

# CHAPTER – I

## INTRODUCTION

### 1.1 Background of the Study

Tourism is the world fastest growing industry in the world and Nepal as well. Nepal is the country of Mount Everest similarly national as well as manmade heritage of Nepal is famous and popular all over the world. Various places are listed in the world heritage site. Hospitality, friendly people, numerous attraction, unique culture are the main source of tourist attraction in the country. In Nepal tourist flows seem high in the years of 1998 and 1999 AD but since 2002, flow of tourist is decreasing order. In this case, numerous factors are responsible, such as conflict, political instability, lack of marketing, regional unhealthy competition, wrong dissemination about Nepal's and soon. However tourism is the remaining bread and butter of the Nepalese people. The future of the country depends mainly on the tourism potentiality of Nepal. Nepal is a rural country because majority of the people reside in the rural areas thus rural tourism is the most feasible sector for the development of the country. By considering, the fact that various programmes have been launching for the promotion of rural tourism in the country. Tourism itself has been providing the job opportunities directly and indirectly; at the same time tourism is initiating to protect the culture and natural heritage in the country.

Rural tourism is a relatively new concept as well as must be an integral part of the whole tourism scenario and to be looked upon as supplementing the whole effects, which is of interest not only to those in the tourism industry but also the developed professions policy makers and

local communities as a potentially uncreative mechanism of conserving the natural resource base. The objective of rural tourism despite often ambiguous is to attract tourist to natural areas and use to revenue for local conservation and economic development activities.

The aim of rural tourism is to increase that net basifies to rural people for tourism, and increase their participation in managing the tourism product. it more tourism can be develop in rural areas, particularly in ways that involve high local participation in decision and enterprises, then poverty impacts are likely to be enhanced. The nature of rural tourism products, often involving small scale operation and culturally based of farm based products can be conducive (Conducive) to wide participation. Tourism can also bring a range of other benefits to rural areas, such as infrastructure development and spin off enterprises opportunities. This paper thus assumes that strategies to father develop rural tourism can be one part of a pro-poor tourism agenda.

However, developing rural tourism has its challenges. Any successful tourism development, whether pro-poor or not, depends on commercial, economic, and logistical issues, such as the quality of the product, accessibility and infrastructure of the destination, availability of skills and interest if investors. In most of these aspects, rural areas may well be at a disadvantage compared to urbanized and more developed areas. There challenges may be compounded by political and institutional obstacles, particularly in developing countries, i.e. the administrative complexity of dealing with low-populated areas, the lack of policy co-ordination between rural development and tourism development and low priority provided to rural areas by central government. Thus ways to deal with there challenges are needed.

Tourism sector share 24 percent of the total foreign currency carrying of the nation. It contributes 4 percent GDP. (Himalayan times 2003) .she has such many places and sectors popular scenic beauty for the nature lover, culture heterogeneity and generosity, which can attract various kind of tourist. Nepal may be such a destination for tourist by foreign as well as national adventure if the possible areas are developed from well managing touristy point of view. Among such places, Dhankuta is one of such crucial places where there are many areas possible to develop in touristy point of view. For this ,rural tourism is the vital area for its possible scope by which it would be possible scope by which it would be possible fetching foreign as well as national currencies more their areas.

## **1.2 Statement of the Problem**

Tourism is the important sector to generate revenue for the national development and enhancing the national economy. There are many places and sectors, which are district and potential areas for this. Among them, Dhankuta is such place where there many places and things famous for their own identification. There resources have high potentialities in use for the tourist attraction. Dhankuta Bazar is such distinct place, which have highly susceptible destination to develop as tourist point of view. As a potential area for tourism development in this locality and its research is the essential issue.

Tourism is not only creates the benefits but also creates the challenge such as cultural erosion, disease transmission, early marriage, multi-marriage, dirtiness and so on. Despite of numerous opportunities it has also emerging challenges as a by product, which affects not only the social interaction but also the social fabric environment and biosphere as a whole. Those challenges further lead to the vulnerable condition and

vicious circle of poverty. By considering the fact that the situation of challenges and opportunities exploration and challenges reduction is the burning issue of the tourism sector. It is one of the main problem for the sustainable tourism development in the nation.

Danda Bazaar is a famous place of Dhankuta, which is already obvious. Furthermore, there is a potentiality for recreation by watching other additional beauty i.e. lofty mountain, lovely forest, gently slopping hills and well managed rural life. Hence the potential sector of these natural aspects is the issue of its study.

Danda Bazar is the center village of the Chaubise area (which occupied the 50 percent of the whole district) where we find various ethnic people i.e. Brahmin, Chhetri, Limbu, Magar, Yakkha, Kami, Damai, etc. There people have their own culture way of life may be the crucial issue of cultural tourism.

Almost all of the people of this area are involved in agricultural activities. Dhankuta itself popular hilly district for fetching income by cash crops livestock product, tree, ginger, round chilly, to mallow milk etc. Due to these resources, Dhankuta is among the hilly district where only circular migration is found. So the main attraction of it is the agri-business which is the issue of highest for promoting internal as well as foreign tourist by agro-tourism.

### **1.3 Objectives of the Study**

The general objective of the study is to analyze the potentialities of the Danda Bazar Village Development Committee for rural tourism development approach. To fulfill the above objective, there are following specific objectives as:

- ❖ To highlight the natural scene of Danda Bazar area.
- ❖ To analyze the potentialities of cultural tourism of the respective area.
- ❖ To examine the potentialities of the agro based tourism.
- ❖ To highlight the potentialities of the religious tourism.

#### **1.4 Significance of the Study**

It is appreciable to observe that the importance of rural tourism is being to precipitate over the surface of public awareness. Mr. Indra Kumar Pradhan had already indicated the value of rural tourism in his earlier contribution titled, “Development of Rural Tourism”, published in The Rising Nepal, May, 20, 1993. A relevant extract of this feature of for reference reads as, “Concrete policy and strategy have to be involved governing diversification of tourism economy towards potential rural centers. Rural tourism and tourism related feeder enterprises at the grass roots level would help activities private entrepreneur efforts in the rural areas, which otherwise possess much of the yet unblemished natural charms, simplicity, peaceful environment and their own cultural peculiarities towards which the new generation of the tourists will actually be drawn. Besides providing collateral support to the rural economic development, it will help to deconcentrate stagnating urban economy towards lesser developed areas of the country at large.” Today's tourists are stated with the monotonous uniformity of tourist service facilities and attraction. The modern visitors frantically searching for “different” and “off the beaten track” place in the remote, peaceful countryside and rural environment with much of the eco-cultural luster,

yet, unmellowed by time and human civilization. Thus development and promotion of well-knit rural tourism program is inevitable.

Nepal's tourism industry has expanded significantly over the last two decades, attaining a surprisingly higher pace of growth in terms of development of tourist facilities and other tourism related ancillary business. It is however regrettable that the major percentage of tourist revenue is swallowed by a limited section of the hospitality industry and travel trade business concentrated within the capital village of Kathmandu only. The gap between the lowest rural economy and lavishly prospering urban economy is causing severe cracks in the social fabric of Nepalese society, gasping for fresh air in quest of balanced survivality. Hence, pilot projects are essential for implementing integrated rural tourism development program in selective villages, rather than just superficial type of commercial operation going on currently, primarily to extract tourist revenue only. Such project needs to be given priority at grass-roots, as integral component of national development program. These efforts will help to widen the scope for visitors to "know Nepal better." Through home stay rural tourism activity. The program further catalyses balanced redistribution of tourist revenue to the four-flung backward areas to uplift and upgrade rural quality of life through off-farm activities. The scheme helps to diversity weakening tourism products and creates new and interesting offers under the rural tour program allowing mere participation in the social and cultural lifestyles, environmental aspects and so on. New horizon of tourism experience becomes visible for visitors to Nepal. Evenly facilitated touristy sites help to disperse tourist flow out of congested urban centers, besides allowing percolation of tourist spending to the lowest possible strata of the society all the way down to the rural segments. One gains satisfactory tourism experience in

the village with their green agricultural environment for walking, hiking, camping or as home-stay paying guests.

Thus, rural tourism development is the most essential element for our national development. It is regarded as a means of creating income generation and creating income generation and creating employment opportunities. It is also aimed at diversifying and improving local economies without exerting any adverse environmental and ecological impact. Rural tourism may also ultimately bolster national economy by making the visitors stay longer in the country. Furthermore, sustained tourism may not only check the prevailing problems of migration of rural people in urban areas but also help integrated community development by involving people in the wise use of natural resources and environment management.

Dhankuta is famous for its own natural beauty, its commercial cash cropping and public home. There is the property of it; through it is not so developed like Pokhara, Chitwan, and the villae model like Madan Pokhara in Palpa, Sirubari in Syngja and Ghale Gaun in Tanahun by developing tourism sector. Therefore, this research will be helpful for those people who take interest in rural tourism, developments planner as well as local planner to emphasis upon it.

### **1.5 Limitation of the Study**

This study is based on developing rural tourism of Danda Bazar VDC of Dhankuta District. This District has in the eastern part of Nepal with 35 VDCs. Among them Danda Bazar VDC lies east-south part of the district with, 2977 population (DDC profile of population census 2001). The study has been very specific like that of case studies. So, the finding from this study has been more suggestive rather than conclusive. The

concluding analysis of this study may not be generalized in the context of national aggregate level because of limitations. For the limitation of study areas following factors are regarded.

- a. The sample use in this study has been taken from Danda Bazar VDC, Dhankuta District which has not been taken as a representative of the whole country.
- b. The study is fully depended on the field visit as well as interview method for the data collection from the study area.
- c. The study is an academic work, so it is observed as a case study of a non experience researcher.
- d. The study conducted within the given time frame and financial limitation.

## **1.6 Organization of the Study**

The whole study of the research has been divided into six different chapters, including appendix and annexes.

The first chapter describes the introductory part which contains historical as well as modern development and background of the developing rural tourism in the world and in Nepalese context. Statements of the problem, objectives, significance and limitation have been also presented in the chapter.

The second chapter is mainly associated with the research methodology, being an essential tools and techniques for the completion of research work.



The third chapter associates with review of the literature on rural tourism as well as other related books and articles which is brought for fulfill the research work.

The fourth and fifth chapter is concentrated on data analysis and defined the real situation developing rural tourism in Danda Bazar VDC of Dhankuta District, specially relating with Nepalese rural society.

And the last chapter contains summary, conclusion and recommendation that are significant for the justification of research work.

## **CHAPTER-II**

### **METHODOLOGY OF THE STUDY**

This chapter explains about the preparation and execution of the field work for this study justification of the utilization of favor instruments in the field together with the description, the way of presentation and the analysis of the received information and data.

#### **2.1 Site Selection for the Case Study**

One of the crucial issues of field work is the selection of study area because it is certainly a difficult task to select an appropriate site on the possible sector and places. Considering the common base in site selection Danda Bazar is selected to cover the holistic reflection of the whole are of Dhankuta as a place of attraction for the rural tourism in the field of eco-tourism, cultural tourism, village tourism, agro-tourism and religious tourism.

#### **2.2 Research Design**

The nature of the study was both descriptive and exploratory. Further more both quantitative and qualitative data were used in this research. It was descriptive as it was based on detail investigation and records of the study site. On the other hand it was exploratory as the information derived from the study was focused for analyzing the tourism development actives for the prospects of rural tourism in Dhankuta District.

### **2.3 Nature and Sources of Data**

On this study, primary and secondary both types of information were used. However, primary information was given due attention for the analysis and interpretation. To achieve the primary information various tools were adopted and for the secondary information, various published and unpublished materials were consulted.

The initial work started from the library work where the various information related to the population household, caste, ethnic and religious background were informed to the respective area.

### **2.4 Sampling Procedure**

- ) Danda Bazar VDC of Dhankuta District was the universe of the study. The total population of the VDC is 2977. Among this, the active population (18 years-60 years) is only 2017.
- ) The VDC was purposively selected. Being situated in remote places, it holds huge potentiality and prospects of tourism.
- ) The active population of all groups was randomly selected. Moreover, due attention was paid for the size of sample from the universe.

- ) The VDC has altogether 621 households. Among them 100 households were randomly selected and from each house, one active member was selected as respondent to collect tourism information for the study. In other words altogether 100 respondents were selected for the study.
- ) Besides them ten key respondents were selected to collect relevant information for the study.

## **2.5 Data Collection Technique**

Using techniques of questionnaire, report building, group discussion, observation, interview and so on. For this purpose, questionnaire and checklist instrument was applied. On the other hand secondary data are also collected from books, magazines, newspaper, published and unpublished documents etc.

## **CHAPTER – III**

### **LITERATURE REVIEW**

#### **3.1 Conceptual Review**

This part of the report is concentrated to review of related books, journals, newspaper etc. There were many related materials accessible methods are reviewed. Concept about tourism and feasibility study report is reviewed in this section.

Tourism is one of the world's largest market sectors. Each year million of tourism travel within and outside their own counties. Compared to other Asian countries, tourism in Nepal has grown at a slow rate primarily, because Nepal doesn't fall within the main stream of various routes. Thailand within less than a decade has been able to develop itself as a key tourist destination with over four million tourists visiting annually. India has a strong market for domestic tourism and international tourism has also been growing faster than Nepal. It has shown the Asian condition of tourism including Nepal. Secondary and field survey methods have employed.

#### **3.2 Tourism Perspectives**

In the world, 'Travel' is as old as mankind and by nature human beings are fond of traveling. Human travel has started since nomadic times when they traveled and migrated for food and shelter due to natural compulsions.

The true consciousness and the anxieties of human nature encouraged traveling for the new findings. Thus, "the origin of tourist industry can be traced to the earliest period of human habitation on the globe. Of course,

there exists a difference between modern traveling during the early period. But it is the habit of traveling which has initiated the growth of this industry. Traveling in those far off days was a must for the survival and existence of early men. But with the advent of civilization and change in the human outlook, the meaning of traveling has been shifted from the necessity to the desire of taking marvelous adventures.

Prior to the advent of the industrial revolution, travel was primarily related to the trade, the desire for military conquest or the performance of group rites. It was principally the traders, in the early historical period, who blazed the trail by establishing national trade routes and communications, which later extended through the region and finally to other continents. Thus, it was trade that first motivated travel in the real sense. Later, the advent of modern means of transport and communication has uplifted tourism by facilitating and encouraging traveling. This developed form of traveling in modern terminology is known as 'tourism' today. National committee on Tourism, India defined it as, "The new phenomenon of traveling in per suit of leisure, culture and the quest for knowledge about alien lands connotes the concept of tourism. The growth of tourism is closely related to the ease and speed of travel, economic growth and political development.

Tourism grew gradually over the years as easier and faster means of travel became available. Mass tourism started in Europe only in late 19<sup>th</sup> century but today it is a worldwide reality. "Today tourism revolution is sweeping the globe, a revolution promising much and delivering a great deal. It has emerged as the most lucrative business of the world, having tremendous potentiality for earning foreign exchange, yielding tax revenue, promoting growth of ancillary industrially backward region through its various linkage effects (Sing 1994). In concise form we can

say that travel is rooted in the ancient past but tourism is a recent phenomenon of modern origin.

Tourism has been defined in different ways by various authors and concerned organizations and, yet, there is no universally accepted definition of Tourism. Herman Von Schullard (1910), the Austrian Economist gave the first definition of Tourism. He defined tourism as the ‘sum total of operations, mainly of economic nature, which directly related to the entry, stay and movement of foreigners inside and outside a certain country, city or region.

The most widely used and popular definition of tourism is one prepared by the United Nations conference on International Travel and Tourism held in Rome in 1963. This definition was recommended by International Union of Official Travel Organizations (IUOTO) in 1908. Again, in 1993 the United Nations Statistical Commission adopted Rome definition of tourism in revised form prepared by World Tourism Organization (WTO) as a follow up to the Ottawa International Conference on Travel and Tourism statistics, jointly organized by WTO and the Government of Canada in June 1991. In this definition WTO has developed a schematic breakdown of all Travelers. A traveler is defined as “any person on a trip between two or more countries or two or more localities within his her country of usual residence” (WTO, Framework for the Collection and Publication of Tourism Statistics, Madrid).

World Tourism Organization has defined ‘tourist’ in precise term as “Any person who travels to a country other than that in which he/she has his/her usual environment for a period of at least one night but not more than one year and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited. This term

includes people traveling for: leisure, recreation and holidays; visiting friends and relatives; business and professional; health treatment; religion/pilgrimages and other purpose” (WTO, 1996: 24).

Thus, tourism comprises "the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" (WTO, Recommendation on Tourism Statistics).

According to Webster new international dictionary, 1975, tourism is "Traveling for Recreation." Similarly, the term tourism was first defined as the sum total of operations, mainly of economic nature which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or region. The function of tourism is to import currency from foreign resources into country. Its Impact is what tourist expenditure can do to the hotelkeepers.

Thomas Cook developed the first concept of modern tourism. "Thomas Cook" father of travel 1841 started tourism while as the first steamship was invented 1830 (CTEVT, 1997). He is respected as a father of modern tourism. The industrial revolution and mechanism increased the wealth and surplus time and developed the attitude of out going because of which such tourism became organized and established institution.

According to Swiss Professors Huziker and Krafts "Tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers, provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity. (Bhaita: 1995:34).

### **3.3 Present Scenario – Global Perspectives**

Tourism has emerged as an industry which according to World Tourism Organization, in 1989 generated approximately 74 million jobs in its direct and service oriented industries, such as airlines, hotels, travel services, and publications (Eadington and Smith: 1994).

The World Trade Organization predicts that international tourism by the years 2000 and 2010 will involve 702 million and 1108 million visitors, respectively. This tourism will have significant economic and environmental implications worldwide (Nepal, 1997).

Madrid (1999) International tourist arrivals grew by a solid 2.4 per cent worldwide in 1998, despite fallout from Asia's economic crisis, which depressed travel throughout the Pacific Rim countries.

According to preliminary results released by the World Tourism Organization, 625 million tourists visited a foreign country in 1998. Receipts from international tourism, excluding airfares, climbed 2 percent to US\$ 444.7 billion.

Arrivals to South Asia grew by 5 percent – twice the world average – to reach 5 million tourists, while receipts climbed 2.8 percent to US\$ 4.4 billion. India, which accounts for nearly half the regional total, managed to maintain a growth rate on 1 percent in arrivals by attracting increasing numbers of European tourists. Iran achieved significant tourism growth of 21 percent in terms of arrivals and 22 percent in earning, although starting from a very low base. Sri Lanka also showed good tourism growth with an increase of just over 4 percent in arrivals and a jump of nearly 10 percent in tourism receipts. The Maldives is becoming an increasingly important destination in the South Asia region with a strong increase in tourism of about 10 percent last year. (Source: <http://www/cybrary.com.sg/pages/e-learning/wto2.htm>)



Nearly twenty years ago the American futurologist Herman Kahn (1976) predicted that by the end of this century tourism would be one of the largest international industries in the world; it appears that he was correct. Already the international tourism and travel industry is four times as large as the international arms trades and twice as large as the trade in petroleum product. By 1990 tourism expenditure in the United States, including both domestic and overseas, was nearly twice as large as expenditure in all forms of education and was only surpassed by the health and medical services.

Rob Davidson and Rober Maitland (1997) has mentioned that 'From its early origins as an indulgence restricted to the rich and leisured classes, tourism has grown to become an inseparable part of modern life and an integral part of social, cultural and economic activity in western Europe, as in other parts of the developed and developing world. The European Union 1995 Green Paper on tourism remarked that: "More than a matter of habit or a heterogeneous set of economic activities, tourism has become, within less than a century, a determining factor in the life of millions of people. Tourism changes with the improvement in living and working conditions and is simultaneously an essential element of this improvement and a result of it."

(Commission of the EC, 1995)

### **3.4 Current scenario (Nepalese Perspective)**

Nepal's economy is generating US\$170 million annually and attracting just fewer than half a million foreign visitors-463646 in 2000 (MOCTCA2001). Tourism provides direct and indirect employment for over 300,000 people is Nepal's major earner of foreign exchange dollars and represents 15% of total export earning (Nepal Tourism Board, 2001).

In this scenario, there is no doubt that expansion of tourism to villages will contribute more to be economic development for the country like Nepal.

Tourism plays an indeterminate role in Nepal's economy. It has become a pillar for economic development in recent years. According to a study of World Tourism Organization (WTO), one incoming tourist in a particular country provides direct and indirect employment to nice persons. The tourism sector accounts for about 19 percent of foreign currency earnings. On top of this, the sector pays for more than 33% of total revenues to the government.

Economic Survey (2003/2004) has evaluated overall present situation of Tourism in following manner:

- The number of tourists visiting Nepal, from mid-December 2001 to mid-December 2002 declined by 23.7 percent. The number of tourists visiting Nepal from mid-December 2002 to mid-December 2003, however, increased by 21.5 percent. Average duration of stay per tourist has also increased from 7.92 to 9.5 days during the review period.
- In terms of purpose of visit, most tourists came for recreation, trekking and mountaineering. In period of mid-December 2002 and mid-December 2003, 40.0 percent of the tourist arrival was for recreation, 21.5 percent for trekking and mountaineering, 6.2 percent for trade, 6.5 percent for official visit, 4.5 percent for pilgrimage and 21.3 percent for miscellaneous purposes.
- In terms of origin, it is estimated that 31.9 percent came from Western Europe, 7.7 percent from North American, 3.1 percent

from Australia and the Pacific, 1.9 percent from Eastern Europe, 1.0 percent from Central and South America, and 0.4 percent from Africa during the period between mid-December 2002 and mid-December 2003. Tourists from Asia shared 54.0 percent including 24.0 percent from India alone.

- There are a total of 108 Star category hotels in the Kingdom, 4 of them added during mid-December, 2002 through mid-December 2002. Non-star hotels totaled 858 including 19 added during this period. Number of beds in the Star-level hotels increased by 2.4 percent and by 1.5 percent in non-star hotels. The total number of beds in the star and non-star level has reached 10,535 beds and 27, 735 beds respectively. There was 2.4 percent increase in the number of hotels and the number of beds increased by 1.7 percent during the review period.
- Analysis of mountaineering expeditions and the mountaineers arriving between mid-January to mid-June 2003 (FY 2002/03) and Mid-July to mid-December 2003 (FY 2003/04) revealed declines in all parameters like number of mountaineering expeditions, seasonal employment, receipt of royalty, and the expenditure of the mountaineers. Nonetheless, the seasonal employment during the period of mid-January to mid-July of FY 2002/03 increased compared to mid-December 2002. During mid-January to mid-December 2003, number of group tourism increased to 152 from 134 of such period of the previous year. Number of mountaineers during this period increased from 913 to 1080 and employment from 9928 to 14838. Royalties from these expeditions went up from Rs 128.19 Million to Rs. 181.36 million. Amount of money spent

by the mountaineers during this period also increased from Rs. 600 Million to Rs. 630 million.

- Nepal Tourism and Hotel Management Academy (NTHMA) is engaged in production of skilled manpower needed for tourism promotion. Academy conducts training in tourism business operation to encourage rural people to invest in such ventures for the promotion of rural tourism. The NTHMA is also producing skilled manpower required by the urban-based tourism industry. Accordingly, 787 persons were trained in FY 2002/2003. A total of 1134 persons have already received training from this academy in the first eight months of FY 2003/2004.

### **Foreign Exchange Earnings from Tourism Sector**

- Compared to FY 2001/02, foreign exchange earnings from the tourism sector in FY 2002/03 increased by 35.7 percent totaling Rs. 11.75 billion. This sector earned about Rs. 7.17 billion in the first 6 months of FY 2003/04. In terms of foreign exchange earned from the commodity export, earnings of this sector in the said period of FY 2003/04 accounts to 27.3 percent. Its ratio to total earnings from commodity export and services combined is 18.0 percent. In the total foreign exchange earnings, its share is 9.1 percent. All the three ratios were in the higher side compared to those of FY 2001/02.
- The Nepal Tourism Board is engaged to enhance the standard of tourism industry, improve and develop infrastructure, and to promote and manage international tourism market. Its current program of tourism promotion includes feature film production,

organizing tourism, festivals, production and distribution of materials on tourism, and international exposures.

- Among various other promotional programs implemented in cooperation with Government agencies and the private sector, “Destination Nepal” campaign is significant from the standpoint of tourism promotion and creating public awareness.

**Table 1: Number of Tourist Arrival and Length of Stay**

Year	Total Number+	Tourist arrival by air	Average of Stay (in days)	Annual Growth Rate (%)
1988 Dec	265943	234945	12.00	7.20
1989 Dec	239945	207907	12.00	-9.78
1990 Dec	254885	226421	12.00	6.20
1991 Dec	292995	267932	9.25	15.00
1992 Dec	334353	300496	10.14	14.10
1993 Dec	293567	254140	11.94	-12.20
1994 Dec	326531	289381	10.00	11.20
1995 Dec	363395	325035	11.27	11.28
1996 Dec	393613	343246	13.50	8.30
1997 Dec	421857	371145	10.50	7.20
1998 Dec	463684	398008	10.80	9.90
1999 Dec	491504	421243	12.80	6.00
2000 Dec	463646	376914	11.88	-5.70
2001 Dec	361237	299514	11.93	-22.10
2002 Dec	275466	218660	7.92	-23.70
2003 Dec*	334610	265589	9.50	21.50

+ Including Indian Tourist

\*Estimated (Source: Ministry of culture, Tourism and Civil Aviation)

**Table: 2 Number of Tourist by Purpose of Visit**

Purpose of visit year (December)	Pleasure	Trekking & Mountaineering	Business	Official	Pilgrimage	Meeting & Seminar	Other	Total
1988	200775 75.5	36937 13.9	12008 4.5	9781 3.7	- -	- -	6442 2.8	265943 100.00
1989	180973 75.4	40093 16.7	2630 1.1	12275 7.1	- -	- -	3974 1.7	239945 100.00
1990	168552.0 66.1	39999.0 15.7	11728.0 4.6	29416.0 11.6	- -	- -	5190.0 2.0	254885 100.00
1991	177370 60.5	42308 14.4	14601 5.0	37274 12.7	9103 3.1	5441 1.9	6898 2.4	292995 100.00
1992	237711 71.1	35166 10.5	31765 9.5	20967 6.3	7219 2.2	812 0.2	710 0.2	334353 100.00
1993	170279 58.0	69619 23.7	19449 6.6	15812 5.4	10429 3.6	5367 1.8	2566 0.9	293567 100.00
1994	168164 51.5	76856 23.5	23522 7.2	20431 6.3	5475 1.7	5361 1.6	26722 8.2	326531 100.00
1995	183470 50.5	84524 23.3	21829 6.0	20090 5.5	5257 1.4	5272 1.5	42953 11.8	363395 100.00
1996	209377 53.2	88945 22.6	25079 6.4	20191 5.1	4802 1.2	6054 1.5	39165 10.0	393613 100.00
1997	249360.0 59.1	91525 21.7	27409 6.5	24106 5.7	4068 1.0	5824 1.4	19565 4.6	421857 100.00
1998	261347 56.4	112644 24.3	24954 5.4	22123 4.8	16164 3.4	5181 1.1	21271 4.6	463684 100.00
1999	290862 59.2	107960 22.0	23813 4.8	24132 4.9	19198 3.9	5965 1.2	19574 4.0	491504 100.00
2000	255889 55.2	118780 25.6	29454 6.4	20832 4.5	15801 3.4	5599 1.2	17291 3.7	463646 100.00
2001	187022 51.80	100828 27.90	18528 5.10	18727 5.20	13816 3.80	- -	22316 6.20	361237 100.00
2002	110143 40.33	59279 21.50	16690 6.20	17783 6.50	12366 4.50	- -	58907 21.30	275468 100.00
2003*	133844 40.00	71941 21.50	20745 6.20	21749 6.50	15057 4.50	- -	71274 21.30	334610 100.00

Notes: Numbers in bold represent percentage of total

\*Estimated

Source: Ministry of culture, Tourism and civil Aviation.

**Table: 3: Foreign Exchange Earnings From Tourism**

Year	Total	As % of	As % of	As % of	As % of
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	Foreign Exchange Earnings From Tourism	Total value of Merchandise Exports	Total value of Exports of Goods & Non-Factor Services	Total Foreign Exchange earnings	GDP
1	2	3	4	5	6
1988/89	2735.3	65.0	28.2	24.5	3.3
1989/90	3121.2	59.5	28.5	23.3	3.2
1990/91	3587.6	47.1	23.5	21.8	3.3
1991/92	5016.9	35.9	19.5	20.0	3.6
1992/93	5966.0	34.5	26.7	17.6	3.7
1993/94	8251.7	42.7	22.4	18.9	4.1
1994/95	8973.2	50.8	21.8	17.3	4.1
1995/96	9521.2	47.9	23.3	21.4	3.8
1996/97	8523.0	37.6	13.7	17.6	3.0
1997/98	9881.6	35.9	17.4	15.2	3.3
1998/99	12167.8	34.1	18.5	15.9	3.6
1999/00	12073.9	24.2	13.0	8.8	3.2
2000/01	11717.0	21.0	12.0	7.4	2.9
2001/02	8654.3	14.9	10.6	6.1	2.1
2002/03	11747.7	23.1	15.2	8.2	2.6
2003/04*	7166.1	27.3	18.0	9.1	1.5

\*First Six months

Source: Nepal Rastra bank

In the training manual explain that Nepal needs to regain its international competitiveness in tourism to make greater contribution to national economic development and to mountainous areas through an integrated process of quality control over tourism products, sustainable development, marketing and promotion. There is an immediate need to forge a greater public/private sector partnership in tourism. Stated statement shows that role of tourism in sustainable development of country and community.

The training manual also emphasized that altogether 11,172 people were directly employed in the tourism sector, 53 percent of them were employed in hotels and the rest in travel and trekking agencies and airlines. But most of them were employed in Kathmandu Valley. Rural tourism can promote the rural community generating local employment.

Similarly, "Training Manual for Policy Planner in Tourism and Related Areas" mentioned that the increase in tourism sector covered from Rs 636.8 million in 1980 to Rs 8251 million in 1994, at current prices, with an average annual growth rate of about 17 percent. The share of tourism earning in total value of foreign exchange earning has fluctuated between 20 to 30 percent. The average contribution of tourism earning to GDP has increased from 2.3 percent in 1980 to 4.2 percent in 1994. Mentioned statement show the economic potentiality of tourism development.

Same manual on "Mountain Tourism for Local Development" included that tourism may partially be the reason for infrastructural development in some remote areas. It is most likely that airstrips, midges, and trails would not have been developed. So early if tourism had not been introduced in these areas without the development of tourism, the limited resources of the government and local people would, perhaps, not have been adequate to build the entire infrastructure available in areas such as SNP, ACAP and LNP. For example the infrastructure that has been developed by the Hillary trust in Khumbu region. Since the infrastructure condition of Danda Bazar is still poor, if infrastructure is made available, Danda Bazar may flourish as potential tourist destination.

The same manual indicated that Nepali unique geographical setting and outstanding natural beauty has created an exceptional tourist attraction. The potentiality to attract tourist into new areas is associated with the



long-haul market. There are many significant differences in the demographic, attitudinal, behavioral characteristics of potential travelers. It is always recommended to establish regional tourism organization to assess product market, match, enhance and market tourism products and create awareness amongst tour operators. (Pandey: 1995, 1996)

### **3.5 Review of Related Studies**

This part of review constitutes review of previous works related to tourism. Review is basically focused to research objectives and major findings of researchers. "Upcoming Tourism Product" published by NTB mountaineer that it is essential that every rural region (VDC, DDC) of the country should understand the potential benefits, costs and limitation of tourism if they want this industry to be successful and sustainable. Not every (rural) VDC can look to tourism to significantly bolster, or diversity its economy obstacles to successful tourism development in such (rural) areas include:

- i. Limited Accessibility and drawing power of destinations,
- ii. Dispersion and/or poor quality attraction and services,
- iii. Unflattering rural images,
- iv. Internal community conflicts,
- v. Bureaucratic over-regulation,
- vi. Difficulties in identifying and reaching niche market, and
- vii. Destination life cycles (Murphy and William, 1999). Indicated here is the role of local government and local people for the development of local level tourism such as Danda Bazar VDC.

There are ample opportunities that Danda Bazar and surrounding areas could present excellent tourism products. Enchanting new greenery, sunrise and sunset views, good weather at all time, hospitable people, and good access amalgamate to promote this place as one of the best tourist destination in the kingdom. Dhankuta, which has been the district as well as the Eastern Regional Headquarter. The district headquarter is interlinked by motorable roads with many important places within the district such as Hille, Pakhribash, Utterpani, Bhedetar, Danda Bazar. It shows the good potentiality of nature as destination for tourism.

That Danda Bazar is about 4550 km south from the district headquarters, Dankuta Bazar, and about 13 km west from Bhedetar, Tamor River in the north. Danda Bazar is the main tourist point and rural market center for the whole Chanbise area.

Dhoje Danda (2047 m highest) viewpoint is the best and famous for viewing sunrise, sunset and the beautiful views of Himalayas such as Kanchanjanga (8586 m, Makalu and Kumbhakarna (7710 m).

It shows the good potentiality of tourism in the development of locality as well as the whole country.

### **Dhoje Dada**

Many people are even now unknown about Dhoje because of lack of publicity. But it is memorable and suppressible peak that has been once there. It is Dhankuta district of Dand Bazar VDC its height is 2047 meter. Dhoje Danda view point is best and famous for veining sunrise, sunset and beautiful Himalays, such as kanchanyugha Makalu and Kmbakarna. Form Dhoje Danda we cannot only see sun rise and sunset but also can see all sixteen district of eastern region of Nepal. In anybody reach there

they will be spellbound by the cut throat beauty of Dhoje Danda. Seeing believes so plan to go there and try to believe.

To go there is no any problem because you can go there by bus from Dharan or Vedetar you can use your personal vehicle too. If you go once there than sure you will plan to go there again and again. It is not less beautiful than shree Antu and Dargeeling of east.

In the same that Dhoje Dand is well forested wit rhododendron trees. In addition to the scenic beauty of sunrise and sunset and the view of the majestic Himalaya. On the top of the hill near the seismograph (An instrument the measurement and records information about earthquake) a Rock hill and pond popularly known as Gidde Bhir and Midiwa Pokhari with an area of about 10 ropanes of land has added more beauty to the place. Attraction for tourist is essential which avaiable in Danda Bazar.

### **The Biggest Tree of Lapchetar in Waiting for Tourist**

The Biggest tree of Dand Bazar VDC ward No. 2 Lapchetar of Dhankuta District is being famous for the tourist. It is called that it is the second biggest tree of the world and the biggest tree of Asia. Although there is not enough believable evidence it is sure that it is the biggest tree.

It is unknown before democracy because the lack of publicity. After democracy when Minister Ba Bahadur K.C. reached there fortunately it got publicity and popularity. It first is 2051 B.S. Rogarani Ranger post of Dandabazar of forest department took measurement of the trees. At tha time its width was 46 feet and 2 inches and height was one hundred 21 feet. 13 Ropani of land had been covered at that time.

There is no any proof to prove how old it was but according to the oldest Mrs. Nanda Devi Baral, 84 years old, it was same in size when she was young. According to her it is more than 250 year old.

Because of publicity nowadays many internal and foreign tourists are coming to see the tree. The president of preservation committee, Gyan Bahadur Bhyandari, if it got more publicity, it would be the most attraction for the tourists.

The secretary of the committee says many articles have been published in famous news paper, for example in "Sadhana", "Desantar Weekly", "Ajako Samachar Patra Daily", "Dharan Ek Parichaya", Dhankuta Weekly", Dhankuta Ganda" etc Nepal T.V. and Radio Nepal have also broadcasting about it.

According to the last measurement in 2056 B.S. its width was 60 feet and 4 inches. Although it is famous for the tourists, the government has not taken any attention to protect and develop for the tree and the area of the tree.

The landscape of Danda Bazar is diverse including terrace, slope and flat land covered by different type of vegetation. Most of the land areas occupied by cash crops. The subtropical climate ensures good weather through out the year. Kartik and Mangsir (the month October and December) are the best months to visit this place. However, Aswin (September) and Falgun to Baishakh (February to April) are also good times to visit. Given all the statements show the importance of the place climatically and physically and good potentiality of tourism in the development of locality as well as the whole country.

William A. Mithington had made a study on upland resorts and tourism in Indonesia. This study found out that there were substantial increase and improvement of infrastructure however, shortage to meet with demand scenic resources of there upland areas were the major tourist attraction, and it became an important source of employment for local people. Besides these, there are studies on tourism conducted in the context of Nepal. J. C. Pollack studied Development of Cultural Tourism in Nepal in 1986. He stated in his study that historical movements and cultures of Nepal are an important attraction to many tourists and better use of this sector may help more for the promotion of tourism in Nepal.

J. C. Pallok in his unpublished report (UNESCO) related to development of cultural tourism summarized that tourism offers a unique opportunity for development and also brings unique challenges. It is probably the only industry in which the buyer brings money to seller. It involves a coordinated effort from people with a wide range of skill and although local attraction, such as natural environment or cultural group, may be unique, they are competing in an increasing global market. To optimize the natural, cultural and environmental asset. In light of above mentioned facts, what we find about the destination is the district and interlinked by motorable roads with many important place within the district such as Bhedetar, Hille, Uttar Pani, Pakhribash, Danda Bazar, Raja Rani, Budhabare. It shows the good potentiality nature as destination for tourism.

Besides linkage that Dhankuta district headquarter will establish with other district tourism products Danda Bazar and the surrounding areas can be linked with many other potential tourism products available in the region. The linkage will be very best trekking route from Bhedetar –

Danda Bazar – Raja Rani – Budhabare – Ranke - Phidim to Taplejung hill station.

"Tourism in Nepal: Marketing Challenges" the book by Hari Prasad Shrestha mentioned that tourists coming to Nepal gave high importance to culture and people of Nepal. They wanted to experience cultural difference in Nepal between different cultural values of its own. Tourist also gave great importance to be close with the people of Nepal and understand about Nepal. Danda Bazar has peculiar local culture and can be propagated to foreign countries.

In the same book Mr. Shrestha explained that religion, religious practice and unique amity between various religions are other attraction to influence the tourists encouraging them to visit Nepal. Danda Bazar has got more potentiality of religious tourism and can satisfy the tourists. Nepal must make an annual tourism promotion and marketing plan. Target market and segment should be identified on the basis of competitive situation. The study of Danda Bazar helps to expose the marketing.

"Social Economy and National Development: Lessons from Nepalese Experience" book by Madan K. Dahal and Horst Mund analyzed that tourism, a foundation of this sector depends on the demand by tourists to visit Nepal. This is highly competitive field. The strategy for tourism development must be directed towards attracting more tourists from Western Europe, Japan and North America that constitute 50 percent tourists visiting Nepal. Nepal's Himalyas Mountains, lakes caves, rivers, temples and places of historical and religious importance like Lumbini, Pokhara etc are major touristy attraction. Tourist in flow to Nepal at present is very small, (363,395) as of 1995. External as well as internal

tourism have to be developed to sustain the tourism industry in Nepal. Emphasized the importance of tourism in Nepal and to sustain it properly in the future.

"Tourism: A Case Study of Nagarkot", a research by Rita Bhaju planned that the kingdom of Nepal is an ancient country with a rich cultural heritage. The land is well-known for its ancient arts and architectures. It is the birth place of Lord Buddha and has a variety of scenic beauty which may not be found in other countries. This is perhaps due to a wide range of peaks including Mt Everest existed in Nepal. The research by Rita Bhaju shows the cultural and natural potentiality of Nepal as tourist destination.

"Tourism Education and Training in Nepal: Linkage to Sustainable Tourism a Seminar Paper presented by Ananda Ghimire stated that Nepal is the second "Ultimate Destination" after Newzealand and best managed eco-tourism country of this world. Our rafting guides, Sherpa Climbers, tourism resources etc are unmatched. So, it is well accepted that Nepal is the richest country in term of tourism potentiality. Similarly, he emphasized that the tenth plan is prepared on the assumption that the tourism will be helpful to the poverty alleviation; Mr. Ghimire stated the same in his Seminar paper.

"Travel and Tourism" a book by Ananda Ghimire quotes the definition of Austrian economist Herman Van scheduled who gave the fist definition of tourism in 1910. It states that "the total sum of operations mainly of economic nature, which is directly related to entry, stay and movement of foreigners inside and outside a certain country, city or region. It explains the importance of tourism through economic point of view and movement of people.

"Tourism in Nepal: Marketing Challenges", a book by Hari Prasad Shrestha defined "travel is as old as mankind by nature human being is fond of traveling. Human travel started since nomadic times. They travel or migrated for food and shelter due to natural compulsion (Tiwari: 1994). The true consciousness and anxieties of human nature encouraged traveling for the new finding. Thus, "The original of tourist industry can be traced back to the earliest period of human habitation on the globe. Of course, there exists a difference between modern traveling and traveling during the early period. But it is the habit of traveling which has initiated the growth this industry. Traveling in those for off days was a must for the survival and existence of early men. But with the advent of civilization and change in the human outlook, the meaning of traveling has been shifted from the necessity to the desire of taking marvelous adventures thus, traveling, as stated above gives an over all picture of the early existence of tourism and gradual but speedy development of tourism having drastic achievement.

The same book by Mr. Sharma identified that the most widely used and popular definition at tourism in one prepared by the United Nations conference on International travel and tourism held in Rome, 1963. This definition was recommended by International union of official travel organization (TUOTO) in 1968. Again in 1993, the United Nation statistical commission adopted Rome definition of tourism in revised from prepared by WTO as follow-up to the Ottawa international conference on travel and Tourism statistics, jointly organized by WTO and the government of Canada in June 1991. In this definition WTO has developed a schematic breakdown of all travelers. A traveler is defined as "Any person on a trip between two or more countries or two or more localities with his/her country of usual residence" (WTO framework for



the collection and publication of tourism statistics: 4) It indicated the different discussion and the meaning of tourism and the valued conclusion of WTO.

In the same book he stated that for the successful development of tourism in the country, it is necessary to give adequate attention towards tourist's products and infrastructure. The major tourism infrastructure is supply of water, power communication, sanitation facilities and other public utilities. Facilities provided in these sectors of economy also. Inadequacies in the basic infrastructure are, in fact, important traits of an undeveloped state of affairs (Bhatia, A.K. 2001). Thus, there is a profound need for the development and improvement of infrastructure to develop and promote tourism properly in the country according to Bhatia.

Same book indicated that 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 attraction one these elements in the tourist product which determine the choice of tourist to visit one destination rather than another (Singh, 1994: 99). There may be the different types of products for the tourists like site attraction, built attraction, event attractions, etc. Site attraction are those where the place itself is the major inducement to the tourists to visit such as Niagara Falls, the Swiss Alps, and the Himalaya etc. Built attractions are those which are made by the effort of man such as Disney Land of USA, Pyramids of Egypt. Taj Mahal of India, the Great Wall of China, the Eiffel Tower of France and so on and the event stage is a larger factor in the tourists choice than site e.g. the Olympic Games, Fashion Shows or Exhibition (Singh, Vol II. 1994: 99). Since interest and tastes of tourists vary. They might choose from a wide range of attraction available at varies

destinations all over the world (Bhatia, 1994: 39). Given indication shows the different tourism products according to wish and will of the tourist.

The research paper by Mukunda Mani Khanal stated that in because it is important source of foreign exchange but also a major employment generator. At present the tourism sector is contributing roughly 22 percent of total foreign exchange of the country. But the earnings from tourist are highly uncertain and subject to wide fluctuations as a result of economic recession, famine and political disturbance around the world. The earnings from the tourism are highly dependent on the problem basetting the host country. In this study Mr. Khanal mentioned the importance of tourism and the problem faced by this sector.

Project report by Taragaun Development Board indicated that village tourism is not a new concept. The trekking tourism is developing in rural area where the tourists stay in route villages to relax and have meals. This could also be one from of rural tourism. But what the consultants are thinking or is a little different than stated above. In the concept model tourism village unit comprise participation of the local community from the very beginning with the aim of making the entire village prosperous through tourism by paying due attention to other social aspects as well. In this case the village will get direct benefit from the tourism which will eventually help the sustainable development of the tourism in the country as a whole. This report has shown the importance of village tourism like Danda Bazar.

"Developing Modes Tourism at Danda Bazar" report indicated that it has diverse culture and religion. Kiraties and Chhetri, Brahmin Magar, Kami, Damai are the main inhabitants of this VDC. Mostly, they rely on agriculture. The temple of Kirat known as Kirat Mandir, Durga Mandir

are religious attracton of Danda Bazar. Like other part of the country, Magesankranti, Dashain, Tihar are the main festivals that are rejoined and pleased. In this statement it is showed that Danda Bazar is not only rich in natural beauty but culture is also one of the important parts as its identity.

Similarly, in that report it mentioned that Danda Bazar would be the ideal village to start with the concept of village tourism in Dhankuta district. Some of the basic infrastructures to produce the total tourism product are already in existence at Danda Bazar. From marketing point of view, Danda Bazar which is about 13 km south-east from Bhedetar which is linked by Dharan-Dhankuta highway. Similarly, it is about 60 km from Biratnagar and less than 3 hours drive from the Biratnagar airport land use is dominated by farming and forestry. Traditional rural setting and societies are in existence. In this statement of thesis report researcher has shown the situation of infrastructure to show the marketing potentiality of Danda Bazar.

Various literatures related to tourism have given due emphasis to the condition of tourism factors effecting in tourism and sustainable tourism to improve the condition of local community through which rural community development might be flourished. Eco-tourism is the prime concern if sustainable development of tourism as well overall development of the country.

## CHAPTER-IV

### GEOGRAPHICAL SETTING

Dhankuta, one of the hilly districts is located in the east and Headquarter of Eastern Region of Nepal. The areas of district are 891 sq km. It is on the lap of majestic Himalayan range. Sankhuwasabha district is in its north. Bhojpur and Udayapur are in its west, and Panchthar is in its east. Similarly Sunsari and Morang are in its South. Climatically, it is in subtropical region, where as deciduous and evergreen forest can be found in its southern and northern part, most of its area is occupied by uniform slope rather than steepy one.

Dhankuta is notable for productive soil for orange, tea, ginger, cardamom, cattle and vegetable farming. Dharan-Dhankuta highway links it to Mahendra highway, and then joins it with the mainstream of transport.

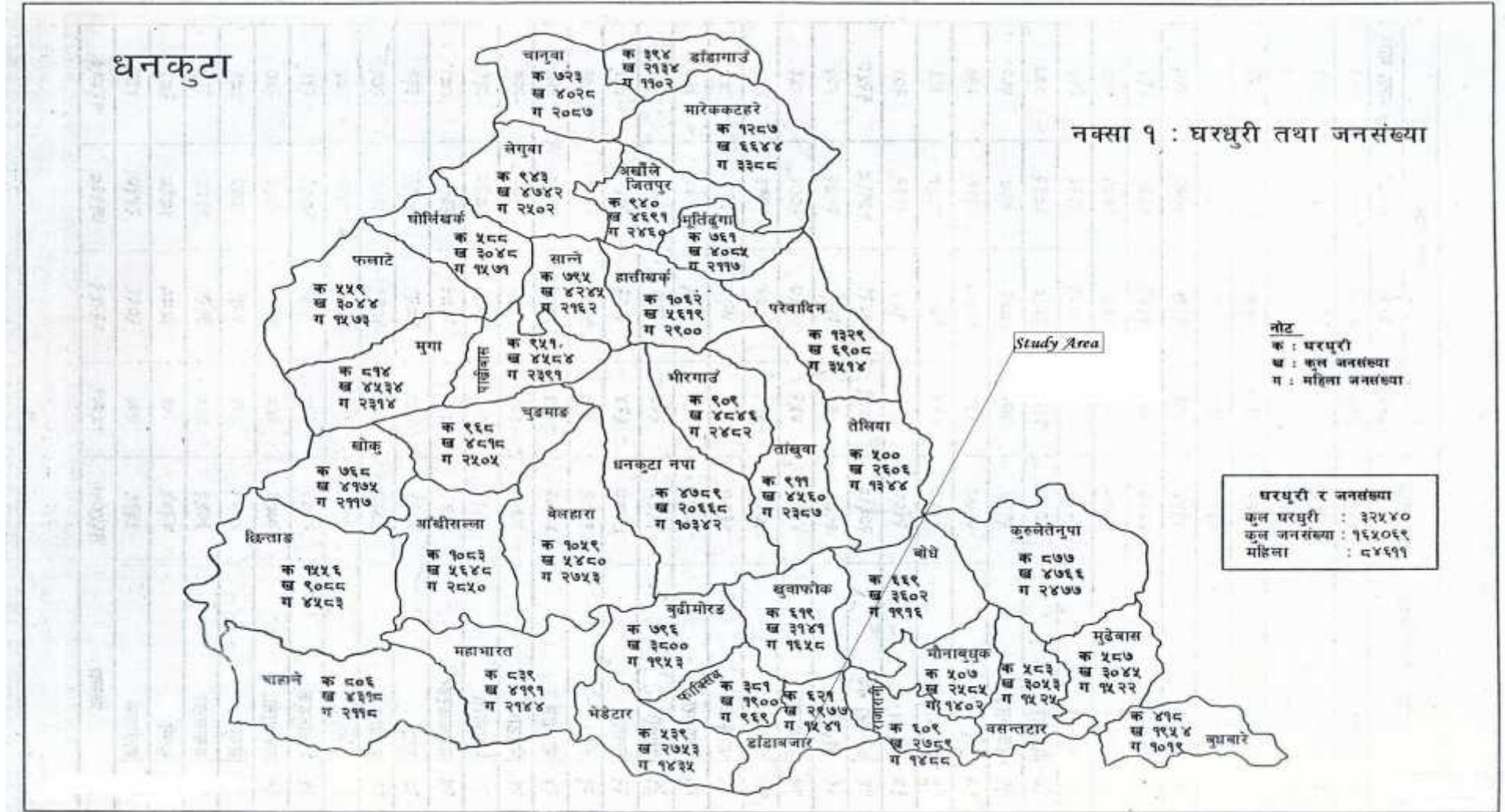
The total population of the district is 165069. Among them 80458 are male and 84611 are female. The distribution of population here is unequal due to different factors like land form, climate, agriculture, industry, transportation, communication business center and government policy. Danda bazaar is the remarkable side in the district (see Figure No. 1).

#### **Danda Bazar**

Danda Bazar is about 15 km south from the district headquarters' Dhankuta and about 13 km west from Bhedetar, Tamor River in the north. Danda Bazar is the main transit point and rural market center of the whole Chaubise Area. Dhoje Danda viewpoint is famous for viewing sunrise, sunset and the beautiful views of Himalayan such as Kanchanjangha, Makalu and Kumbhakarna. The landscape of Danda

Bazar is diverse including terrace, slopes and flat lands covered by different types of vegetation. Most of the land is occupied by crops. The sub-tropical climate ensures good weather through out the year. This is well forested with rhododendron trees. In addition to that, this locality is also fertile for fresh vegetable farming.

**Figure 1**  
**Map of Dhankuta District**



## 4.1 Settlement and Culture of Danda Bazar

Danda Bazar is obviously in the rural area although it is linked by the main road of Dharan-Dhankuta Highway. The composition of village areas differs depending on their location and overall environmental conditions. The villages are not the same as they used to be over a few years ago. The villages now look much better in their external appearance and the life patterns have also changed considerably. But, still people of the Danda Bazar are guided by age-old custom and tradition. The people still believe in caste system and are attached to their tribe, caste and sub-castes. Their food, drinks, social behavior, rite and rituals marriage are based mostly on endogamy.

## 4.2 Demographic Situation

### 4.2.1 Population Composition

**Table 4 Total population of Danda Bazar is 2977  
(Male 1436, female 1541)**

<b>Age Group</b>	<b>Population</b>
0-4	341
5-9	312
10-14	337
15-19	317
20-24	235
25-29	223
30-34	205
35-39	177
40-44	145
45-59	141
50-54	113
55-59	80
Above 60	237

Source: Population Census 2001.

### 4.2.2 Ethnic Composition

Though Limbu dominant of Danda Bazar, but there are other inhabitants ethnic groups in Danda Bazar, which are as follow:

**Table 5**  
**Ethnic Composition**

<b>Ethnic group</b>	<b>Population</b>
Limbu	969
Magar	656
Yakkha	391
Dalit	243
Brahmin	191
Chhetri	178
Rai	127
Tamang	127
Newar	25
Bhujel	20
Sanyasi	6
Others	54

Source: DDC, Dhankuta.



### 4.2.3 Spatial Distribution of Education Services

Education services available in this area as follow:

**Table 6**

#### **Spatial Distribution of Education Services**

<b>Services</b>	<b>Number</b>
Primary school	15
Lower secondary school	2
Secondary school	1

### 4.2.4 Literary Situation of the Study Area

**Table 7**

#### **Literacy Status of the Danda Bazar**

<b>Above 6 years</b>	<b>Population</b>	<b>Percent</b>
Male	1436	
Female	1541	
Literate	2127	84
Illiterate	859	63

Source: DDC, Dhankuta.

## **CHAPTER-V**

### **DATA PRESENTATION AND ANALYSIS**

The collected information was quantified by tabulating. Other qualitative data was being arranged systematically. The data was processed by editing, classifying and tabulating.

In this study descriptive as well as analytical method was used to analyze the data and information. The simple statistical tools and computer was also used. Necessary map and diagram were used when ever appropriate in the presentation of the text.

#### **5.1 Business Tourism Organization in Danda Bazar**

MOTCA (Ministry of Tourism and Civil Aviation) has leading role to great business tourism organization. Similarly, other line agencies such as NTB also play vital role for the development promotion and broadening the tourism business. Danda Bazar VDC has an active tourism organization. Although there is not any committee for the development of local tourism in Danda Bazar VDC. There is famous community based organization, "Atmanirbhartako Lagi Karya Samuha" (AKASH), which is working about local tourism for Danda Bazar VDC. Many seminar and interaction program have been organizing for the development of local tourism by the organization in this VDC. Many tourism based organization have also been consulted by it. Although it is community based organization its role for the development of rural tourism is appreciable. The organization, AKASH has in Danda Bazar vital role for the development of community information center in this VDC. On the field of community communication, Danca Bazar has been realy a model VDC for all. There is a radio tower which conducts many programs and

broadcasts, local, national and international news. So that simple villagers can able to know all information of the world. Although, district development committee has formed a committee for the development of local tourism in Chaubise are of Dhankuta, it has not worked well on this field yet. 90 percent respondents answered that there was active tourism organization although staff are not permanent due to the lack of budget. Danda Bazar have played very positive role for the promotion of tourism in this area. Actually, it is a kind of village tourism. Due to village oriented attitude, it can assist community development through the active participation of local people. Although, sophisticated accommodation is still lagging behind but community has mended to build guest houses. Local community pursues and welcome visitors good advocacy for convention and coordination is seem according to the 90 percent respondent taken from the sampling. Local community is very much aware to develop and promote Dhoje Danda in Danda Bazar as tourist place. Due to their willing power, they are trying to propagate it in National. Regional and local level as well. Specially, local leadership from VDC for the development of infrastructure is praiseworthy. Social members from different sectors, such as teacher, farmer and intellectuals are there to expose their tourism areas. Community cooperation plays due role for the development of rural tourism which has been practically proved by the villages of Danda Bazar area. Danda Bazar is linked with many places by motorable roads but it depends on the choice of tourist to use this or that way. However, Dedetar to Danda Bazar role can be convenient.

Department of tourism and NTB has positive role to create business tourism in the areas. Almost all the respondents are very positive and agree on effective leadership and active cooperation of the community.

In conclusion Danda Bazar has leading organization for the promotion and development. If business tourism is to inverse, it must make its periodic proposal to concern for paper management of budget. Active coordination is necessary among government and local community for tourism broadening. Due to lack of budget, all the prerequisites are being hindered.

**Table No. 8**  
**Business Tourism Organization in Danda Bazar**

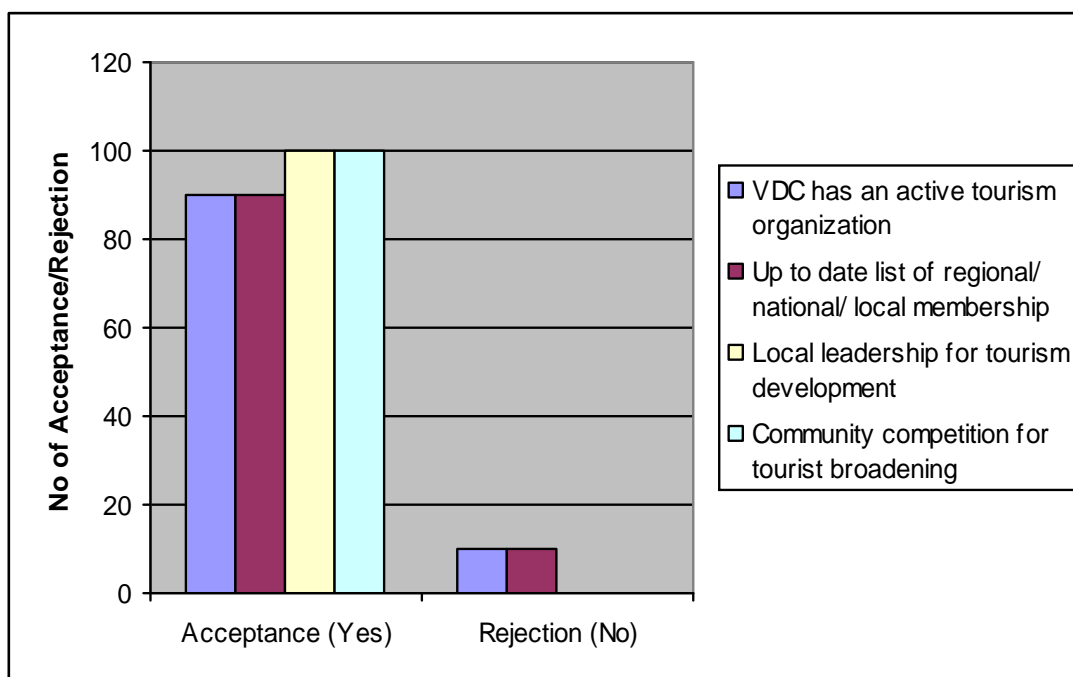
		Acceptance (Yes)	Rejection (No)
1.	VDC has an active tourism organization	90	10
a.	Tourism development mission	100	0
b.	Tourism promotion mission	100	0
c.	Staffed and supported adequately	0	100
d.	Makes periodic rapport	10	90
e.	Assist community development	80	20
f.	Pursues and welcome visitors	100	0
g.	Advocate convention to coordinate	90	10
h.	Annual budget	10	90
i.	Over the past three years	Interested	-
2	Up to date list of regional/ national/ local membership	90	10
3	Local leadership for tourism development	100	0
4	Community competition for tourist broadening	100	0

a.	Country	90	10
b.	Regional	90	10
5	Is there any cooperative agency on tourism such as	0	100
a.	Department of transportation	0	100
b.	Department of tourism	10	90
c.	VDC/DDC/Municipality	100	0

Source: Field Survey, 2006.

**Figure 2**

**Business Tourism Organization in Danda Bazar**



**5.2 Tourism Business, Maintenance, Development and Education of Danda Bazar**

Tourism is a business of tangible as well as intangible products. Social, natural, cultural and religious products are sold in tourism business. For the objective and productive business of tourism, there must be effective

planning. If we see the situation of tourism business maintenance, NTB as well VDC and DDC have effective role in village tourism development. It may create the employment in the local community having HRT (Hospitality Recreation and Tourism) training for the community. For the development of tourism sector HRT is very essential factor. To understand the attitude, wish and will of the tourists, producers have been trained by same related organization. But VDC (Danda Bazar) has not got operational calendar for tourism. In a year, there is not special event.

Local awareness is essential for the good maintenance and development still, local people are not much more benefit through the tourism. For the rapid growth of tourism, recreational facilities, calendar and practical training is unavoidable.

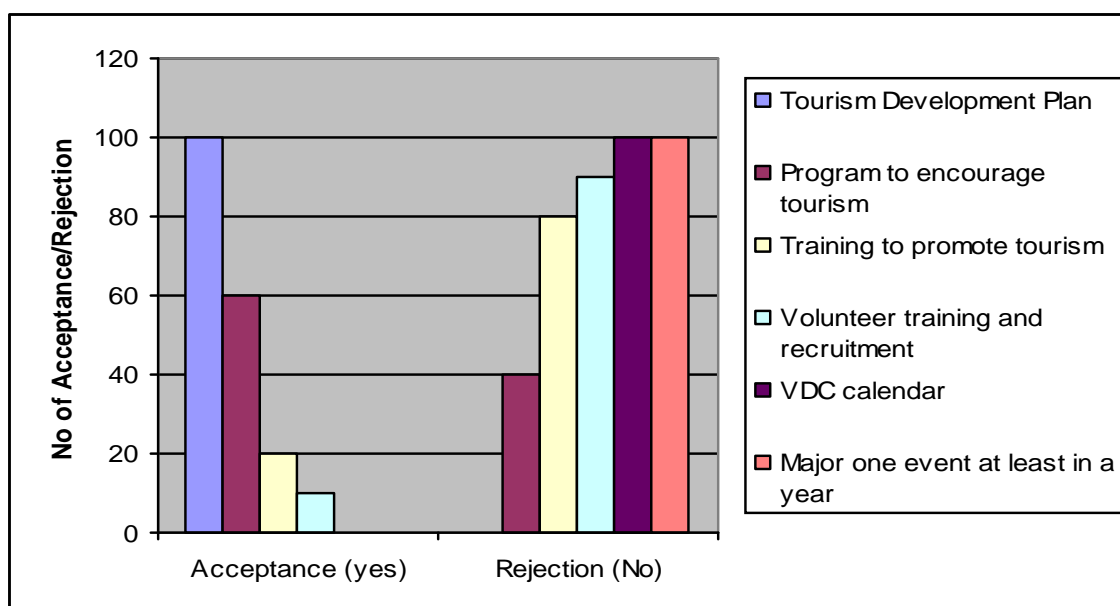
**Table No. 9**  
**Tourism Business Maintenance, Development and Education of**  
**Danda Bazar**

		Acceptance	Rejection
1	Tourism Development Plan	100	0
a.	Adopted by tourism organization	100	0
b.	Employment within hospitality, recreation	40	60
2	Program to encourage tourism	60	40
a.	Annual tourism event is conducted	10	90

3	Training to promote tourism	20	80
a.	Hospitality, recreation tourism	20	80
4	Volunteer training and recruitment	10	90
5	VDC calendar	0	100
6	Major one event at least in a year	0	100

Source: Field Survey, 2006.

**Figure No. 3**  
**Tourism Business Maintenance, Development and Education of**  
**Danda Bazar**



### 5.3 Tourism Marketing of Danda Bazar

There are a number of definitions of tourism marketing. Tourism marketing could be defined as the "systematic and coordinated efforts exerted by the NTOs and/or the tourist enterprises on international, national and local levels to optimize the satisfaction of tourists, groups

and individuals, in view of a sustained tourism growth. To satisfy tourists, Danda Bazar has many natural and cultural products. It is a view-point of Kumbhakarna and Kanchanjanga and best view-point for sunrise and sunset, multi-culture is still in the local community of Danda Bazar.

Danda Bazar has effective marketing plan for the development of community in particular and national development by the product of local community in general. The biggest tree of the Danda Bazar VDC ward No 2 Lapchetar is being famous for the tourist. It is called that it is the second biggest tree of the world and the biggest tree of the Asia. Although there is not enough believable evidence, it is sure that it is the biggest tree. So, tourist marketing plan is there to create marketing plan is there to create marketing according 100 percent respondent in the related area. Current developed facilities are increasing day by day. Before the construction of road, it was very difficult to go Danda Bazar. Rhododendron forests surround the viewing point. Beautiful mountains scattered and sparse memorable settlement system is heartfelt tourism properties.

Hospitality of people always encourage tourist to come. Community knows the value of products as asset for tourism. VDC and local tourism organization's contributing through the various ways that can be evaluated by local people as well as tourists. Due to their outstanding contribution the evaluation is viewed positively.

By the community efforts and natural attraction i.e. natural products community satisfaction is growing up but due to the lack of permanent drinking water to link the Danda Bazar. People are fearful. Government initiation for the development of tourism is a prime factor. Only the road is backbone to explore market that is the realization of the local people.



Environment, health, safety and security plays significant role to promote tourism market. Danda Bazar being a hilly place depends to a large extent, on agriculture for its economic development. The cool, humid climate at Danda Bazar is excellent for growing quality product of green vegetable.

Scenic beauty of natural resources like forest, mountainous and agricultural scene of Amliso (brown grass), ginger, potato, wheat and vegetable provide heavenly pleasure to the visitors. Actually they are the products for the tourism marketing.

The location of Danda Bazar and its promotional strategies are the best means for marketing the attraction which can design and segmented as per tourist's needs and wants. There should e a very positive role of the government and local community as well.

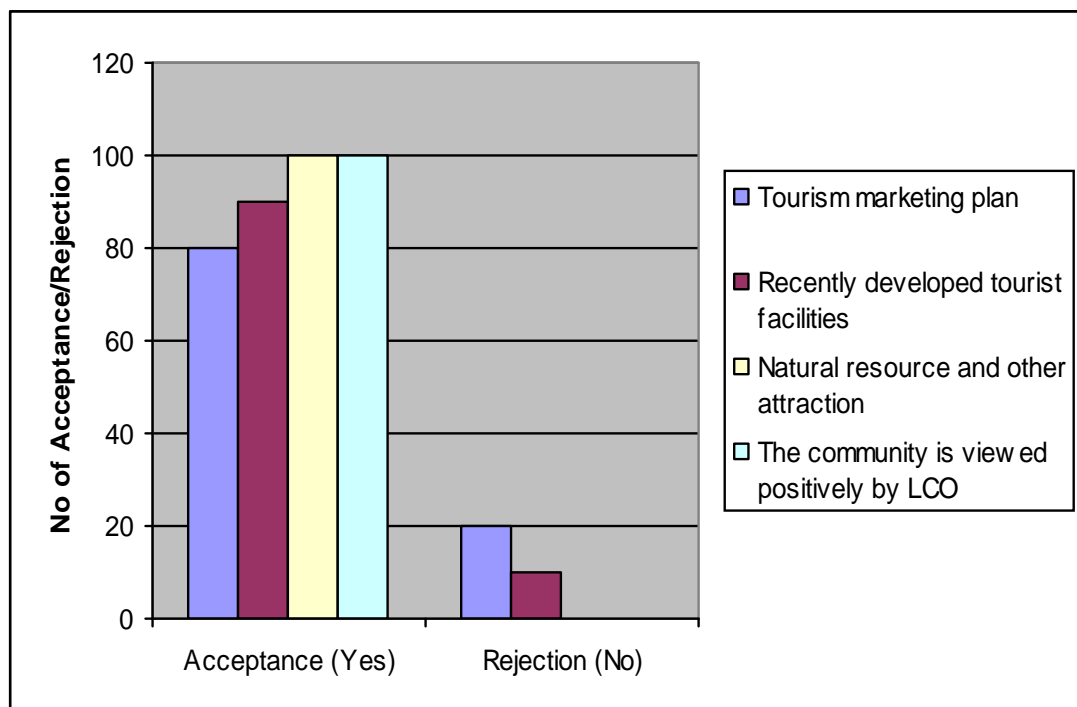
Most of the respondents have very positive answer in interview and questionnaire concerning to marketing. But, the tourism marketing is still back to export its products in the tourism marketing is still back to expert its products in the tourism marketing. Although, current developed facilities are there, management sector is weaker for practical application, mostly; marketing is hardly influenced by the lack of motor able road. If government constructs the permanent pitch road it can flourish more marketing effort.

**Table No. 10**  
**Tourism Marketing of Danda Bazar**

S.N.		Acceptance (Yes)	Rejection (No)
1	Tourism marketing plan	80	20
2	Recently developed tourist facilities	90	10
3	Natural resource and other attraction	100	0
a.	Does community know tourism assets?	100	0
b.	Does community know that visitors are coming?	100	0
c.	Does community evaluate marketing efforts?	100	0
4	The community is viewed positively by LCO	100	0

Source: Field Survey, 2006.

**Figure No. 4**  
**Tourism Marketing of Danda Bazar**



#### **5.4 Tourism Promotion of Danda Bazar**

The landscape of Danda Bazar occupies diverse structure. Terrace, slope and flat lands are covered by different types of vegetation. Most of the lands are occupied by cash crops. The border area of this VDC is linked with the most popular tourist destination of Bhedetar. The sub-tropical climate has made an appealing atmosphere round the year. Kartik and Mansir (the months of October-December) are the best months to visit this place. However, Ashwin (September) and Falgun to Baishak (February-April) are good times to visit the place. To promote the tourism sector, Danda Bazar has sufficient potentiality.

Community people have felt the need of a tourism promotion plan. In this research 100 percent of the respondents have been found insisting upon the point. The plan is prepared by the tourism-oriented organization like NTB VDCs and DDC have also played an important role. Many tourist attractions are promoted by the natural scene of the area. Some cultural factors of the people are also a resource to promote tourism.

Danda Bazar had no slogan, different means of publicity and information like brochure, audio-visual media and publication cannot be used.

Concerning to recreational facilities, cultural activities, historic sites and shopping opportunities are there. But advanced restaurants, hotels and shopping opportunities are not available. Recent pictures of sun-rising and setting, local surrounding scenes are available there. (See map)

Regional events and attractions are also organized according to 30 percent of respondents. Especially local people have good evaluation of the value of tourism. Government (special local) has cooperation to promote the tourism industry. Similarly, DDC and national government is

ready to support. But private sector is not willing to support tourism of Danda Bazar. Accommodation facilities are not good in the VDC. However, at main Bazar of Danda Bazar VDC there are some hotel, restaurant are providing services to the visitors and the local people.

Till now, VDC has not confirmed the accommodation tax. But in the day to come tax may be mobilized. But right now there is not periodical review and the review of money also the VDC, according the respondent given in the figure.

Local level institutions such as VDC of Danda Bazar have some supporting institution. Similarly, official, finance institutions are there to encourage tourism according to 30 percent respondents. But 70 percent said that they are not encouraging VDC. Local community has submitted proposals to the government for tourism promotion, development project as well as infrastructure development.

Danda Bazar has several registration licensing bodies to establish not transparently defined roles and regulations relating to tourism are not being enforced due to some reasons. Accommodation sector is not appropriate. Cultural group are not actively eager to expose their culture. Decentralization in tourism sector is essential to address the local promotion. Institutional arrangement to cooperate and coordinate is essential work for long lasting development and promotion.

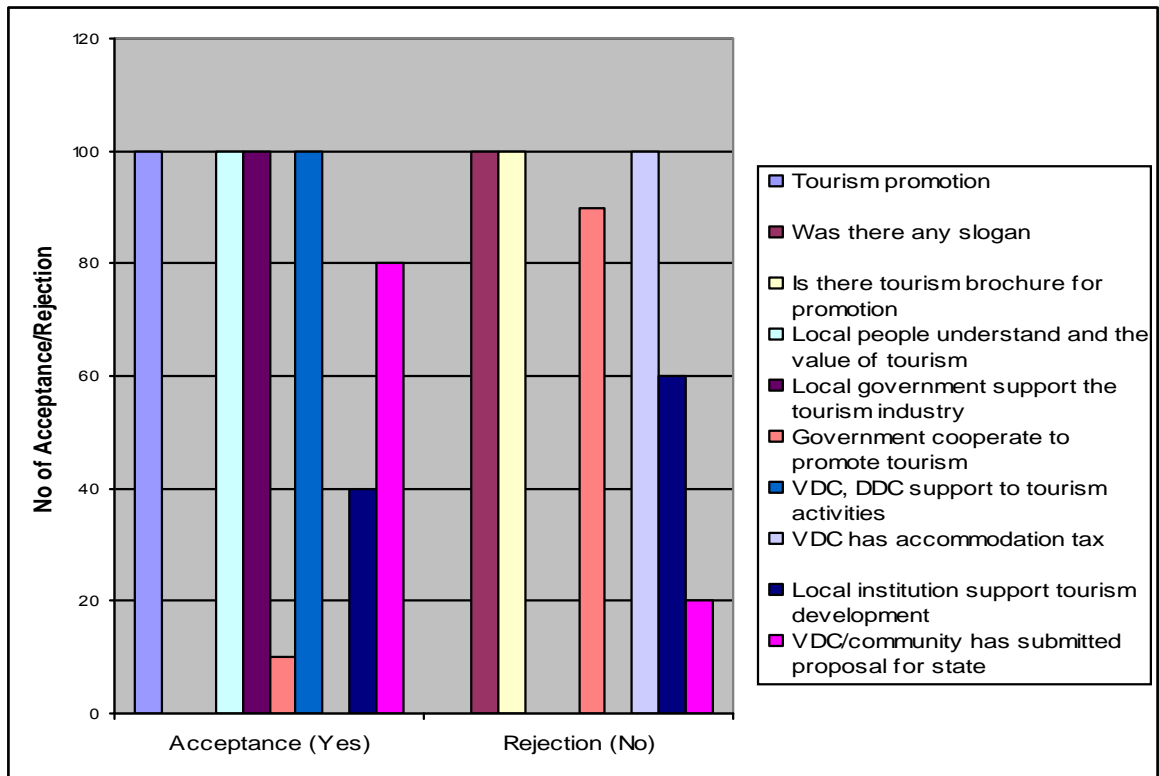
**Table No 11**  
**Tourism Promotion of Danda Bazar**

		Acceptance (Yes)	Rejection (No)
1	Tourism promotion	100	0
a.	Prepared by tourism	90	10
b.	Input from tourism attraction	60	40
c.	Resource promotion	90	10
d.	Based on market research	0	100
2	Was there any slogan	0	100
3	Is there tourism brochure for promotion	0	100
a.	Are there recreational facilities	10	90
b.	Are their retail restaurant	30	70
c.	Cultural activities	90	10
d.	Described historic site	100	0
e.	Shopping opportunities	90	10
f.	Pictures are recent, and dates and time	10	90
4	Local people understand and the value of tourism	100	0
5	Local government support the tourism industry	100	0
6	Government cooperate to promote tourism	10	90
7	VDC, DDC support to tourism activities	100	0

a.	Private sector	0	100
8	VDC has accommodation tax	0	100
a.	Tax will utilized to the tourism sector	0	100
b.	Taxation review periodically	0	100
c.	VDC review the use of money	20	80
9	Local institution support tourism development	40	60
a.	Official from financial institutions are active in tourism	30	70
b.	Financial institution encourage development of tourism	20	80
10	VDC/community has submitted proposal for state	80	20
a.	Tourism promotion	90	10
b.	Tourism infrastructure development	90	10

Source: Field Survey, 2006.

**Figure No. 5**  
**Tourism Promotion of Danda Bazar**



#### 4.5 Tourism Infrastructure of Danda Bazar

Land use plan of the area for systematic settlement and sign of the road in the different distance to guide the visitors are very essential prerequisites of tourism industry. Accommodation indicates emergence of the hotel, supplementary facilities that lead for the advancement of tourism infrastructure.

Accommodation facilities constitute a vital and fundamental part of tourist supply. Among the important inputs which flow into the tourist system is tourist accommodation which deters to international tourists forming a vital competent of the tourism super-structure and in important feature of the total tourist image of the country. Among all the constituents, the most important segment is accommodation.

Danda Bazar has not linked with the pitch road. Roads signs are temporarily managed. Electricity, transportation is available here, but facilities of hotel, motel, water and sufficient lodging is not available there but the local. Community has certain receptions system to the guest tourist is an affordable but security force is far from the spot and not able to provide enough security. Street management, water supply and solid waste management is hindered by budget. Concerning to health, there is health center with one MBBS doctor and auxiliary health workers to provide primary health services.

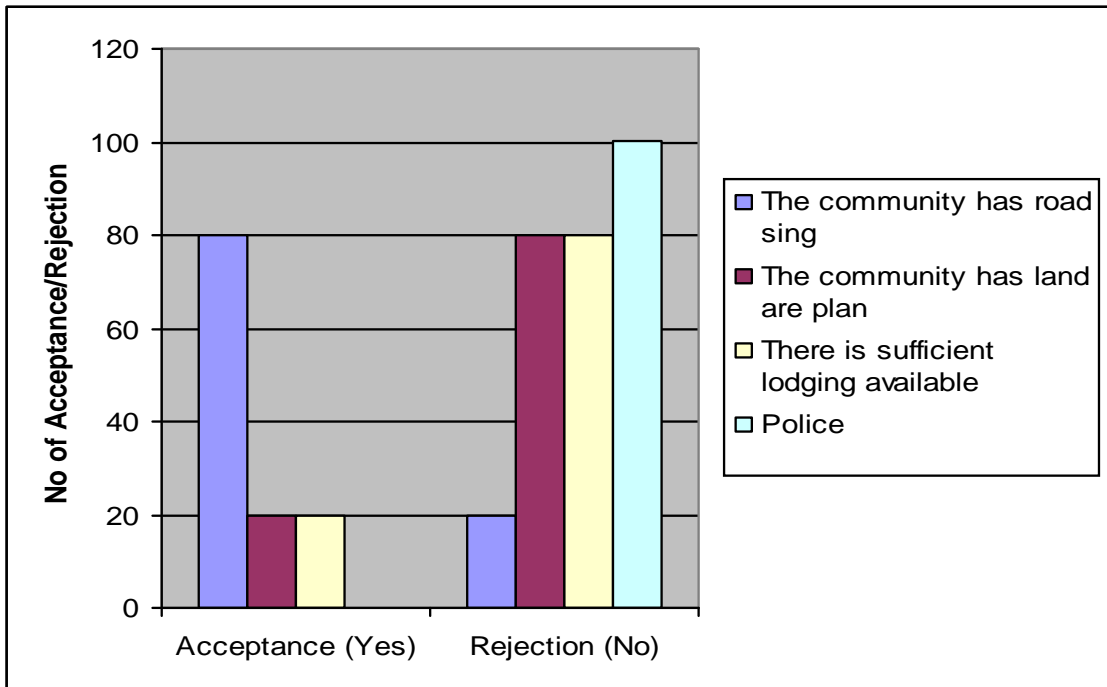
**Table No. 12**  
**Tourism Infrastructure of Danda Bazar**

		Acceptance (Yes)	Rejection (No)
1	The community has road sing	80	20
2	The community has land are plan	20	80
3	There is sufficient lodging available	20	80
a.	Hotel and motel	40	60
b.	Resort	0	100
c.	Camp ground	20	80
4	Police	0	100
a.	Electricity	100	0
b.	Street	0	100
c.	Water	20	80
d.	Solid waste management	0	100

Source: Field Survey, 2006.



**Figure No. 6**  
**Tourism Infrastructure Danda Bazar**



## CHAPTER-VI

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### 6.1 Summary

This is a study of Rural Tourism at Danda Bazar VDC of Dhankuta District. Danda Bazar is emerging place for internal as well as external tourists. This study has been conducted by focusing on the existing social, economic, cultural as well as natural products which are contributing to establish the place as a tourism center of the places to develop tourism from the study is basically conducted under the set criteria of Central Department of Rural Development, T. U. for the partial fulfillment.

Tourism sector shares 24 percent of the total foreign currency earning of the nation. It contributed 4 percent of GDP of Nepal. Dhankuta is one of such crucial place which carries high possibility for developing touristy point of view. Among them I have selected of Danda Bazar VDC.

Dhankuta is such a place where there are many places and things famous for its own identification. These resources have high potentialities in use for the tourist attraction. Danda Bazar also such district places which have high susceptible destination to develop from tourist point of view. Still, promotion and development of the places have not been managed properly. Due to the above factors, this research, hope, carries its significance.

The objective of the study are to highlight the natural sceneries of Danda Bazar, to analyze the potentialities of culture tourism of the respective area, to show the potentialities of agro-based tourism and to highlight the potentialities of religious tourism. To meet the mentioned objectives

various methodologies were used in this report. Primary and secondary both type of information were used but due attention is given to primary information. To achieve primary information, various tools (such as interview, questionnaire sampling, group discussion and observation) were adopted for the secondary information; various published and unpublished materials were also consulted. Although initial work started from the library work where various information related to the population, household, caste, and ethnic and religious background collected information was quantified by tabulating. Other qualitative data were arranged systematically. The data were processed by editing, classifying and tabulating. Similarly, analytical and descriptive methods were used to analyze the data and information, compute programs were also used.

Relevant literatures are reviewed to assess rural tourism as well as community based tourism. But to be familiar with the concept of tourism, basic definitions and view about tourism are mentioned in the review literature which is related to tourism business, marketing, promotion and infrastructure for the development of tourism are also reviewed. High concentration was given to the thesis report and feasibility study report.

Major findings of the study showed that the business tourism of Danda Bazar VDC, there are active tourism organization who have been working with up to date membership in local level from which business tourism can advance. Local leadership for thorough development of tourism is working through Community Corporation in the tourism management and extension.

For the tourism business maintenance, development and education of Danda Bazar is not developed but slowly growing for the eminence of

business, development of volunteer training. Danda Bazar is the important rural market center for the surrounding area; the community has started Haat Bazar.

Marketing is basic need in tourism. Marketing plan in Danda Bazar created by current inventory tourist facility such as community forest, scenic beauty, settlement pattern, agriculture product have potentiality for the development.

Similarly, Danda Bazar has potentiality of marketing through the view of Kanchanjunga, Kumbhakarna from view point of Dhoje Danda together with agro-products. Limbu culture which is one of the distinct cultures is not only of Dhankuta but it is popular known as whole country. Marketing may gear up through natural, cultural, religious and agro-products. Community has good participation in the creation of the product through their local membership in tourist reception. Marketing may be promoted by access transportation and permanent road. Government role plays prime role to create and promote market for tourism, similarly, institutional support or local government (VDC/DDC) is very necessary for the promotion of tourism.

Infrastructures of tourism are major promoter of tourism business. Land use planning, accommodation, road sings, security, water supply and electricity supply are must in the advancement of tourist facility.

Basic infrastructure and facilities are available in Danda Bazar for the development of rural tourism. Land use plan in Danda Bazar is being developed. The areas for agriculture, roads and tourism spots are managed there.

Security plays an important role to provide security to the tourists. In the context of Danda Bazar, security services are not well managed. Danda Bazar area should go to Bhedetar for the security services (Before Maoist insurgency, security service was well managed there).

In conclusion Danda Bazar is the place having unique existence in the field of tourism sector. For the development of natural attraction Danda Bazar possess high potentiality if the place invite the tourists through natural panorama, the culture of various castes such as Limbu, Yakkha, Magar, Brahmin, Chhetri etc wil be motivated. Tourist incentive and encouragement also play the role of the catalyst for the Danda Bazar in its scenic beauty which is the most important product. The rising and setting of the sun including the viewing of the majestic Kanchanjungha and Kumbhakarna can give the heartfelt satisfaction to the tourist.

Cultural heterogeneity in the local community has created diversity to identify and expose culture in the nation as well as abroad.

Agro-tourism is another important sector of tourism in Dhankuta. It is popularly known as hilly district for generating income of cash crops and livestock.

Active tourism organizational structure created by local community cooperation and participation can help to promote community tourism.

For the further promotion of tourism the recommendation are as follows:

- ) Basic infrastructure, roads, accommodation area very essential.
- ) Further advancement of institutional management among related (VDC/DDC/NTB) agencies can be best motivated for the development of tourism area.

- ) Participation of community has created positive result, so still it should be continued for further advancement.
- ) Airport is one of the best ways for excess flow of foreign tourists.
- ) Land use planning is the most important factor for the development of sustainable tourism.

## **6.2 Conclusion**

Tourism is the fastest growing and multifaceted industry in the world. Among the different sectors of tourism, rural tourism has been placing its own unique and special characteristics for the development of rural area in particular and national development in general.

Danda Bazar is the place having unique existence in the field of tourism sector. For the development of natural attraction, Danda Bazar has sufficient potentiality. It the place invites the tourists through natural potentialities the culture (from different caste) such as Brahmin, Chhetri, Limbu, Yakkha, Magar etc will be motivated to boost up by touristy incentives and encouragement popularity of Danda Bazar in its scenic beauty that is the most important product. Rising and setting of sun including viewing of majestic viewing Kanchanjanga and Kumbhakarna can give the heartfelt satisfaction to the tourists. Culture heterogeneity in the local community creates unity in diversity to identify and expose culture internationally.

Agro-tourism is another important sector of tourism. Dhankuta, itself is a popular hilly district for generating income by cash crops and livestock products, i.e. tea, ginger round chilies, broom grass, potato, tomato and milk. Mentioned agro-products also are attraction points of visitors. Due to it, community could have economy generation and gear up overall development of rural areas.

Although Danda Bazar is the leading sector of its natural products like Dhoje Danda, biggest tree of the Asia, religious temple and local culture like, Limbu, Magar, and Chhetri, Brahmin. But the area of Danda Bazar is not linked with pitch road. Further advancement of Danda Bazar is determined by the prerequisites such as advance hotels, guest house.

Active tourism organization of local community is creating active involvement of institutional support which can play catalytic role for the promotion of community tourism. Government can play best motivating role to organize touristy products and infrastructure development such as transportation, communication, water supply and power supply facility of accommodation specially hotel and motels should be built in priority basis to attract tourists. Regular cleaning camp should be maintained to make neat and clean environment.

Institutional management is not active of Danda Bazar but "The working group of self dependence" (AKASH) in Danda Bazar is playing positive role for the further management and development of infrastructure of Danda Bazar areas.

Objectives of the study were to highlight the natural scene of Danda Bazar as well as cultural tourism of the respective areas to show the potentialities. During the study interview, field survey questionnaire methods are adopted. Similarly secondary data for CBS and different books are used in study.

To find out objectives resources available there are introduced properly for the further development of Danda Bazar. For destination tourism point of view there much more potentialities. All the sectors highlighted in objective are shown through the study of agriculture, natural, religions and cultural potentialities.

### **6.3 Recommendations**

After analyzing the facts and figure obtained from the field survey, some important finding and conclusion are made those findings and conclusions reflect some issues that are to judge and consider. On the basis of the conclusion and findings, the following recommendations are made to enrich the tourism in Danda Bazar area.

- ❖ Basic infrastructure, roads, accommodations are very essential.
- ❖ Further advancement of institutional management among related (VDC, DDC, NTB) agencies can be best motivated for the development of tourism area.
- ❖ Participation of community has created positive result, so still it should be continued for further advancement.
- ❖ Land use planning is the most important factor for the development of sustainable tourism.
- ❖ Tourists' satisfaction should be made providing facilities and services.
- ❖ Security should be excess to maintain peace and security.



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## APPENDIX-I

### CENTRAL DEPARTMENT OF RURAL DEVELOPMENT TU QUESTIONNAIRE FOR HOUSEHOLD SURVEY

Name of Respondent:-

Age: -

Sex: -

Education:-

Occupation: -

Religion: -

Marital Status:-

VDC: -

Ward No: -

Questionnaire No:-

#### **Business Tourism organization**

1. The VDC has an active tourism organization
- Yes  No
- a. tourism development is an part of its mission
- Yes  No
- b. tourism promotion is an part of its mission
- Yes  No
- c. It is staffed and supported adequately
- Yes  No
- d. It makes periodic reports to founding bodies
- Yes  No
- e. It assists in community economic development
- Yes  No
- f. It actively pursues and welcomes visitors
- Yes  No
- g. It actively advocates convention and is prepared to coordinate and facilitate them
- Yes  No
- h. Over the part three years, the annual budget has  
Increase/Decrease/ Same
2. Does the local community provide any leadership to regional or national organization that engage in tourism development
- Yes  No
3. The community is cooperating or has cooperated with broader tourism organization (for example) regional marketing programme
- Yes  No
- a. Country
- Yes  No
- b. Regional
- Yes  No

4. There is an on going cooperative relation with state agency and legislative committees, whose policies and plan have an impact on tourism
- Yes  No
- a. Department of transportation Yes  No
- b. Department of tourism Yes  No
- c. VDC/DDC Yes  No

**TOURISM BUSINESS MAINTENANCE, DEVELOPMENT AND EDUCATION**

5. There is tourism Development plan that describe the strategies for tourism development in community
- Yes  No
- a. It has been formally adopted by tourism organization VDC/DDC
- Yes  No
- b. It includes an analysis of source of employment within the hospitality, Recreation and tourism
- Yes  No
6. The community has a program to encourage existing tourism business
- Yes  No
- a. Annual tourism recognition event is conducted
- Yes  No
8. The community has a customer services educational
- Yes  No
- a. Training has been conducted during the past year
- Yes  No
- b. HRT business participate in this programme
- Yes  No
9. The community has volunteer training and recruitment programme that recognize and regards volunteer working in the tourism area
- Yes  No
10. The VDC has a calendar
- Yes  No

11. The community has at least one major event each year  
Yes  No

### **TORRISM MARKETING**

12. There is tourist marketing plan includes an analysis of the tourism marketing uses this information in its marketing efforts  
Yes  No

13. There is a current inventory tourist facility Yes  No

14. The community is marketing its natural resources and other tourism attraction effectively  
Yes  No

a. The community knows what its tourism assets are  
Yes  No

b. The community knows why visitors are coming  
Yes  No

c. The community evaluates is marketing efforts Yes  No

### **TOURISM PROMOTION**

15. The community has a tourism promotion plan that describes strategies for tourism promotion  
Yes  No

a. It is prepared by a tourism- oriented organization  
Yes  No

b. It has input from major tourism attraction and recreation business  
Yes  No

c. It maximizes promotional resources through cooperative and coordinates efforts  
Yes  No

d. It is based on market research Yes  No

16. The community has slogan that is agreed upon used in all promotional materials and conveys an image that reflects the community positively  
Yes  No

17. The community has tourism promotional brochure  
Yes  No

a. It describes recreational opportunities (e. g. hunting, fishing, and boating)  
Yes  No

b. It describes cultural activities  
Yes  No

c. It describes Historic site  
Yes  No

d. It describes shopping opportunities  
Yes  No

e. It describes regional events and attraction  
Yes  No

f. It is up to date pictures are recent and date and times are current  
Yes  No

18. The local citizens understand and appreciate the values of tourism and support its development  
Yes  No

19. Local unit of government cooperate with the private sector on tourism promotion and development  
Yes  No

20. Local units of government understand value and support the tourism industry  
Yes  No

21. The trend is financial support of tourism related activities during the past 5 years has been. Local VDC/DDC

Increasing/ Decreasing/ No change

Country government increasing/  
decreasing/ No change

Private sector increasing/  
decreasing/ No change

22. Local financial Institution support tourism development and expansion  
Yes  No

23. Financial Institution encourage development of tourism business  
Yes  No

24. The community VDC has submitted proposals for state and or federal funding for tourism promotion and development project

Yes  No

25. Tourism promotion

Yes  No

26. Tourism infrastructure development

Yes  No

### **TOURISM INFRASTRUCTURE**

27. The community has road sign that are adequate to guide rousts to their destination

Yes  No

28. There is sufficient lodging available

Yes  No

a. Hotels and Motels

Yes  No

b. Resort

Yes  No

c. Campground

29. The public service of the community is adequate to meet current

tourist need

Yes  No

a Police

Yes  No

b Fire

Yes  No

c. Streets

Yes  No

d. Water

Yes  No

e. Waste management

Yes  No

***THANK YOU***