यहाँ आउने पर्यटकहरु कुन कुरामा बढि आकर्षित भएको पाउनुभयो ?

- क) स्थानिय सांस्कृतिक कार्यक्रम ग) परंपरागत गुरुङ्ग संग्रालय
ख) हिमश्रृङ्खला घ) हस्तकला
ङ) प्राकृतिक सुन्दरता च) स्थानियको सत्कार छ) माथिका सबै

५. पर्यटनबाट निम्न कुराहरुमा सकारात्मक वा नकारात्मक के -कस्तो प्रभाव परेको देख्नुहुन्छ ?

(सकारात्मक=१ नकारात्मक=२ कुनैपनि परिवर्तन छैन=३)

- क) आर्थिक तथा रोजगारीको अवस्था ()
ख) व्यवसायिक अवसर र बजार विस्तार ()
ग) साना उद्योगहरुको विकाश ()
घ) प्राकृतिक तथा सांस्कृतिक संपत्तिको संरक्षण र प्रवर्द्धन ()
ङ) पूर्वाधारको विकाश ()
च) वातावरणिय प्रदुषण ()
छ) स्थानिय वस्तुको मूल्य ()
ज) सामाजिक चेतना ()
झ) परंपरा,धार्मिक तथा सांस्कृतिक पक्ष ()

६ . घलेगाउँको पर्यटन विकाशका लागि सरकारी पक्षबाट हुदै आएको सहयोगका बारेमा के भन्नुहुन्छ ?

- क) पर्याप्त ख) अपर्याप्त

७. औषतमा घलेगाउँमा आउने पर्यटकहरु कति दिन सम्म बस्ने गरेको पाउनु भएको छ ?

- क) १ दिन ख) २ दिन ग) ३ दिन घ)

८. ती पर्यटकहरुले दैनिक औषत खर्च कति सम्म गर्छन ? (अमेरिकी डलर)

- क) १० सम्म ख) २० सम्म ग) २५ सम्म घ) सो भन्दा बढी

९. घलेगाउँलाई एक परिचित ग्रामिण पर्यटन बजारको रुपमा विकाश गर्नकालागि के गर्नुपर्ला ?

- क) सरकारी स्तरबाट पर्याप्त बजेट सहित विशेष पहल हुनु पर्दछ
ख) भौतिक पूर्वाधारहरुको विकाशमा जोड दिनुपर्दछ
ग) खानेतथा बस्ने सुविधालाई व्यवस्थित गर्नुपर्दछ
घ) स्थानिय संस्कृतिको जगेर्ना गर्नुपर्दछ
ङ) पर्यटकहरुलाई आकर्षित गर्न विभिन्न प्रवर्द्धनात्मक कार्यहरु गर्नुपर्दछ
च) स्थानिय तहमा हुनसक्ने अपराधिक घटनाहरुलाई निरुत्साहित गर्नुपर्दछ
छ) स्थानिय हस्तकलाको विकाश
ज) स्थानिय जनताको पर्यटक प्रतिको सकारात्मक दृष्टिकोण
झ) माथिका सबै

१०. घलेगाउँको पर्यटन विकाशकालागि देखापरेका मुख्य चुनौतीहरु के -के हुन् ?

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 ११. घलेगाउँको पर्यटन विकाशको लागि स्थापना गरिएको घलेगाउँ ग्रामीण पर्यटन व्यवस्थापन समितिको काम प्रति कुनै गुनाशो छ ?

.....

 १२. घलेगाउँमा उपलब्ध निम्न सुविधाहरूको कसरी मूल्यांकन गर्नुहुन्छ ? तल दिईएका वाक्यहरूमा उपयुक्त अंक दिनुहोस् ।

(अतिराम्रो = १ राम्रो = २ थाहा छैन = ३ नराम्रो = ४ अति नराम्रो = ५)

- क) खानेपानीको सुविधा
- ख) संचार सुविधा
- ग) विधुतिकरण
- घ) यातायातको सुविधा
- ङ) वातावरणीय सरसफाई
- च) सुरक्षा व्यवस्था
- छ) दृश्यावलोकनको लागि गरिएको व्यवस्था
- ज) स्वास्थ्य सुविधा
- झ) पर्यटकहरू बस्ने घर, खानपिन तथा शौचालयको व्यवस्था
- ञ) पर्यटक गाईडको व्यवस्था
- ट) स्थानिय बासिन्दाको व्यवहार

१३. घलेगाउँको पर्यटन बजार कसरी विकाश होस् भन्ने चाहनुहुन्छ प्राथमिकिकरण गर्नुहोस् ?

(तपाईं तलका जुन विचारलाई अधिल्लो प्राथमिकता दिनु हुन्छ क्रमिक रुपमा नम्बर दिनुहोस्)

पूर्ण समर्थन = १ समर्थन = २ समर्थन छैन = ३

- क) धनी तथा उच्च वर्गका लागि मात्र ()
- ख) गरीब तथा तल्लो वर्गका लागि मात्र ()
- ग) सबै वर्गका लागि ()
- घ) केवल व्यवसायिक वर्गका लागि मात्र ()
- ङ) लगानी गर्न सक्नेहरूका लागि मात्र ()

१४. के पर्यटन बजारको विस्तारबाट सांचै नै घलेगाउँका स्थानियको आर्थिक स्तर थप माथि उठाउन संभव देख्नुहुन्छ ?

.....

यहाँको सहयोग र सद्भावका लागि आभारि छु ।