

CHAPTER 1

INTRODUCTION

1.1 Background:

Tourism is one of the fastest growing industries in the world. It is one of the major sources of foreign exchange earning and employment sector. Tourism activity in an area offers the economic development and increase in other related social and environmental activities. Besides the mass tourism, the well managed small rural tourism activities can also be helpful for the rural people in rural areas. Nowadays, it is focusing on natural environment. According to the WTO, tourism is one of the most important economic, social, cultural and political phenomena of the 20th century.

In the long run, the debate over the environmental effects of tourism will likely gain significance if, as the World Tourism Organization predicts, over one billion people travel internationally in 2010, producing revenue totaling \$1.55 trillion (Tenenbaum, 2000).

Nature tourism is supposed to attract foreign investment in the “smokeless” tourist industry; bring national and international tourist to visit natural and cultural sites; provide local employment for rural population; preserve ecosystems and cultures; and generally solve the ecological, economic, social, and political woes that hinder sustainable rural development (www.ecotourism.org, 5th March, 2007).

Ecotourism, responsible tourism, and sustainable development have become prevalent concepts since the late 1980s, and ecotourism has experienced arguably the fastest growth of all sub sectors in the tourism industry. The popularity represents a change in tourist perceptions, increased environmental awareness, and a desire to explore natural environments (Randall, 1987). Such changes have become a statement affirming one's social identity, educational sophistication, and disposable income as it has about preserving the Amazon rainforest or the Caribbean reef for posterity (Kamauro, 1996). With its great potential for environmental protection, the United Nations celebrated the "International Year of Ecotourism" in 2002 (www.wikipedia.org).

Ecotourism is a form of tourism that fosters learning experiences and appreciation of the natural environment, or some component thereof, within its associated cultural context. It has the appearance (in concern with best practice) of being environmentally and socio-culturally sustainable, preferably in away that enhances the cultural resource base of the destination and promotes the viability of the operation (Garrod, 2003; Weaver, 2001). Nature-based tourism a sub-sector of tourism can be an important channel for redistributing resources from countries who demand higher nature based vacation to developing countries, which comprise mega-biodiversity regions and protected parks (Gossling, 1999). This is because an overwhelming majority of species are located in developing countries. But these developing countries face more serious problems like rapid population growth, debts, over-exploitation of wild resources, agricultural expansion, deforestation etc., which result in the loss of valuable biodiversity and degradation of national parks. Industrialized countries on the other hand are characterized by high and increasing demands for nature-based vacations, with protected areas representing first-rate attractions (WWF, 1995). Tourism could therefore be a means of redistributing economic resources, mitigating the socio-economic situation both at local and national scale and contributing to biodiversity conservation. It is increasingly being advanced as a strategy to help address economic and social problems in local communities, and as an appropriate and effective tool of environmental conservation (Garrod, 2003). In the 1990s, tourism received increasing attention especially in developing countries as it is has potential for generating income while creating incentives for conservation. It is argued that tourism allows for the use of areas, which are otherwise of low value, such as remote beaches, but perfectly meet the demands of the growing travel industry (WWF, 1995).

In Asia, the ecotourism in Annapurna Conservation project have allowed for a basically self-sustaining financing of integrated conservation and development activities, to the benefit of the local population (Wunder, 2000). In order to promote tourism in Nepal, the ninth five year plan has made a 20 year long strategic programme. The main objective of this programme is to develop Nepalese tourism up to the desirable standard. As far as the 20years long-term tourism policy is concerned, our government has decided to increase

the arrival of tourists in average 12, 47,830 every year. And income of foreign currency is expected to be 1663.6 million dollars every year. And the average staying of the tourists extended up to 15 days (NTB, 2000).

The Ninth five-year plan says the government is serious about the uplifting of Nepalese tourism, which needs great care and protection. "For the constant development of the Nepalese tourism, it has been commonly decided to give equal priority to some other factors, which do also affect the tourism sector directly. Such as development and expansion of tourism sites, necessary infrastructure for tourism, promotion of tourism market, improvement in civil aviation, protection of environment and involvement of private sector in the promotion of Nepalese tourism, etc" (The People's Review, 2001).

Nepal has the longest chain of *Hindukush* Himalayan range and is home to highest mountain in the world including world's tallest mountain Everest (*Sagarmatha*). It is the birth place of Lord Buddha and Goddess Sita; has over 21.4% of the total land as protected areas; is among the top 20 biodiversity resources country including four world heritage sites (Upadhya, 2006). It has an asset of about 23 million people, 6,000 rivers and rivulets, 5,000 species of plants, 175 species of mammals, 850 species of birds and over 6,000 species of butterflies. Nepal's greatest advantage lies in its diverse ecological zones, the Terai, hills and mountains (Dahal et al., 1999). Tourism has grown in Nepal since the first ascent of *Sagarmatha* (Mt. Everest) by Tenzing Norgay Sherpa and Sir Edmund Hillary in 1953, although at a slow pace. For long Nepal's tourism was basically associated with travel to remote areas, mountaineering and trekking. In recent years the sector has also been influenced by new trends. Since ecotourism is related with nature travel in rural, remote and protected areas, tourism in Nepal is often viewed from an ecotourism perspective. Since ecotourism is related with nature travel in rural, remote and protected areas, tourism in Nepal is often viewed from an ecotourism perspective. Therefore the need to explore the current status of ecotourism and its growth in the country was realized (MOPE, 2004).

1.2 Statement of the Problem:

Nepal is paradise country rich in floral and faunal diversity along with religious and cultural diversity. This diversity is the main resources for the development of tourism industries. Nepal still lack behind flourishing tourism industries because of lack of finding tourist destination place, proper marketing and management in tourism industries. There are a lot of tourism site in Nepal which are backward till now. So, these types of research are essential to find out tourism destination site.

Though the site is rich in natural beauty, religious importance, and diverse ethnic groups, still these resources are not utilized properly and getting poor in economy. If the religious site is not well managed it will degrade the religious site and pleasant environment and diverse culture in coming future. Hence, to preserve the religious site, environment, different culture and to develop area 'tourism site' documentation is required.

1.3 Significance of the study:

The Baraha Chhetra lies in Dang district, is the largest valley of Nepal. The Baraha Chhatra is full of natural beauty, religious and cultural activities. So, the main purpose of the study is to promote ecotourism. In addition, it has following significance:-

1. study helps to develop the site into tourism area
2. study helps the need of conservation of natural, religious and cultural resources
3. study helps policy level for making plan and policies to develop tourism sector
4. proper documentation of study site is not seen in ecotourism perspective
5. study helps to develop package tour program

1.4 Objectives of the study

The main objective of this research is to find out baseline information on ecotourism potentiality on Baraha Chhetra of Dang district. The specific objectives are:

-) To document potential aspects of Baraha Chhetra for ecotourism.
-) To identify the challenges for ecotourism development.

1.5 Limitations of the study

The main theme of the study is to explore the potentialities of eco-tourism in Baraha Chhetra. The study has following limitations:

-) The study has been confined only to the Baraha Chhetra.
-) Information generally is taken from the residents of the sites and the related persons only.
-) The study doesn't have lab work.
-) The data for the study are collected within a month.

1.6 Organization of the Study

The study is organized in five chapters. They are Introduction, Literature Review, Findings & Interpretation and Conclusion & Recommendation. Introduction, statement of the problems, objectives, significance of problems and limitation of the study are included in first chapter. The second chapter contains literature review. The third chapter contains methodology. The findings and analysis are kept in fourth chapter. Finally, the conclusion and recommendations are arranged in fifth chapter.

CHAPTER 2

LITERATURE REVIEW

2.1 Defining Ecotourism:

"Ecotourism" has proven to be a difficult task given all the different players attempting to define it. People tend to define things in terms that are beneficial to themselves, hence the variety of definitions. There are however several workable definitions currently in wide use. "Ecotourism encompasses a spectrum of nature-based activities that foster visitor appreciation and understanding of natural and cultural heritage and are managed to be ecologically, economically and socially sustainable." (www.tq.com.au). The International Ecotourism Society defines ecotourism as "responsible travel to natural areas that conserves the environment and improves the well-being of local people." Although the goal of ecotourism is to enjoy nature, not all tourism in natural areas is sustainable and can be defined as ecotourism. An official global ecotourism certification scheme remains to be developed, but most agree that ecotourism should possess the following qualities (www.earthtrends.wri.org):

- Minimal impact to the natural environment
- Sensitivity and enhanced awareness of local environments and cultures
- Financial support for local conservation initiatives
- Empowerment and participation of local communities
- Financial and other benefits for local communities

The Australian Commission on National Ecotourism Strategy calls it: "nature-based tourism that involves education and interpretation of the natural environment and is managed to be ecologically sustainable". Since the publication of her excellent book "Ecotourism and Sustainable Development" Martha Honey's definition is quickly becoming the standard. Most serious studies of ecotourism including several University programs now use this as the working definition. Here then are her defining points (www.untamedpath.com):

- Involves travel to natural destinations
- Minimizes Impact

- Builds environmental awareness
- Provides direct financial benefits for conservation
- Provides financial benefits and empowerment for local people
- Respects local culture
- Supports human rights and democratic movements

The history of nature travel is traced back to Aristotle who is known to have traveled to the island of Lesbos in the Aegean Sea where he spent time studying marine creatures. Nature travel during the 19th century was essentially a quest for spectacular and unique scenery. This was also the time when the concept of national parks came into being. The founders of national park wanted to protect the environment but it was the tourists inside the national parks who “provided the economic and political rationale needed to translate philology into accomplishment” (Lascurain, 1990).

2.2 Principles of Ecotourism:

1. The principles of ecotourism developed by the international ecotourism society (TIES) are presented hereunder (Shrestha and Walinga, 2003):
2. Avoids negative impact that can damage or destroy the integrity or character of natural or cultural environments being visited
3. Educates the traveler on the importance of conservation
4. Directs revenues to the conservation of natural areas and the management of protected areas
5. Brings economic benefits to local communities and directs revenues to local people living adjacent to protected areas.
6. Emphasizes the need for planning and sustainable growth of the tourism industry and seeks to ensure that tourism development does not exceed the social and environmental ‘carrying capacity.

7. Retains a high percentage of revenues in the host country by stressing the use of locally owned facilities and services
8. Increasingly relies on infrastructure that has been developed sensitively in harmony with the environment- minimizing use of fossil fuels conserving local plants and wildlife, and blending with the natural environment.

2.3 Ecotourism in the Third World:

The advantage in terms of the sheer variety of unspoiled natural environments, from tropical rainforests to savanna grasslands, reaches fringed by coral reefs, trekking in the high Himalayas, scenic beauty of waterfalls, sunrise and sunset through the majestic mountains, in the less developed world has helped in the development of ecotourism in these countries. The development patterns among these countries are quite similar partly due to similarities in tourism destinations, tourism enterprises and tourists alike.

2.4 Biodiversity and Ecotourism

The need for integrating biodiversity conservation with ecotourism has been felt for long. Ecotourism has received increased attention in recent times due to its demonstrated potential to generate employment opportunities and sustained incomes and contribution to conservation. Ecotourism is now an important cross-sector strategy in the National Biodiversity Strategy (NBS) 2002 and continues to demonstrate that it is capable of contributing to reducing rural poverty through community based biodiversity conservation and buffer zone management (GON/MFSC, 2002).

Nepal's biodiversity is under great pressure due to natural and anthropogenic causes. Deforestation, ever increasing demand of forest products, grazing poaching, conversions of forests, wetlands and rangelands for agriculture infrastructure development and other use, solid waste and sewerage disposal in the river, introduction of exotic species, illegal trade of flora and fauna, and concentration of tourists in a few protected areas are some of the pressure on biodiversity. Habitat loss is most serious. The pressure on habitat is closely associated with species loss and studies have amply demonstrated that tree density and

biomass loss has a direct bearing on species loss. Conversion of forests for agriculture is held mainly responsible for habitat loss of world flora and fauna. In addition, the increase in shrub land due to the decrease in forest cover has led to reduced species diversity (GoN/MFSC, 2002).

2.5 Types of Tourism

The following is a breakdown of different categories of tourism according to a 2005 report by the World watch Institute (Chafe, 2005).

Category	Definition
Adventure tourism	A form of nature based tourism that incorporates an element of risk, higher levels of physical exertion, and the need for specialized skill.
Ecotourism	Responsible travel to natural areas that conserves the environment and improves the welfare of local people.
Geotourism	Tourism that sustains or enhances the geographical characters of a place its environment, heritage, aesthetics, culture, and the well- being of its residents.
Mass tourism	Large scale tourism typically associated with ‘sea, sand, sun’ resorts and characteristics such as transnational ownership, minimal direct economic benefit to destination communities, seasonality, and package tours.

2.6 Tourism Policies under Various Plans

2.6.1 First Five-Year Plan (1962-1965):

For the first time in course of planned development of the country, attention was drawn towards tourism during the First Five- Year Plan of 1956. The First Plan had envisaged the programs of publishing guidebooks to attract tourists towards natural, historical and religious spots of the country with the intention of earning foreign exchange. However, the global publicity in the international media on the success of the first climbing of Mt.

Annapurna, one of the eight thousand meter peaks in the world in the year 1950, could draw tremendous attention towards Nepal than the publicity initiated by Nepalese guidebooks. Realizing the tremendous potentiality of developing tourism, a permanent institutional arrangement in the form of Tourism Development Board was established in the year 1957, which later turned into full-fledged Department, in course of the implementation of the first Five Year National Plan. During this period, under the French Assistance Program, Mr. George Lebrec, French Consultant in the year 1959 prepared first tourism plan for Nepal as "General Plan for the Organization of Tourism in Nepal". The Plan had focused more on preparation of publicity materials and need of separate office for Tourism.

2.6.2 Second Three-Year Plan (1962-1965)

During this Plan period, collection of information on tourist arrival was initiated which has proved very helpful to have authoritative data base for further planning and policy formulation in developing tourism sector in the country. Statistical format developed for recording tourism related information has been consistently maintained till today and has been major source of data since then for all the studies and analysis conducted in this sector. By the end of Three Year Periodical Plan, the total number of tourists visiting Nepal was recorded to be nearly 10,000 a year. Identification of potential sites for tourists to visit as Pokhara, Lumbini, Nagarkot, Kakani, and Daman is another focus of the plan. Programs initiated for the infrastructure development to make these sites and spots worthy and possible to be visited by tourists including encouragement to invest on accommodation facilities form the private sector business entrepreneurs have led the real foundation of developing tourism.

On the basis of the increased flow of tourist arrival during the first and second periodical plans, it was practiced to have vision of quantified forecast targeting to double the number of tourists by the end of the plan period. Preservation of cultural heritage, supply of hotel beds, and air transport development are the focused programs to cater the twenty thousand tourists which was based as 10 percent of the total visitors expected in neighboring India. However, the arrivals exceeded far more than the expected level. This

plan had initiated for a separate Master Plan to develop Lumbini as a religious tourist site. A high level Tourism Development Committee was formed in 1969 intending to find ways to give special thrust in tourism planning.

2.6.3 Third Plan (1965-1970)

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2.6.4 Fourth Plan (1970-1975)

It was clearly realized by the period of this plan the ended of a longer-term national concept in developing tourism with policy package to achieve sustained growth of arrival and foreign exchange in supporting overall development objective of the economy. As such Tourism Master Plan was initiated and prepared in 1972 with technical assistance form Germany. This is the ten years perspective plan defining programs and projects to lead course of Nepalese tourism in developing independent Nepal Style Tourism along with the identification of specific market segments. The perspective plan has also indicated the need to adopt the concept of decentralized pattern of tourism development in Nepal in order to benefit wider mass at grass root from tourism activities turning the diverse attractions into real economic value. Along with the growth in number of arrivals, expanding supply capacity in terms or hotel beds in and outside Kathmandu, air transport facilities, and human resource development were considered in a comprehensive way during this plan period. Establishment of Hotel and Tourism Training Center with tripartite agreement between His Majesty's Government, United Nations Development

Program, and International Labour Organization had contributed tremendously in upgrading quality service of tourism industry in Nepal. In the decade 1965 to 1975 tourist arrivals averaged annual growth of 26 percent. It is very interesting to note the changed twining of tourism sector with other related sector during the different phase of the plan. Tourism was presented along the Trade sector during the first Plan, while it was seen with industry sector in the Second Plan, and during the Third Plan tourism programs are more tied up with archaeological explorations. During the Fourth Plan tourism is seen planned more from the economic and environment perspective.

2.6.5 Fifth Plan (1975-1980)

This Plan intended implement the suggestions envisaged in the Tourism Master Plan. Production and distribution of publicity materials in the form of brochures, advertisement, photo slides, and motion pictures were substantially intensified under the program component of this plan. Promotional campaign to establish Nepal as best destination had been the priority programs with wider participation in travel tourism fairs and exhibition organized in tourists generating markets. Need of marketing Nepal as a tourism destination was recognized in this plan and to realize it, a separate "Nepal Tourism Marketing Strategy" (1976-1981) was prepared by Joseph- Edward Susnik. This Strategy perceived to make Nepal as a gateway for South and South East Asia on the basis of Nepal being a cradle of religions and culture influencing history and life of major parts of Asia. It had also recommended two separate agencies for infrastructure development and marketing promotion. There has been substantial increase in supply of hotel beds during this period as a result of encouraging investment from the private sector supported simultaneously by the government owned bank. The Nepal Industrial Development Corporation (NIDC), which as a government bank invested a sum of Rs. 115.4 million in tourism industries during this plan period. As a result total number of Hotel beds increased form 1663 in 1974/75 to 6838 by the year 1979/80. In order to facilitate accessibility constraint in visiting Nepal, Tribhuvan Airport of Kathmandu as the only international airport of the country was upgraded to the standard of modern jet services. With the establishment of separate Ministry of Tourism in the year 1977 as envisaged in the Tourism Master Plan, the priority of the government in developing

tourism in the country got well reflected. Similarly Tourism Coordination Committee formed in 1978 under the chairmanship of Tourism Minister was envisaged to address the issue of effective coordination among diverse public as well as private agencies.

2.6.6 Sixth Plan (1980-1985)

This plan adopted basic policy guidelines to use the tourism infrastructures more effectively and to make the existing sites and spots more attractive. Potentiality of resort tourism was identified as it prioritized in developing new tourist resorts. For the first time this plan gave specific attention on backward linkage by spelling out to maximize the use of domestic products in tourism industry reducing the use of imported goods. During this period a National Tourism Promotion Committee was formed in 1981 intending to involve the personnel from related government agencies and representative from private sector industries to determine the course of inter-agency coordination and promotional programs in the context of erosion on the arrival growth rate. Committee had prepared a National Tourism Promotion Report, which stated specific actions relating to infrastructure, tourism service, human resource, publicity, institutional restructure to be followed and implemented to enhance the quality of tourism, to generate further growth in arrivals, and to increase supply capacity of industry. However, except bringing civil aviation under the Ministry of Tourism, other actions could not effectively be implemented. On Nepal's request, Pacific Area Travel Association (PATA) Marketing Task Force in the year 1983 prepared a Marketing Plan, which had recommended an autonomous Nepal Tourism Promotion Board to have research based marketing programs with the full involvement of private sector industry representatives. During this period in 1984 a review was conducted on Nepal Tourism Master Plan of 1972 with technical assistance from European Community. The review reinstated the relevancy of long term policy contents and conceptual assumptions of the Master Plan, and suggested various destination oriented marketing programs.

2.6.7 Seventh Plan (1985-1990)

This Plan intended to focus on yield rather than number of arrivals. The objective was spelled out to attract upper class tourists to increase foreign exchange earnings form

tourism. It also indicated the need of drawing private sector investment for creating tourism facilities in those areas where the basic infrastructures are in place. This plan recognized to encourage domestic tourism particularly to address seasonality issue in order to sustain industry. For the first time an exercise was started in the year 1987 specifying an ambitious longer term quantified arrival target of receiving one million tourists by the year 2000 in the planning history of tourism development. Hotel beds and air seats requirements were calculated to meet the target and incentive package to mobilize private sector investment were designed. The charter air flights to Nepal were granted permission to operate during this plan to compensate the infrastructure limitation in air transport. Signing of a Memorandum of Understanding with Tibetan Tourism Authority in the year 1985 had opened up new dimension in Nepalese tourism. It had been added advantage to both Nepal and Tibet in developing combined travel and tour package to draw attention particularly of long haul tourists. Handling Tibet tour via Nepal had been new course of business to Nepal tourism industry. During the period Nepal Rastra Bank carried out a study on patterns of tourist expenditure to estimate the value addition and import contents, and to estimate income and employment generation in the tourism sector. The study concluded the need to have different approach to develop tourism compared to other industry due to its differential nature. On the basis of analysis of the information, the study suggested to liberalize foreign exchange policy, emphasize special activity products as trekking, have aggressive marketing, expand international and domestic air service, and develop integrated policy approach. Similarly, a study for the tourism programs conducted by Touche Ross, tourism consultants supported by Asian Development Bank in 1989/90, suggested the need of developing tourism on the basis of Eastern, Central and Western axis of Nepal. This report of Nepal Tourism Development Program covers product development, marketing strategy as well as institutional development. Tourism infrastructure Development Project was formulated on the basis of this report funded by Asian Development Bank. The completion of the consolidation work of the runway and the parallel taxiway at Tribhuvan International Airport has made possible the operation of bigger jet aircrafts. Constructions of International Terminal Building, Operation Building, and Control Tower along with other back up service infrastructure in Kathmandu airport have greatly helped to enhance tourism.

2.6.8 Eighth Plan (1992-1997)

This plan attributing high priority to the sector once more reiterated the need to reconsolidate the policy package to guide the development of tourism to contribute substantially to the national economic development due to enormous potentiality of resources to attract tourists in the country. It is aimed to develop Nepal as a final destination for tourists. National Civil Aviation Policy announced in the year 1992/93 adopting liberal aviation and air transport strategy affected direct positive bearing to enhance and develop tourism during this plan. Along with this policy, substantial numbers of Private air operators were encouraged to provide domestic air services in the country. During this Plan separate tourism policy was formulated in the year 1995 which further reinstated the significant role to be played by private sector in the industry to create facilities as well as generate demand to visit Nepal by effective implementation of marketing programs.

2.6.9 Ninth Plan (1997-2002)

This plan stressed the need of increased participation of private sector in managing tourism industry while limiting role of the government as a facilitator. Policies and programs under this plan were determined under the longer-term perspective of tourism with twenty years forecast. By the end of the plan period it was expected to have tourist arrival of 676,414 with 13 days of average length of stay, US \$ 60 per capita per day of tourist spending. Implementation of "Visit Nepal Year 1998" during this period had succeeded considerably to activate grass root level community of potential destination sites of the country to participate in presenting their heritage for the purpose of tourism. Formation of autonomous Nepal Tourism Board with majority representation from private sector industry for the first time as a step in privatizing full-fledged government Department of Tourism is a significant outcome during this plan. Permission to domestic airlines to start their services abroad breaking the monopoly right of national carrier and bringing culture under the ministry of Tourism renaming it as Ministry of Culture, Civil Aviation and Tourism are some of the major steps taken during this plan.

2.6.10 Tenth Plan (2002-2007)

Re-establishing Nepal as a prime destination globally, expanding tourism earnings to rural areas, improving qualitative services and emphasizing living heritage of culture for tourism attractions are the longer-term vision adopted in this Plan. Domestic tourism is considered as an alternative. Involvement of non-governmental agencies in protecting, managing culture resources, and enhancing tourism awareness is another novel dimension incorporated in this plan. Along with this these, this plan has emphasized on promotion tourism potential sites with respect to natural beauty and biodiversity.

2.6.11 Interim Plan (2007-2010)

The three years interim plan has clearly addressed the spirit of ecotourism and has stated that the potential tourism should be promoted with respect to biological diversity and natural beauty. In fact, the plan has focused more on natural resources and on biodiversity.

2.7 Size of Global Ecotourism:

- J Beginning in 1990s, ecotourism has been growing 20% - 34% per year (www.tourismconcern.org.uk).
- J In 2004, ecotourism/nature tourism was growing globally 3 times faster than the tourism industry as a whole (WTO, 2004).
- J Nature tourism is growing at 10%-12% per annum in the international market (Mintel Report 2004).
- J Sun-and-sand resort tourism has now “matured as a market” and its growth is projected to remain flat. In contrast, “experiential” tourism—which encompasses ecotourism, nature, heritage, cultural, and soft adventure tourism, as well as sub-sectors such as rural and community tourism—is among the sectors expected to grow most quickly over the next two decades (WTO, 2001)
- J United Nations Environment Programme (UNEP) and Conservation International have indicated that most of tourism’s expansion is occurring in and around the world’s Remaining natural areas (www.mecep.org).

- J 19 Sustainable tourism could grow to 25% of the world's travel market within six years, taking the value of the sector to £250 billion (US\$473.6 billion) a year (Travel Weekly, 2006).
- J Analysts predict a growth in eco-resorts and hotels, and a boom in nature tourism – a sector already growing at 20% a year — and suggest early converts to sustainable tourism will make market gains (Travel Weekly, 2006).

2.8 Economics of Ecotourism vs. Mass Tourism:

- J In Dominica, in the Caribbean, “stay over” tourists using small, nature-based lodges spent 18 times more than cruise passengers spend while visiting the island.
- J In Komodo National Park in Indonesia, independent travelers spend nearly US\$100 locally per visit; package holidaymakers spend only half this. In contrast, cruise-ship arrivals spend an average three cents in the local economy (www.responsibletourismpartnership.org).
- J 80% of money for all-inclusive package tours goes to airlines, hotels, and other international companies. Eco-lodges hire and purchase locally and sometimes put as much as 95% of money into the local economy (www.uneptie.org).
- J The daily expenditure of cultural tourists (over €70/US\$90) is higher than visitors on a touring holiday (€52/US\$67), beach holiday (€48/US\$62), city break (€42/US\$54) or rural trip (Mintel Report 2004).
- J Tourism in Nepal contributes 3.5% to GDP and 15% of total foreign exchange earnings of the country. It also gave direct or indirect employment to 257,000 people in 1998. The average length of stay was 10.8 days and average expenditure/tourist/day was US\$44.2 in 1998. The Ninth Plan (1997-2002) states "tourism development and its expansion have been challenged by unmanaged urbanization, environmental degradation and pollution".

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design:

The study was carried out on the basis of exploratory and analytical research design because the study investigates the potentiality of ecotourism in the Baraha Chhetra and analyzed the future development of ecotourism.

3.2 Nature and Source of Data:

Both quantitative and qualitative types of data were used for this study. All physical evidences, opinion, preferences and impacts were required and observed during the study. Information were based both on primary as well as secondary source (books, annual reports and other publications from different governmental and non-governmental organizations, related websites and online publications etc). Besides, formal and informal interviews focus group discussion was conducted to enrich the true data of the study.

3.3 Rationale for the Selection of the Study Area:

Baraha Chhetra is one of the panoramic places according to religious, cultural and environmental point of view. The area is selected for the study because:

1. It is still lack behind from the development activities.
2. Documentation of the study site is not found satisfactory and have not seen any action for sustainable development of the site.
3. It is realized that the site have a significant ecotourism potentiality.
4. The site was accessible for the study during my stay in Tulsipur, Dang.

3.4 Sampling Procedure:

The universe of the study was the total households of Barahachhetra (344). The total households of the Barahachhetra were categorized into three ethnical groups and 25% sample was randomly selected from each ethnical group for household survey.

Table: 3.1 Sample Size of the Study Area

SN	Ethnic groups	No of households	Sample size
1	Khas (bhramin, chhetri ..)	68	17
2	Dalit (damai, kami, ..)	84	21
3	Janjati (tharu, magar, newar, ..)	192	48

4	Total	344	86
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3.5 Tool and Techniques of Data Collection:

To generate the primary data, the structured questionnaire, semi or unstructured interviews; and observation as well as focus group discussion methods were used.

3.5.1 Questionnaire Survey:

The questionnaire had three main parts which socio-economic status, natural environment and ecotourism related issues. The questionnaires were of the close end and open end types. The options of the close end questionnaires were almost all based upon the public impression. The detail of the questionnaires is given in Annex1.

In order to represent all households with different economic status in the sample, the farm size was categorized into four viz. small farm, medium farm, big farm and large farm (Table 3.1) based on household's land ownership (PPP and DNPWC 2000).

Table 3.2 Land holding Categories

Farm Size	Land holding	Area in ha.
Small farm	0-10 Kattha	0-0.34
Medium farm	10-20 Kattha	0.34-0.68
Big farm	1-4 Bigha	0.68-2.72
Large farm	> 4 Bigha	>2.72

Source: PPP and DNPWC 2000

a) Socio-economic status

This part was mainly focused on household information to identify the livelihood support mechanism through occupation of respondents and family members, land holding, resource need (Fuel wood and fodder) and their access, energy use and consumption pattern and annual income and expenditure.

b) Natural Environment

This part was designed to obtain the information about the status of management of community forest, sources of drinking water, flora and fauna and environmental problems. The status of community forest and its management was measured in terms of Poor, Moderate, Good and Excellent entirely on the basis of public impression, field observation and on the basis of Community Forest Division (Department of Forest 2004).

c) Ecotourism related issues

This part overall gives the existing scenario of ecotourism related aspects of status of tourist flow, types of tourists visiting the sites, purpose of visit, level of future potentiality of the sites, kind of tourism that may foster and the existing facilities available in the sites. The accessibility of the sites was categorized into poor (foot trail), Moderate (district road with no scheduled transportation), Good (district road with scheduled transportation or around 10 Km distance from district HQ) and Excellent (Scheduled transportation facility and around 1 Km distance from Highway).

Similarly, the status of tourist flow was measured on the basis of public impression and ranked as Poor, Moderate, Good and Excellent on the basis of following table:

Table 3.3 Basis for the Categorization of Tourist Flow

Rank	Condition
Poor	Flow of tourist number below 1000 per year
Moderate	Flow of tourist number from 2000-4000 per year
Good	Flow of tourist number from 4000-10000 per year
Excellent	Flow of tourist number above 10000 per year

Source: PPP and DNPWC 2000

The facility of transportation, lodging & fooding were categorized into Poor, Moderate, Good and Excellent on the basis of following table:

Table 3.4 Basis for Categorization of Available Facilities

Facilities	Poor	Moderate	Good	Excellent
Transportation	Only foot trail	No facility for the means of public transportation	Facility of public transportation	Good facility of public transportation as well as good condition of road
Lodging/Fooding	Absence of hotels and restaurants	Teashops and local hotels	Well managed hotels and restaurants with facilities of electricity, water, well furnished room.	Well managed hotels and restaurants with international standard

Source: PPP and DNPWC 2000

d) Household Income Data

Agriculture and livestock production was converted into monetary value by multiplying the local market price. Income from other sources like business, services, wage labor, remittance and others was directly obtained in monetary value. Expenditure was also noted on different topics (education, agriculture, livestock maintenance, food and others) in monetary value.

3.5.2 Field Visit

After the selection of the study site, observation of the study site was made from the ecotourism point of view. A blank paper was developed to keep the records of important information.

3.6 Data Analysis:

The data collected from field in questionnaire was firstly entered into MS Excel in database form and necessary calculation was done. After the completion of organization and calculation of data, it then was presented in graph and compared with the issues of ecotourism.

3.7 Conceptual Framework of Ecotourism Development

CHAPTER 4

ANALYSIS AND INTERPRETATION

4.1 Study Area at a Glance:

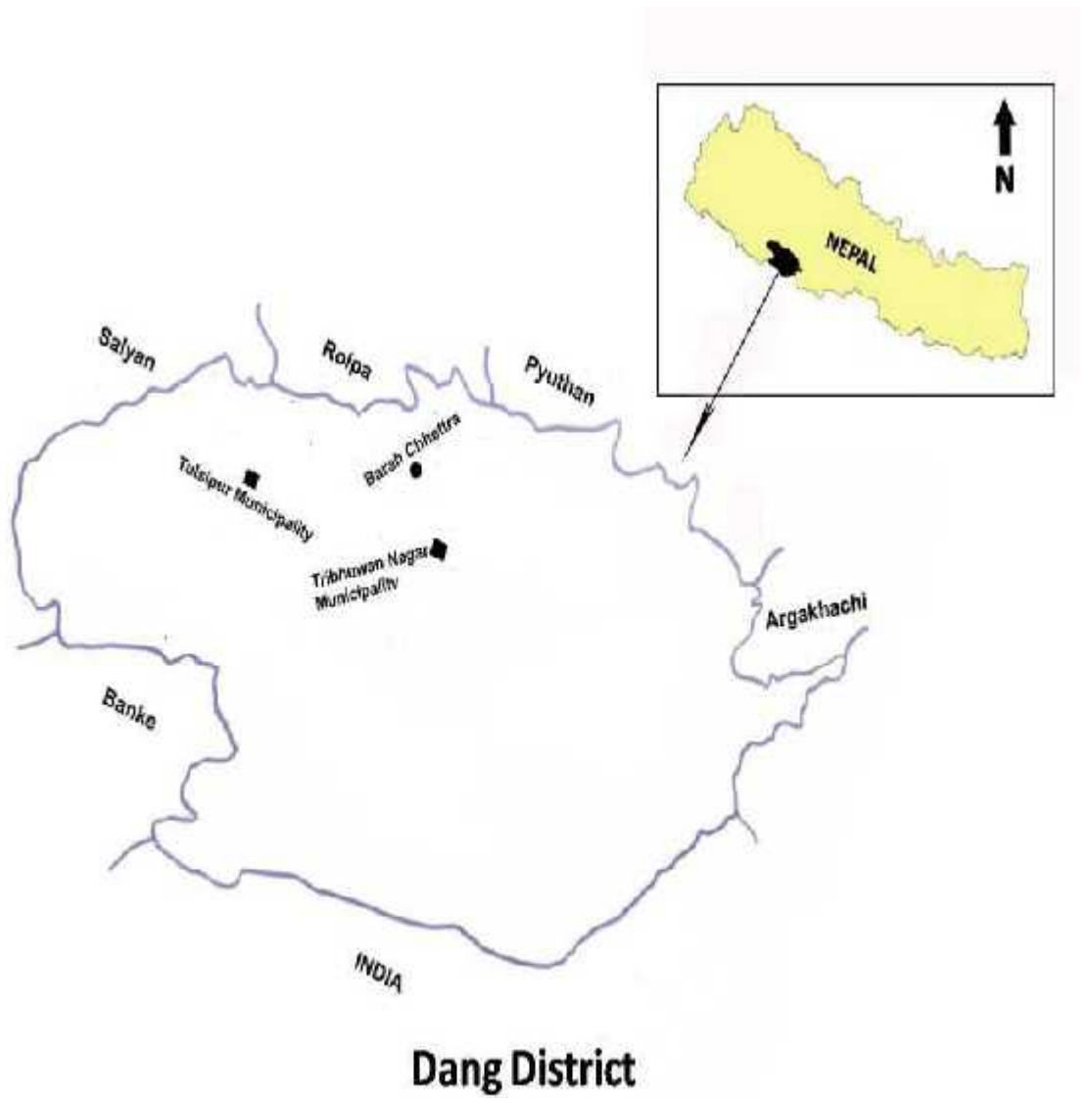
Baraha Chhetra lies at the latitude $28^{\circ}04'15''\text{N}$ and longitude $82^{\circ}29'50''$. It is placed altitude of 725m. It lies ward no 7, Ghorahi Municipality. It is 3 km far from Ghorahi. Till now there is not any transportation facility to reach Baraha Chhetra. It needs to walk 3 km away northern side from Ghorahi. This site has great religious and cultural importance. The Baraha Chhetra area is cared and looked by “*Baraha Chhetra Samrakchhyan Samiti*”. It has Barakunen Taal (*Barakune Mela*), Centre for Magar and Tharu culture, Mild and peaceful natural environment, additional natural sites like *Jyamire Daha* (wet land) and Maulakot which is rich in biodiversity. Most of the inhabitants follow Hinduism as the main religion. Tharus, Chhetris, Brahmins, Damai, Kamis, Magars, Gurungs, Badis etc are the ethnic inhabitants of the district (Neupane, 2006). Tropical climate is prevalent in Deukhari valley of this district and Sub-tropical climate exist in the Dang. The maximum temperature of the district is 35° and minimum temperature is 4.1°C .

It is believed that god *Bishnu* appear in the form of Braha and helped the land which is sinked down by *Hiranya Kasyap Danab*. The people are believed that the *Baraha Bhagawan* fulfill the wishes of all the people if worship and beg their wishes with true heart. *Maghe Shanghranti* (1st Magh) is the main day when local and international believers from Utterpradesh of India and Bihar come to visit and worship Baraha *Bhagawan* (God). The open land is situated northern side of the Baraha *Mandir*, which is used for Picnic purpose.

The study site being enriched with the ancient temples, palaces with immense historical importance, diverse ethnic groups, dialects and languages, landscapes, calmness and placidness of the lakes, biologically significant flora, fauna and wildlife. If all these resources are integrated for ecotourism development, the district can be developed as a visitor's dreamland for ecotourism destination.

The map of the study site is given below:

Fig.4.1: The Map of the Study Site.



4.2. Socioeconomic Status:

4.2.1 Population and ethnicity:

Nepal is diversified in different aspects of country. Ethnic group is also one of them. It is seen that different ethnical groups of population are residing in every nook and corner of Nepal.

The ethnic composition of respondents in the study site is given below:

Table 4.1: The Ethnic Composition of Respondents in the Study site

SN	Ethnic groups	Number of Respondents	Percent of Respondents
1	Khas (Bhramin, Chhetri, Thakuri)	17	19.76
2	Dalit (Damai, Kami)	21	24.41
3	Janjati (Tharu, Magar, Newar)	48	55.81
4	Total	86	100.00

Source: Field Survey, 2009

The ethnic composition of respondents in the study site were 19.76% Khas (Brahmin/Chhetri/Thakuri), 24.41% Dalit (Kami, Damai), and 55.81% Janajati (Tharu, Nath, Magar, Yadav and Newar) and the responding population comprised of 48.74% male and 51.26% female.

This variation in ethnicity is positive features for the ecotourism development. Although Khas (were the most dominant amongst all categories in most of the studied site but the contribution of unique culture and the indigenous knowledge of various Janajati (indigenous peoples) like Tharu, Magar, Yadav and Newar etc could play the significant role in ecotourism development.

The study by Weaver (2001) seen that Sherpas in the well known tourism destination of Khumbu are involved with the cash economy as a result of tourism and have therefore become more westernized. But, they have apparently not lost the essence of their cultural identity and have even developed and enhanced sense of ethnic pride because of the value placed on their services and culture by tourists.

4.2.2 Literacy Status:

Simply literacy is the knowledge of reading and writing. Literacy is the most important single means of attaining socio-economic development. Literacy enables a person to

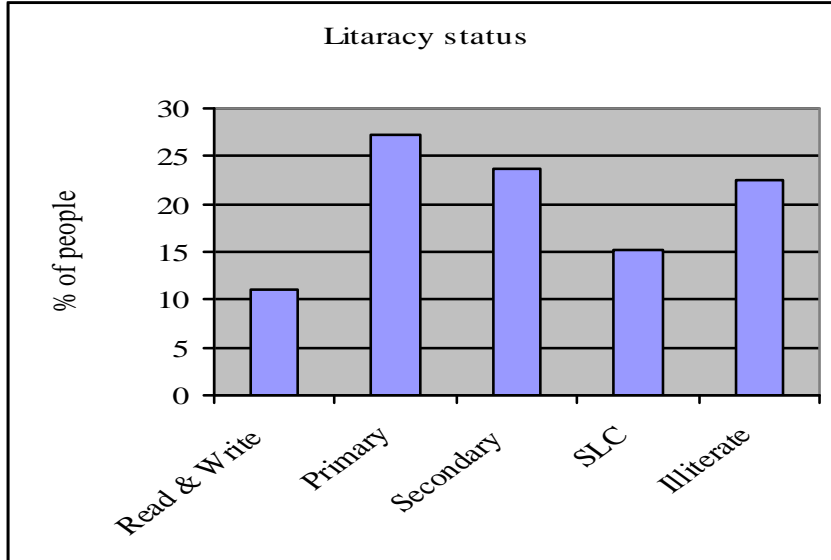
improve his knowledge base, acquire education informally and make progress in life alleviating poverty. The literacy status of Nepal according to census of 2001 is 54.09 %. Among which people who were literate but had no formal education were 4.73%, the people who had primary education level were 22.65%, similarly, literate people who had secondary education were 16.54% and those who had passed SLC and above study were 7.65%.

Table 4.2: The Literacy Status of Study Site

S.N	Literacy Status	Number of Respondents	Percent of Respondent
1	SLC & Above	13	15.42
2	Secondary	20	23.72
3	Primary	24	27.43
4	Read & Write	10	10.99
5	Illiterate	19	22.44
	Total	86	100.00

Source: Field Survey, 2009

Fig. 4.2: The Literacy Status of Study Site



In the study, the literacy status of respondents were given as general (who can read and write but no school attainment) 10.99%, 27.43% primary, 23.72% secondary, 15.42% SLC and above level of studies and 22.44% illiterate. The educational status of population of the study site is presented in Table 4.2.

The attainment of education in the study site was quite high compared to the attainment of education in Nepal. The level of awareness regarding the ecotourism is still poor in the study site because of involvement in agricultural sector and do not have any policy in community and school level to aware people about ecotourism. So, still they don't know meaning of ecotourism and way of promotion such as maintaining sanitation, managing cultural show, hospitality etc. Hence, the awareness activities concerned to the ecotourism development such as giving formal or informal information about ecotourism, proper management of solid and liquid waste, giving training of hospitality services, making knowledge of environment and cultural activities, management of home stay, handicraft items production and selling etc. at the community level should be enhanced.

4.2.3 Occupation and Income:

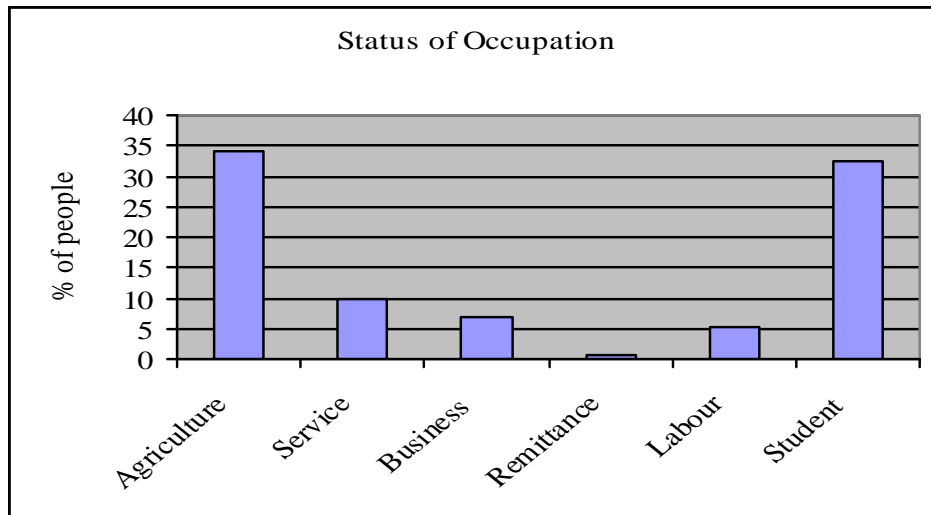
According to 2001, 59.61% population are involve in agriculture occupation where as 9.26% of population involve in service, business and other sector. According to Nepal life standard measurement survey (2060/61), the rate of full unemployment in Nepal was 3.8% due to the lack of opportunity in the internal labor market. About 8,00,000 Nepalese youth have gone to different countries for employment by 2064.

Table 4.3: Status of Occupation in the Study Site

S.N.	Occupations	No. of Respondents	Percent of Respondents
1	Agriculture	34	40.02
2	Service	9	9.95
3	Business	9	10.04
4	Remittance	2	2.34
5	Labor	6	7.15
6	Students	26	30.5
	Total	86	100.00

Source: Field Survey, 2009

Fig. 4.3: Status of Occupation in the Study Site



The involvement of respondents and their family members in respective occupation were 40.02% in agriculture, 9.95% in service, 10.04% in business, 2.34% in remittance, 7.15% in labor, and 30.5% were students which is shown in fig 4.3.

Most of the respondents in the studied site rely on agriculture however the productive age group is enforced to go overseas for the employment. If the ecotourism development is improved, the opportunities of employment for those potential human resources could be generated as guides, opening of restaurants, hotels and cafe, cook, manufacturing of handicrafts and selling, etc and will help to enrich the livelihood of the communities.

4.2.4 Land holding:

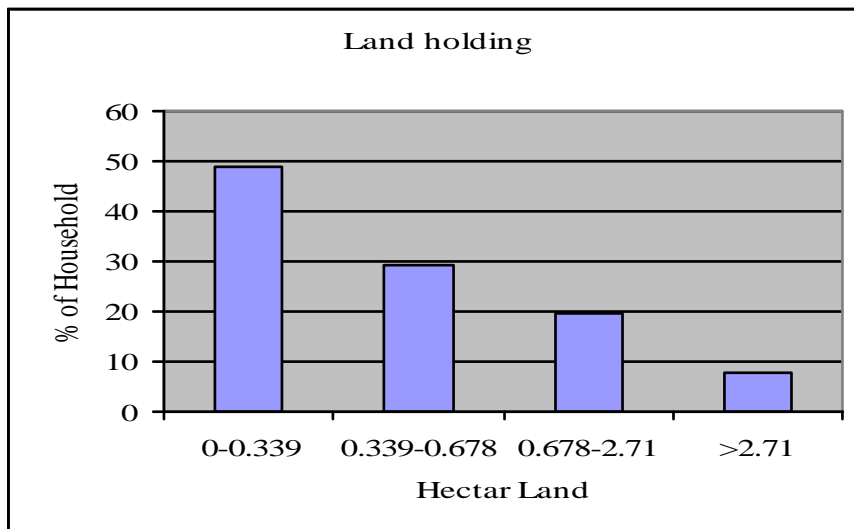
Nepal is agricultural country and about 17% of the total land is cultivable. Majority of population are depends on agricultural land for livelihood. The per capita farm landholding is 0.14 ha. Almost half of the holdings are of less than 0.5 ha size, and about 70% of landholding is less than of 1.0 ha size. The average size of landholding is only 0.96 ha, with an average of four parcels per holding (Shiva Sharma MIMAP- Nepal, Land Tenure and Poverty in Nepal).

Table 4.4: Status of Landholding in the Study Site

S.N.	Land Size	No of respondents	Percent of Respondents
1	0-0.339	40	47.01
2	0.339-0.678	24	28.2
3	0.678-2.71	16	18.60
4	2.71 & above	6	6.2
	Total	86	100.00

Source: Field Survey, 2009

Fig. 4.4: Status of Landholding in the Study Site



According to the study, it is found that respondents having land holding size were 47.01% respondents have 0-0.339 hectare landholding, 28.2% respondents have 0.339-0.678 hectare land holdings, 18.6% respondents have 0.678- 2.71 hectare land holding and 6.2% respondents have more than 2.71 hectare land holdings which is given in fig. 4.4.

Wide range of the households in the studied site did not have sufficient land for farm production which is comparable to the national average landholding size. The major food crops grown by them were paddy, wheat and maize. The result showed that the most of the population in the studied sites were under the line of poverty. Hence the promotion of ecotourism in the areas could be the reliable medium to alleviate the poverty.

4.2.5 Food Sufficiency:

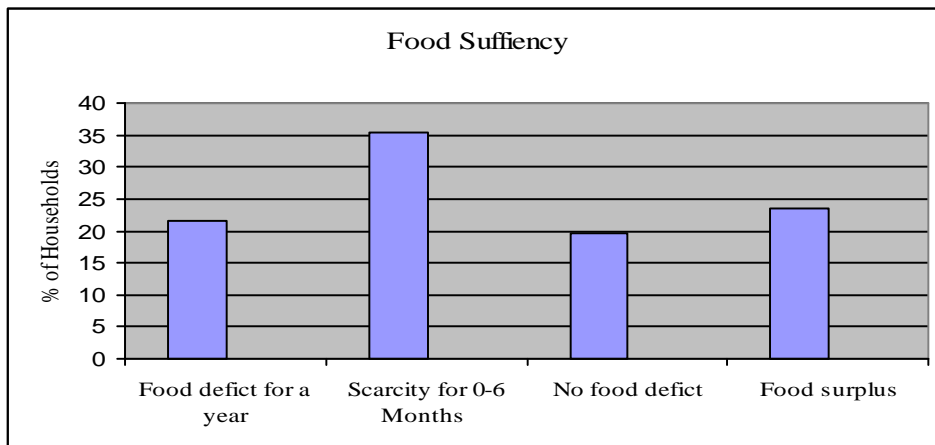
At the national level, food security is assured not only by the agricultural sector, but by the other economic activities which together account for 60% of GDP, and by the range of activities which together bring in significant foreign exchange (such as tourism, foreign labor migration and remittances, exports of goods and services) supplemented by foreign aid (lending and grants) WFP has classified 44 out of Nepal's 75 districts as food deficit.

Table 4.5: Food Sufficiency in the Study Site

S.N.	Particular	No. of respondents	Percent of Respondents
1	Food deficit for a year	19	21.57
2	Scarcity for 0-6 months	30	35.29
3	No food deficit	17	19.61
4	Food surplus	20	23.53
	Total	86	100.00

Source: Field Survey 2009

Fig. 4.5: Food Sufficiency in the Study Site



According to the respondents, it is found that 35.29% of the respondent's households have scarcity of food for 0 – 6 months while, 21.57% households have food deficit for the whole year (i.e.12 months). Similarly, 19.61% households have no deficit of food and 23.53% households have food surplus which is shown in fig: 4.5.

The study found that more than 50% people are suffering from the scarcity of food. The scarcity of food are maintaining by doing labour work within country and outside the

country (in India which is near by from dang and Gulf countries). So, to solve the problem, there is need of ecotourism development. It is possible only if the poor people themselves are involved in the tourism sector for economic activities either through employment or entrepreneurial skills. In their farm they can cultivate vegetables and off vegetable farming which will be more economically beneficial to the locals if ecotourism is promoted. All the production will be consumed in their site only because of visitors. Locals can initiate production and selling of local handicrafts, cafe, home stays etc. too.

4.2.6 Pattern of Energy Consumption:

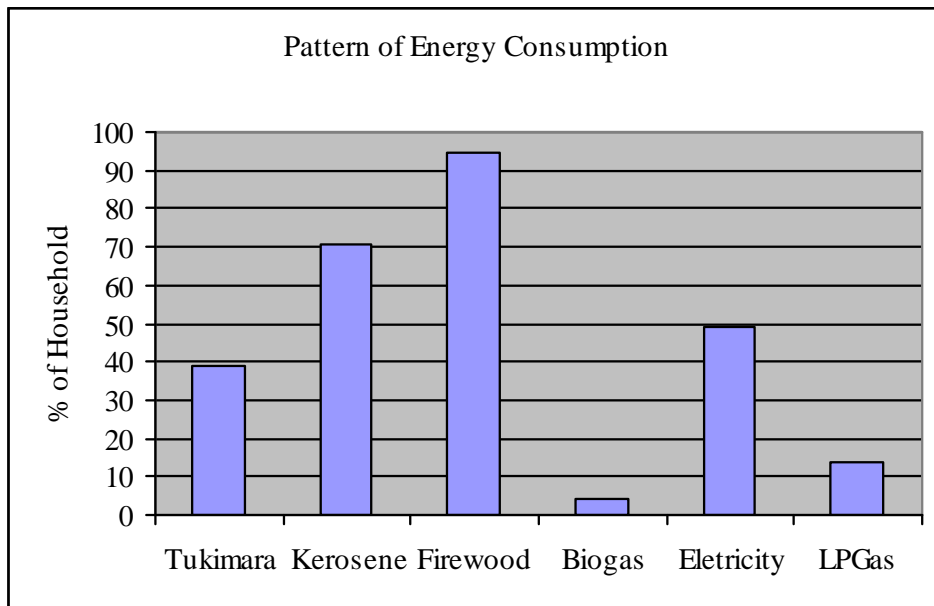
Energy is necessary for survival and prosperity. It is basic to any society development and economic growth. Energy is used for many purposes in daily life and in the process of social and economic development. The amount of energy consumed is an indicator of level of development and standard of living. The energy consumption in Nepal in 2002 by percentage is 75.78% fuel wood, 9.23 % petroleum, 1.47 % electricity, 5.74 % animal waste, 3.75 % agricultural residue, 3.53% coal and 0.48 % renewable energy (WECS, 2003).

Table 4.6: Pattern of Energy Consumption in the Study Site

S.N.	Types of Energy	Percent of Respondents
1	Tukimara	39.22
2	Kerosene	70.66
3	Firewood	94.32
4	Biogas	3.92
5	Electricity	49.02
6	LPGas	13.72

Source: Field Survey, 2009

Fig. 4.6: Pattern of Energy Consumption in the Study Site



According to the respondents, fuel wood as a major source of cooking energy (94.32%). Tukimara (39.22%) and Kerosene (70.66%) were used for lightening purpose those households that deprived from electricity. The access to electricity among the respondents was 49.02%. In average the installation of biogas was 3.92% and LP Gas was 13.72% in the respondent households of the study site.

From the study, it was found that consumption of fuel wood is higher than national level consumption of fuel wood. It creates serious problems of deforestation and environmental degradation affecting on ecotourism as well. This rate can be increased as per the increase in the influx of tourists. According to KMTNC (1996), in Chitwan, the effect on local Tharu culture and the excessive extraction of forest resources to meet the growing demands of tourists was of major concern. Irrespective of the degree of use, growth of the tourism business is based primarily on the exploitation of local natural resources. It has threatened the reciprocal relation between human development and nature (Manopimoke, 1992 & Adhikary, 1998 as cited in MoPE, 2004). Hence the promotion of alternative energy like biogas, solar energy, ICS at the household level should be encouraged through awareness programs.

In city area of Ghorahi municipality, there are number of alternative energy promotion center such as Bio-gas, Solar and ICS promoting offices. These centers should take program to the study site to increase use of alternative energy to minimize impact on nature due to such types of development.

4.3 Natural Environment:

4.3.1 Status of community forest Management

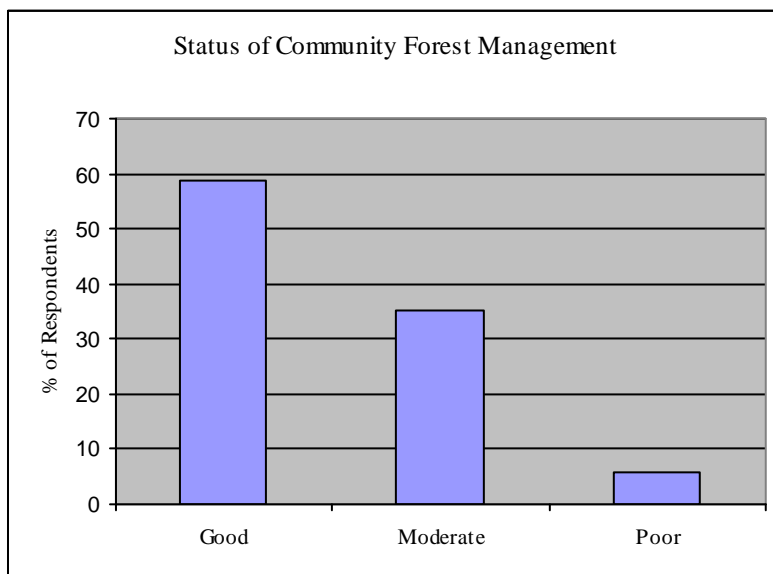
In Nepal, forest is one of the important source of fuel wood and habitat of biodiversity. For conservation, government of Nepal has introduced different programs. One effort is the community forestry program which is initiated in 1978 for sustainable management and development of forest through communities' involvement. By 1999, the government had handed over a total of about 0.7% million ha. of state-owned forests to over 10532 community forestry user groups.

Table 4.7: Status of Community Forest Management in the Study Site

SN	Status	No of Respondent	Percent of Respondents
1	Good	47	54.9
2	Moderate	30	35.29
3	Poor	9	9.81
	Total	86	100.00

Source: Field Survey 2009

Fig. 4.7: Status of Community Forest Management in the Study Site



The respondents response on community forest (CF) management and its status was Good (54.9%), Moderate (35.29%) and only 9.81% were not satisfied (Poor). It is given in above Table 4.7

Overall the management of community forest in the study site was seems to be good. The proper management of community forest maintains biodiversity which foster ecotourism. Ecotourism is now an important cross-sectoral strategy in the national biodiversity strategy (2002) and continues to demonstrate that it is capable of contributing to reduce rural poverty through community based biodiversity conservation and buffer zone management (HMGN/MoFSC, 2002 as cited in MoPE, 2004). Ecotourism is a form of sustainable tourism that benefits the community, environment and local economy. This may be achieved through various means such as employment for local people or programs where tourists contribute money or Labour to community activities such as tree planting or conservation of local monuments or sites (SNV, 2003).

4.3.2 Sources of Drinking Water:

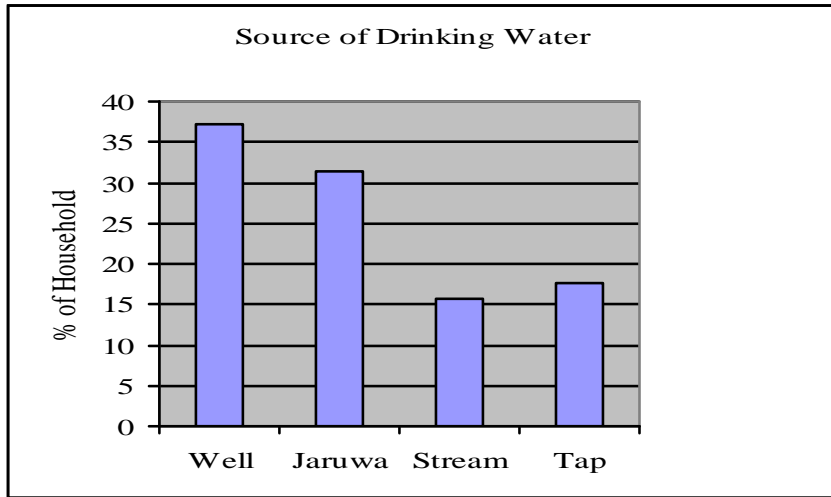
Generally the piped water is considered as a source of safe water. Only 14 % of households in Nepal have access to drinking water piped to the house and 30 percent have their drinking water piped but outside the house. The remaining 56 percent of households depend on covered well (37%), open well (5%) and other (14%) (Population monograph, 2003).

Table 4.8: Sources of Drinking Water in the Study Site

SN	Sources	No of households depend on the sources of water	Percent of Respondents
1	Well	32	37.25
2	Jaruwa	27	31.37
3	Stream	16	18.88
4	Tap	11	12.65
	Total	86	100.00

Source: Field Survey, 2009

Fig. 4.8: Sources of Drinking Water in the Study Site



According to the respondents of the study site, they used well (37.25%), Jaruwa (31.37%), Stream (18.88%) and tap (17.65%) for drinking purpose. The fig. 4.8 shows the trend of using the sources of drinking water.

The result of the study shows that still the significant populations of the study sites have to rely on Well, Jaruwa (natural spring) and Stream for drinking water. Still there is need to improve drinking water in the site for proper ecotourism development. Hence the special attention should be given to implement water and sanitation program at the ecotourism potential site and to manage the drinking water by the respective GOs like DDC, Municipalities, VDCs, and NGOs/INGOs as well to enhance the ecotourism.

4.3.3 Flora and Fauna:

In floral species in the study site encloses the subtropical type of vegetation like *Sal* (*Shorea robusta*), *Sisoo* (*Dalbergia sisoo*), *Khayer* (*Acacia catechu*), *Simal* (*Bambax ceiba*), *Bijaya Sal* (*Pterocarpus marsupium*), *Satisal* (*Salbergia latifolia*), *Amala* (*Phyllanthus emblica*), *Bel* (*Aegle marmelos*), *Neem* (*Azadirachta indica*), *Pipal* (*Ficus religiosa*).

The site is rich in faunal diversity. The various significant birds and animals are:

Mammals: *Chari Bagh* (*Felis bengalensis*), *Pate Bagh* (*Panthera tigris*), *Ban biralo* (*Felis chaus*), *Rukh chhuchundro* (*Tupaia glis*) etc.

Birds: Greater Spotted eagle (*Aquila clanga*), White rumped vulture (*Gyps bengalensis*), Red headed Vulture (*Sarcogyps calvus*), Brown Hawk Owl (*Ninox scutulata*), *Rato tauke suga* (*Psittacula roseate*), *Maina* (*Gracula religiosa*) etc.

The presence of flora and fauna are the most potential resources for the better ecotourism development and good sources of revenues to improve the livelihood of communities as well. Nepal Environmental Policy and Action Plan 1993 (HMGN, 1993 as cited in MoPE, 2004) has also highlighted the importance of biodiversity for tourism promotion and has proposed projects that link biodiversity, forest and ecotourism (HMGN/IUCN, 1988).

4.3.4 Environmental Problems:

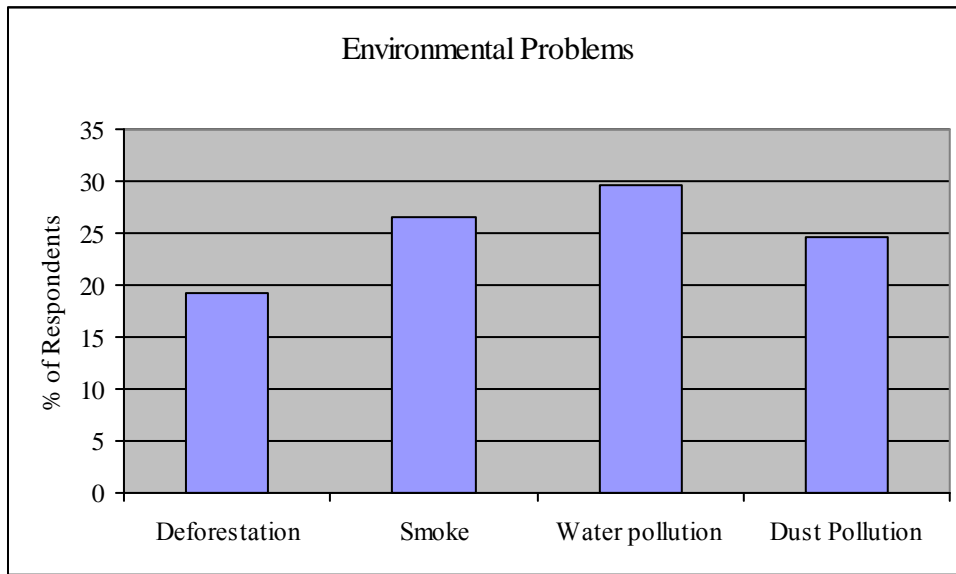
Generally, air pollution, water pollution, soil pollution, noise pollution, unmanaged solid and liquid wastes, deforestation, land slide etc are the environmental problems which bring lots of health problem among the population and destroy the natural beauty. Urban area is mostly polluted because of unmanaged solid and liquid wastes, running vehicles and industries.

Table 4.9: Environmental Problems in the Study Site

SN	Environmental Problems	No of respondents	Percent of Respondents
1	Deforestation	16	19.25
2	Smoke	24	26.61
3	Water pollution	25	29.53
4	Dust Pollution	21	24.61
	Total	86	100.00

Source: Field Survey, 2009

Fig. 4.9: Environmental Problems in the Study Site



According to the respondents of the study site, deforestation, smoke from fuel wood, water pollution, and dust pollution contributed 19.25%, 26.61%, 29.53%, and 24.61% respectively to the environmental problems in average. It is given in the figure 4.9.

It is seen that the water pollution, smoke, dust production and deforestation are the environmental problems in the study site. These problems are not so serious like in Kathmandu municipality. Little care and work in the sector easily solve the problem. So, proper liquid waste should be managed for water pollution, alternative clean energy should be introduced to reduce the air pollution and deforestation. Besides it, greenery should be maintained and well managed concrete roads are needed to be constructed to get rid of dust pollution. Along with this there was no proper ways of managing waste in studied site. So that major concern should be given for proper management of solid waste for tourism development.

4.4 Ecotourism Related Issues:

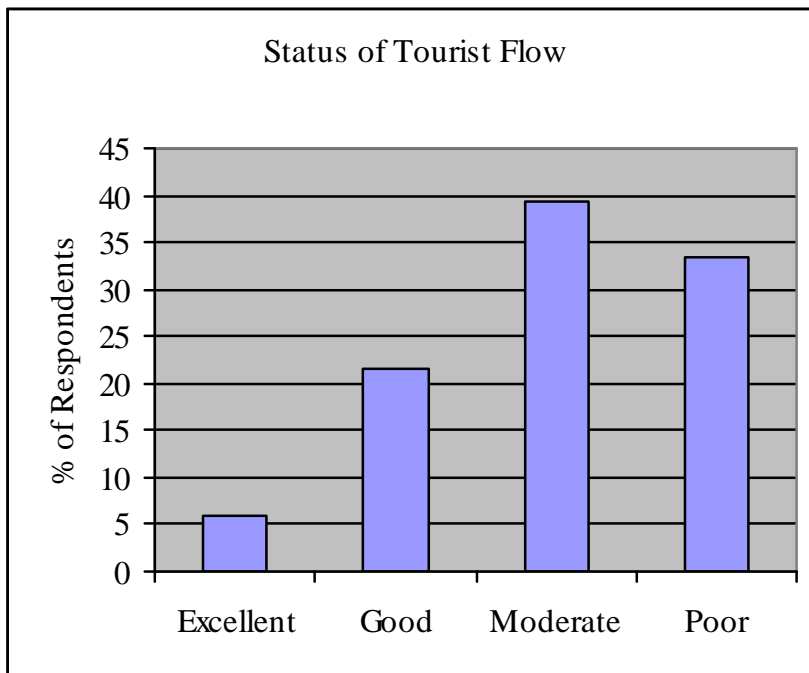
4.4.1 Status of Tourist Flow:

Table 4.10: Status of Tourist Flow in the Study Site

SN	Status	No of Respondents	Percent of Respondents
1	Excellent	5	5.88
2	Good	19	21.57
3	Moderate	34	39.22
4	Poor	28	33.33
	Total	29	100.00

Source: Field Survey, 2009

Fig. 4.10: Status of Tourist Flow in the Study Site



The response of the respondents of the study site on the flow of tourist was excellent (5.88%), Good (21.57%), Moderate (39.22%), and Poor (33.33%). It is given in figure 4.10.

The result of the study reveals that the flow of tourists in the studied site is not at the level of satisfaction. So, it needs to be increased by marketing the area through the different media, developing appropriate infrastructure and providing facilities to the visitors.

4.4.2 Purpose of Visit:

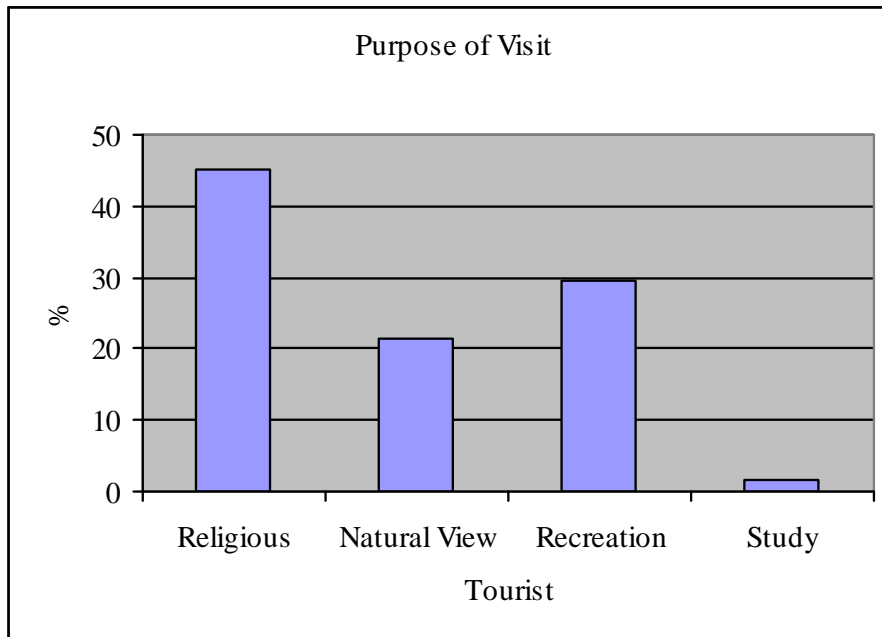
Generally tourist visit for learning about way of life and culture, viewing new landscapes, true relaxation, having fun and being entertained, doing something new, meeting new people, well hospitality etc.

Table 4.11: Purpose of Tourist Visit in the Study Site

SN	Purpose of Visit	No of Respondents	Percent of Respondents
1	Religious	40	45.99
2	Natural View	19	21.95
3	Recreation	25	29.47
4	Study	2	2.49
	Total	86	100.00

Source: Field Survey, 2009

Fig. 4.11: Purpose of Tourist Visit in the Study Site



According to the response of respondents, the purpose of visit of the tourists in the study site was religious (45.99%), natural view (21.95%), recreation (29.47%), and study (2.49%). The response of the respondents regarding the purpose of visit in study site is given in fig. 4.11.

The *Maghe Sangharnti* (festival) is the day when *mela* starts in the study site. People are believed on the god; Baraha. So, visitors from other districts and India visit in the place to

worship. In other time, frequently local visitor visit for recreational purpose such as picnic. Visitors enjoy staying peace place and watching natural bodies.

4.4.3 Future Potentiality:

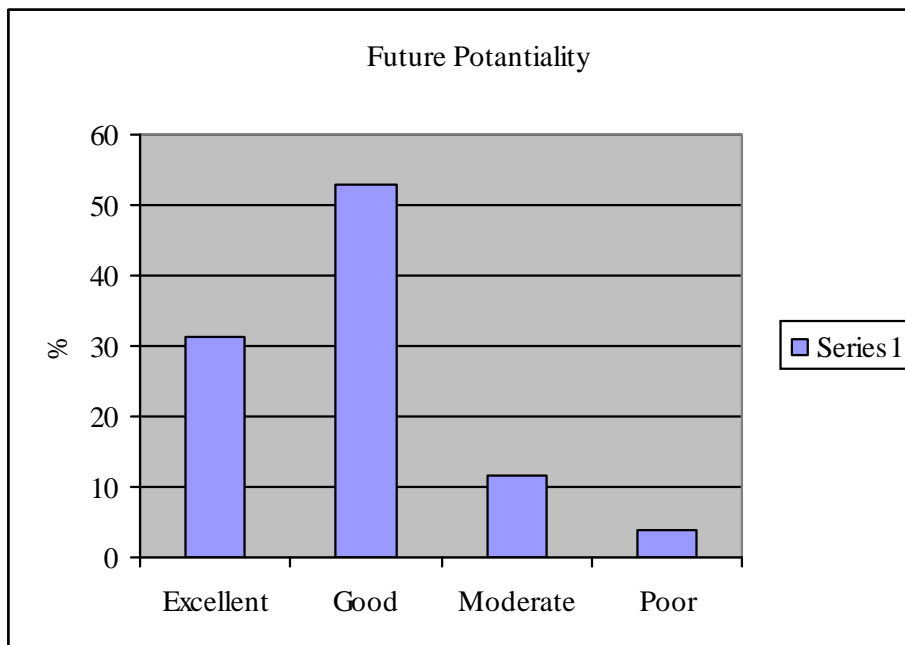
Natural, cultural, religious, ethnical diversity and facilities are the necessities for ecotourism development.

Table 4.12: Future Potentiality for Tourism Development in the Study Site

SN	Status of Potentiality	No of Respondents	Percent of Respondents
1	Excellent	27	31.37
2	Good	46	52.94
3	Moderate	10	11.76
4	Poor	3	3.92
	Total	86	100

Source: Field Survey, 2009

Fig. 4.12: Future Potentiality for Tourism Development in the Study Site



According to the study, the response of the total respondents of the study site regarding the future potentiality for ecotourism was excellent (31.37%), good (52.94%), moderate (11.76%) and poor (3.92%). The respondent in the study site is shown in the fig.4.12.

The study site is rich in natural beauty, culture, religion and ethnical groups. . The Tharu culture such as folk song, dance, art, etc. similarly, Gurung culture such as dance, dress,

song, dance, food etc. are the attraction to the tourist. So that it proves the site is potential area but the area should be facilitated.

4.4.4 Tourism that may Foster:

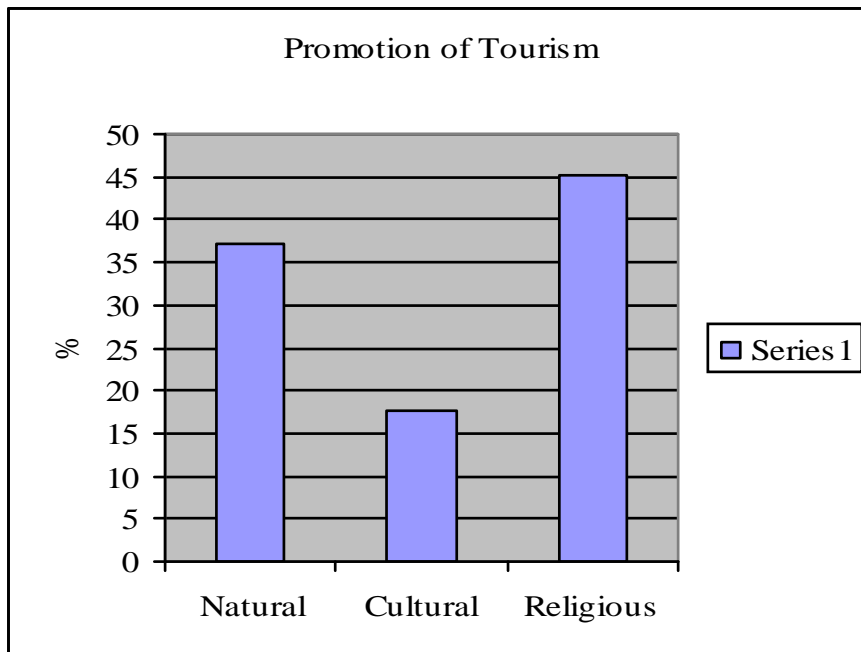
The tourism may foster in the site if the expectations of visitors such as viewing new landscapes, having fun and being entertained, learning about way of life and culture, true relaxation, doing something new, meeting new people etc are properly managed.

Table 4.13: Resources that Foster Tourism

SN	Resources	No of Respondents	Percent of Respondents
1	Natural	32	37.25
2	Cultural	15	17.66
3	Religious	39	45.06
	Total	86	100

Source: Field Survey, 2009

Fig. 4.13: Resources that Foster Tourism



According to the study we found that the response of the respondents of the study site on the means of tourism that may be well developed in the future because of natural (37.25%), cultural (17.66%) and religious (45.06%) resources. The response of the respondents in the study site is shown in fig.4.13.

It is also need to train local guides to be able to explain about local culture, ecology and environment, plants and animals and should have friendly behaviors to promote tourism To foster the tourism in the study site there is need to manage properly services required to the tourists such as local and long distance telephones, post office, internet, laundry service, fast foods shop etc too.

Package tourism development in the study site can prolonged visitor’s average length of stay. Camping and tents and home stay may be best for ecotourism foster.

4.5 Facilities Available

4.5.1 Transportation:

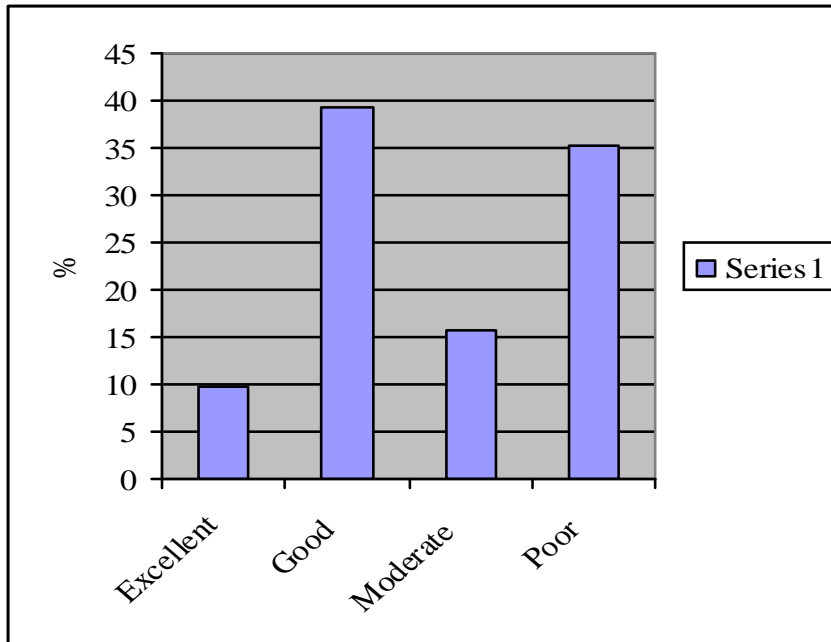
Transportation related to the access to road, road includes three types: paved road, vehicle passable dirt road, and vehicle impassable dirt road. In Nepal, only 37% of households have paved road within 30 minutes, while 27% have to travel for 3hours. On the other hand, 68% have access to vehicle passable dirt road within 30 minutes.

Table 4.14: Status of Transportation in the Study Site

SN	Status of Transportation	No of Respondents	Percent of Respondents
1	Excellent	9	9.8
2	Good	34	39.21
3	Moderate	13	15.68
4	Poor	30	35.29
	Total	86	100

Source: Field Survey, 2009

Fig.4.14: Status of Transportation in the Study Site



According to the study, the response of the total respondents of the study site on the available facilities of transportation for the study site was excellent (9.8%), good (39.21%), moderate (15.68%) and poor (35.29%). The response of the respondents regarding the existing status of transportation facilities is given in fig.4.14.

The means of transportation need to be managed to reach the destination place. Proper motorable road and foot trail need to be managed for ecotourism development in the study site.

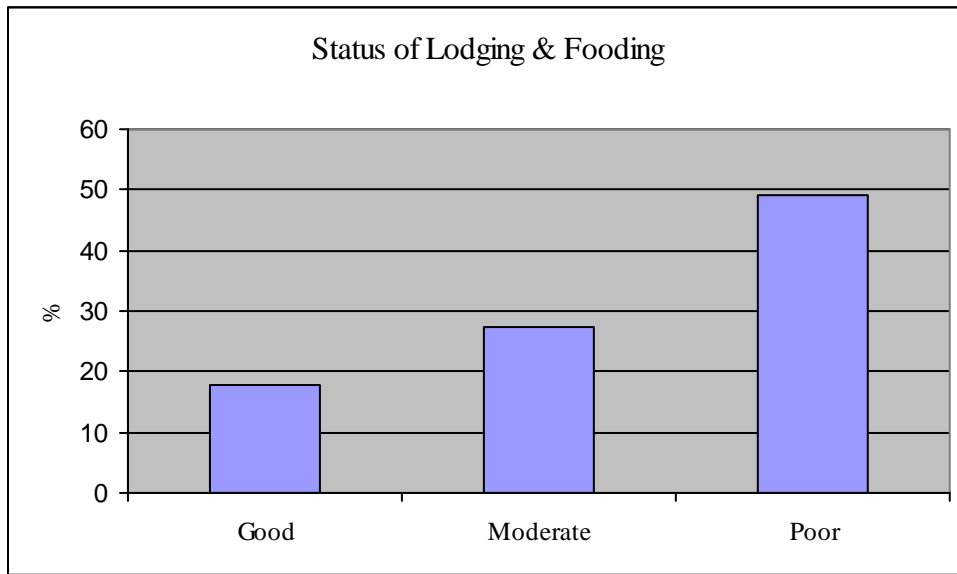
4.5.2 Lodging & Fooding:

Table 4.15: Status of Lodging and Fooding in the Study Site

SN	Status	No of Respondents	Percent of Respondents
1	Good	16	18.65
2	Moderate	25	29.45
3	Poor	45	51.9
	Total	86	100

Source: Field Survey, 2009

Fig. 4.15: Status of Lodging and Fooding in the Study Site



The response of the total respondents of the study site on the available facilities of lodging & fooding in the study site was good (18.65%), moderate (29.45%), and poor (51.02%). The response of the respondents regarding the existing status of lodging & fooding facilities in the study site is shown in fig.4.15.

Accessibility, infrastructure and uniqueness of the places and proper management of the amenities play great role in attracting tourists (Yonzon, 2000). So, the amenities (hotel and resorts) should be well managed to foster the tourism.

CHAPTER 5

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary:

The study was conducted in the Barahachhetra having objective: “to find out baseline information on ecotourism potentiality in Barahachhetra”. The qualitative and quantitative study was carried out by closed and opened types of questions and direct observation. The study has been summarized in the following points:

1. The Khas (Brahmin/Chhetri/Thakuri), the most dominant and various Janajati (indigenous peoples) like Tharu, Nath, Magar, Yadav and Newar were the ethnic composition.
2. The literacy status was: 10.99% general (who can read and write but no school attainment), 27.33% primary, 23.71% secondary, 15.12% SLC and 22.54% illiterate.
3. The per capita income of the total population of the study site was NPR 8174.83.
4. The involvement of people in respective occupation were 34.02% in agriculture, 9.95% in service, 7.04% in business, 0.59% in remittance, 5.15% in labor, and 32.5% were students.
5. The landholding size was given as 49.02% households were 0-0.339 hectare landholding, 29.21% households were 0.339- 0.678 hectare land holdings, 19.72% households were 0.678- 2.71 hectare land holding and 7.84% households were more than 2.71 hectare land holdings.
6. The status of food sufficiency was given as: 35.29% of the households had scarcity of food for 0 – 6 months while, 21.57% households have food deficit for the whole year (i.e.12 months). Similarly, 19.61% households have no deficit of food and 23.53% households have food surplus.
7. Almost all households used fuel wood as a major source of cooking energy (94.32%). Tukimara (39.22%) and Kerosene (70.66%) were used for lightening purpose. The access to electricity was 49.02% to the total households of study site in average. In average the installation of biogas was 3.92% in the study site and the use of LP Gas was 13.72% in the total households of study site.

8. The well (37.25%), Jaruwa (31.37%), Stream (15.72%) and tap (17.65%) were the sources of drinking water in the study site.
9. The study site was lies tropical and sub-tropical region, so the vegetation like Sal (*Shorea robusta*), Sisoo (*Dalbergia sisoo*), Acacia catechu (Khayer), Bambax ceiba (simal), etc. were found. Similarly, various significant birds and animals were Chari Bagh (*Felis bengalensis*), Ban biralo (*Felis chaus*), White rumped vulture (*Gyps bengalensis*), Red headed Vulture (*Sarcogyps calvus*), Brown Hawk Owl (*Ninox scutulata*), Rato tauke suga (*Psittacula roseate*), Maina (*Gracula religiosa*) etc.
10. The purpose of visit of the tourists in the study site was religious (45.09%), natural view (21.53%), recreation (29.41%), and study (1.49%) respectively
11. According to respondents of the study site regarding the future potentiality for ecotourism was excellent (31.37%), good (52.94%), moderate (11.76%) and poor (3.92%).
12. The response of the respondents of the study site on the means of tourism that may be well developed in the future because of natural (37.25%), cultural (17.66%) and religious (45.06%) resources.
13. The deforestation, smoke from fuel wood, water pollution and dust pollution were the environmental problems.
14. The flow of tourist was not satisfactory.
15. In the study site, the availability of transportation was some what good but still need to improve. Similarly, the available facilities such as lodging and fooding wear seen to be poor. So, it is needed to improve for flourishing tourism.

5.2 Conclusion:

The study clearly states that according to religious, natural and cultural point of view, the place has high potentiality of ecotourism. In addition to promote tourism in the site, need to introduce number of facilities and proper plan and policy. Hence effective study, planning, management of potential site and services would ensure sustainable growth of ecotourism.

5.3 Recommendations:

-) Currently, for tourism promotion, local people should be aware of importance and way of promotion of tourism i.e. ecotourism along with publishing the site in national and international level through different media. The initiation should be taken by municipality, local development office and district development committee. The basic requirements such as lodging, fooding, pure drinking water supply, electricity, communication, and transportation etc. for the visitors should be managed. A package program can be developed for currently tourism development in the site. The local people should be trained to develop manpower at local level in order to provide efficient services to the tourists.

-) For tourism promotion in future, other tourism potential site should be recognized and linked with the site and develop a trekking routes. The plan and policies should be formed for well development of infrastructure such as transportation, well equipped hotel and lodges. A tourism information center should be established in the district for better publicity of the tourism sites.

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