

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The word tourism is derived from the French word “tourisme” which was organized in the eighteenth century. Tourism is defined in different ways by various authors and related organizations, but there is no universally accepted definition of tourism. UNWTO has defined as a “set of activities engaged in by person temporarily away from their usual environment, for a period of not more than one year and for broad range of leisure, business, religions, health and personal reasons excluding the pursuit of remuneration from within the place visit or long term change of residence”. The first definition of tourism was given by the Hermann van Scholar in 1910. According to him is “the sum total of operations, mainly of economic nature, which directly relate to the entry, city or region” (Satyal, Y.R.1999, P. 6). The inquisitiveness of human psychology is the basic foundation of tourism. During the early human history, men may have travelled under compulsion primarily to satisfy their biological needs such as food, shelter and security. “Historical records reveal that people use to travel for reasons other than compulsion. The motives for travelling have changed. People started to travel for trade, conquest, pilgrimage, knowledge and pleasure.” (Shrestha, 1999, P.2).

Tourism is widely recognize as one of the biggest and fasted growing industries in the world. It has great potentiality to both developed and developing nations in terms of foreign exchange earnings, income and employment generation, development activities such as infrastructure development, human resource development, etc. tourism creates friendship and expands understanding among the nations. It provides opportunities to the people. Tourism is a medium through which we can exchange knowledge and create understanding among the people of the world. Tourism has been playing an important role mostly developed as well as developing countries of the world in the field of socio-economic sectors. Therefore, must of the countries are trying their best to involved themselves in tourism industry and promoting tourism in the country. “Tourism has been identified as an important source of foreign exchange earnings, as an industry creating employment opportunities and generating economic growth of the

country”(shrestha,1978,P.74). The world tourism organization estimated that the tourism industry provided employments to some 262 million people who share about 10% working population worldwide and accounted for nearly 8% of the total GDP(Gross Domestic Product).currently there are more than 595 million international tourists and it is expected to reach 1.6 billion by 2020 (WTO, 1997).

Nepal is a heavenly beautiful small Himalayan country. It is known as a country of Mount Everest (8,848m) and birth place of Lord Buddha. It is the one of the richest countries of the world in terms of bio diversity, unique geographical position and altitudinal variation. Nepal has a great potentiality in field of tourism. Many tourists are attracted towards the country due to its natural, cultural, geographical, climate variations and religious temples, different festivals celebration by different religious or ethnic groups, and their unique customs that are special feature of attracting the tourist of multiple choices. Therefore, all kind of tourist can choose Nepal as their destination for fulfilling their kind of wishes or their own desire.

Nepal is a developing country having rich socio cultural and natural resources. It has immensely diverse and undulating topography, varied climate and mix of people that combine to produce a magical attraction for the outsiders. Having uniqueness and diversity in regard to ethnicity customs, social structures as well as natural phenomenon e.g. flora and fauna, for its scenic beauty and uneven/unrequited ecological and natural environmental variation ranging from the Terai plains to mountains and high Himalayas representing richness in biological and cultural diversity can contribute to prosperity and progress of the nation. Although it is rich in panoramic scenic beauty and paramount resources, the country has not been able to absorb its property for the multidimensional development of the nation. There is 20 protected area in which 12 National Park, 1 wildlife Reserve, 6 conservation area, 1 Hunting Reserve and 10 Ramsar site.

Rural tourism has become an important economic activity and it provides opportunities for visitors to experience powerful manifestations of nature, culture, and to learn about the importance of biodiversity conservation Ecological-based tourism could benefit the community and rural livelihood. Rural area which is blended with natural and cultural resources is considered as an attractive rural tourism destination place. Rural tourism is an alternative form of tourism that is consistently gaining ground on a global scale during the past few years. It is one

of the newest opportunities for income generation from natural and cultural resources. Its fundamental principles refer to utilizing rural natural resources and environment, representing the local cultures and actively contributing to the economic well-being of host communities as well as the stakeholders involved.

Rural tourism has the potential to become a driver of sustainable tourism development and also provide opportunities for the development of the disadvantaged marginalized and rural areas leading to poverty alleviation. It stimulates economic development and social well-being of the people and at the same time preserving the natural environment and culture heritage through awareness creation. Strong arguments have been advanced in support of rural tourism playing a central role in conservation and increase economic status (Tanahashi, 2010)

Rural tourism is an importance niche market in world tourism industry. The concept of Rural tourism is any forms of tourism that shows the cases of the rural life, art, culture and heritage of rural locations there may benefiting the local community economically and socially as well as enabling interaction between the tourist and the locals. Rural tourism can play an important role in the ecological and economic development of a nation. It is necessary to explore the way, which can help to integrated with poverty reduction and natural resource management. Nepal is well placed for tourism development.

‘Rural Tourism’ has gained immense importance since last two decades and has created a niche impact on tourists’ mind as a special-interest form. According to Drăgulănescu and Maricica Druț (2012), ‘The aim of tourism development in rural areas is to solve key business objective outside motivation and satisfaction of tourism and economic issues related to the depopulation of areas caused by migration of rural population to urban centers’. Rural Tourism is playing a significant role not only in the global scenario but also it has the potentiality to become equally important in rural Nepal. (Lane, 1994)

Rural tourism is environmentally friendly tourism where both host and guest are aware of environmental degradation as result of participation in tourist activities. Rural tourism as segments that involves the travelling to relatively undisturbed or uncontaminated natural area with the specific object of admiring, studying and enjoying the scenery and its wild plant and animals as well as any existing cultural features. Rural tourism is one of the fastest growing trends in the tourism industry. The term rural tourism is generally used to describe tourism

activities that conducted in harmony with nature as opposed to more traditions 'mass tourism, Ecotourism, Agro tourism, farm tourism. Rural tourism focuses on socially responsible travel, personal growth, economic development and environmental sustainability. Rural tourism typically involves travel to destinations where flora, fauna, and cultural heritage are the primary attractions.

In practice, the trends of offering rural tourism and homestay tourism services are increasing since decades (after celebrating tourism year 2011). There are more than 700 community and private based homestay in Nepal (HOSAN, 2019). Gandaki Province is equally popular in international and national tourism market with its natural, cultural and religious attractions. There are 103 major tourism destinations in the province located in 11 districts (MoITFE, 2019). However, Gandaki Province is regarded as hub for homestay tourism destinations. There are 272 community homestays (having 5425 rooms and 9666 beds) in Gandaki Province that are operating by 3402 households (MoITFE, 2076).

In this background this study explained livelihood impact of rural tourism around Ghandruk village of Annapurna Rural Municipality of Kaski District. It is one of the many villages in the Annapurna Conservation Area. It is one day walk away from a popular tourist destination 'Pokhara' city. With an area of 200 square km (DNPWC, 2019), this village is situated at an altitude of 2010m above the sea level with a moderate climate temperature. Due to its variety in its geographical features consisting of high mountains, hills, forests, terraces, and river valleys with variable geographical zones ranging from 400 ft. to 12000ft, it is home to various flora and fauna more than that of 1000 species (Gurung, 2019). As the village lies in the Annapurna Conservation Area, a spectacular view of Annapurna Mountain Ranges, Mt. Machchapuchhre including various other mountains surrounding it. Along with the great scenery of mountains, the village has forests full of the national flower of Nepal, Rhododendron. People visit Ghandruk also to watch different species of birds, as hundreds of bird species are found in Modi Gorge of this region only (Gurung, 2019)

Ghandruk is a Gurung village as most of its residents are of Gurung ethnicity. As per the National Population and Housing Census 2011(NPHC 2011), total population of the village is stated to be 4,265 with 1,102 households. Among them, 1,825 are Gurungs, and apart from Gurungs, the village also comprises people from Dalit (Sarki, Kami, Damai/Dholi), Brahmin,

Chhetri, Magar and few other ethnic groups (Central Bureau of Statistics Kathmandu, Nepal, 2014).

1.2 Statement of the Problem

Nepal is economically poor country yet it is very rich in natural scene. Mountain and hills provide a lot of attraction, Mt. Everest the highest peak in the world is pride of Nepal .flora and fauna, wilds animals and varieties of birds are found here. People have different languages and cultures which are another attraction for tourists. It is unique apparent that Nepal has large potentials for tourists. Keeping in view the above facts, Nepal tourism board (NTB) has been paying proper attention development of tourism so that foreign exchange can be earned in large amount for meeting increasing, making development plan and its implementation requirement.

Ghandruk village has a wide prospect for the development of tourism, but there are no macros or micro level study related to the tourism. Ghandruk has necessary need to develop as the tourist destination. There are not studies about the rural tourism potentialities, there are need to explore the future potentialities in the rural tourism. Therefore, there is lack of a careful planning to provide the benefits for local people and avoid the well documented negative side effects of tourism on the rural ecology, culture and economy. Without adequate planning and tourism development only richer individuals and urban based organizations will benefit from the economic opportunities of tourism and tourism in fact may increase the economic, environmental and socio cultural cost of the area visited.

Generally, statement of the problems means the questions related to the research that has to be addressed through the research itself. What are the tourism characteristics of Ghandruk village for touristic attraction? What is the role of rural tourism in changing the livelihood of the people? What are the future possibilities for the development of rural tourism in Ghandruk village? What is the degree of coordination between stakeholders, entrepreneurs and local people for the possible development of tourism in Ghandruk? What are the provisions of home stays/lodges/groceries in support of tourism?

1.3 Objectives of the Study

The general objectives of this study are to examine the socio economic impacts of rural tourism in Ghandruk to the specific objectives are:

- To examine socio demographic characteristics of the respondents.
- To assess major tourism attractions in the study area.
- To explain socio-cultural, economic and environmental impact of rural tourism in the study area.

1.4 Significance of the Study

It is believed that tourism is one of the major economic sectors which support in increasing income and employment about rural tourism. In this regard, this study attempts to find out the ways and procedures to promote rural tourism activities in Ghandruk. Significant benefits for the host community around Annapurna rural municipality 10 Ghandruk. This concept is clearly distinguished from other rural tourism ventures that are largely or even totally planned and managed by outside operators and generate negligible benefits for local people.

Main significance of this study is to Develop appears to meet the majority of the targets established in the definition of sustainable tourism, since it constitutes a tool for both social empowerment and long-term economic development of the local communities. This is even more crucial for small, rural and remote communities that often suffer from the lack of governmental attention and assistance. Self-development through rural tourism is particularly important for these communities, since it gives people the Opportunity to utilize their own internal strengths and resources in order to become more self-sufficient. The research may enhance the collaboration of public and private sector to efficiently design the ethnic tourism advancement of Annapurna rural municipality 10 Ghandruk. In addition, it, following points is clearing the significance of the study.

- This study is helpful to explore the potentiality of rural tourism at Ghandruk village.
- The finding of the study is helpful to the government agencies, organizations, NGO's, private sector, civil societies, local people and politicians directly concerned or working to promote tourism in Nepal and particular to Ghandruk village.

- The finding of the study is helpful to the policy maker to make appropriate policies, strategies regarding promotion of tourism in Nepal in general and Ghandruk in particular

1.5 Limitation of the Study

This is the academic research. Tourism potentiality consists of the accessibility, attraction, accommodation and amenities. The study would be fully focused on natural and cultural heritage only on the specific area in Ghandruk village. This study limited because it studies only focus Ghandruk. The main limitation of study is based on local people, hotel owner, farmer and employers who are working in tourism related activities, how their role in socio-economic impact at Ghandruk. This study also has such type of limitations, which are given below:

- The study time bound would be short.
- This study will be based on the field visit testing as well as interviews with household and stakeholders to collect response of the respondents of the study area.
- It will not be applicable to all of the villages in Nepal because it is based in the Annapurna rural municipality 10 Ghandruk.

1.6 Organization of the Study

This study has been classified into six chapters. The first chapter deals with introduction, statement of the problem, objectives, significance and the limitations. The second chapter explains available literature review. The third chapter discusses the research methodology applied during the conduction of the research. The fourth chapter deals on introduction of the study area by focusing on tourism attractions of Ghandruk village.

The fifth chapter deals about description, analysis and interpretation of data related to impact analysis of rural tourism. The final chapter leads to findings, conclusions, recommendations as well.

CHAPTER II

LITERATURE REVIEW

Review of literature provides foundation to the study. This chapter is basically concerned with literature relevant for the Role of socio economic impact of rural tourism the case of Ghandruk village of Annapurna rural municipality. This study is based on research journals, published and unpublished reports, articles, books, websites and other relevant literatures. This chapter includes conceptual review, policy review and review of related studies.

2.1 Conceptual Review

Tourism is that the temporary movement of individuals to destinations outside their traditional places of labor and residences, the activities undertaken throughout their keep within the destinations and therefore the facilities created to their desires. The study of tourism is that the study of individuals far away from their usual surroundings of the institutions whose responds to the necessities of the tourists and of the impacts that they need on the economic, physical and social well beings of their hosts. It involves the motivations and experiences of the tourists, the expectation and changes created by residents of reception areas and roles vie by the various agencies and establishments that negotiated between them. (Mathieson and wall, 1982, p.1)

“Tourism is an activity of a person travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or any other purpose” (UNWTO,1995)

Another definition of tourism was given by Edmond Picard, Professor at the University of Brussels. According to him, “the function of tourism is to import currency from foreign resources in to the country. Its impact is what tourist expenditures can do the different sectors of the economy and in particular the hotel keepers”

(Satyal, 1999).

According to collier (1989, P.3) the definition of tourism identifies the following characteristics; Tourism involves – a complex set of interrelationship between people places and products.

- These interrelationships involve through the transportation of people to various destination outside of their normal places of residence and their stay at those destinations.
- The duration of the visit must generally be of a short term nature.

Tourism is essentially a pleasure activity in that it does not involve earning related travel even if the associated income is not earned in the destination, region or country.

As we know tourism is one of the chief economic sources for different countries. It also has become the catalyst for the development of different infrastructure within the country for the betterment of the people place and community. It is very important to know the types of tourism to venture different sites for promoting market based tourism. Besides these to know about the problems and prospects on the tourism, we need to describe some types of tourism observed in our country.

1) Eco-tourism Ecotourism

Eco-tourism Ecotourism is a complex and multidisciplinary phenomenon and has a tremendous role to play in the interpretation of nature and natural resources, as well as in the outstanding of human history and its interaction with the rural environment, and the diffusion of environmental knowledge and awareness. Ecotourism can be described by different terms such as nature Based Tourism, Nature Tourism, Environmental Tourism, Specialist Tourism, Green Tourism, Adventure Tourism, Indigenous Tourism, Responsible Tourism, Sensitized Tourism, Cottage Tourism and Sustainable Tourism (Pradhan and Grandon, 2008).

2) Mountain Tourism

Mountain tourism is one of the considerable sectors of Nepalese tourism. Mountaineering and trekking are well through-out as major parts of Nepalese mountain tourism. It is the mountaineering and trekking that increases the length of tourists stay, which ultimately supports rural economy and has pivotal impact upon the entire tourism industry of the country. In fact tourism started with mountaineering Nepal, the first recorded successful ascent on one of the 14 over eight thousand meters high mountains of the world was made on mount

Annapurna-1 (8,091m) by French team namely Mr, Maurice Herzog and Louis Lachend on 3 June 1950. After the successful ascent of Mt. Annapurna, attraction (Gurung,2007)

3) Wildlife Tourism

Nepal has varied vegetation with varied and rich fauna. There are number of varieties species of wildlife in the forest of Nepal. It includes the wild buffaloes, snow leopard, blackbucks, wild elephants, antelopes, one horned rhinoceros, figures, bears, deer's, blue sheep, stage red panda etc. Nepal is also repository of many species of birds, fishes, reptiles, amphibians and insects, as pheasants, snow pigeon, snow partridges, golden eagle, kalig pheasants, ehak or tragopan, yellow build chough and many others are found here. Seasonal and migrating birds are seen in the slopes and in the river banks of Nepal. Dolphin and crocodile are also found in the river banks. Two national parks i.e. Everest National Park and Chitwan National Park which are cited is world Heritage side by UNESCO are also situated in Nepal (Gurung, 2007)

4) Rural Tourism

Rural tourism is a complex multi-faceted activity: it is not just farm or agriculture based tourism. It includes farm-based holidays but also comprises special interest nature holidays, adventure, sport and health Tourism, educational travel, arts and heritage tourism, and in some areas, cultural and ethnic tourism. In fact rural tourism is not totally a new concept. The rural tourism of the 1970s, 80s and 90s is, however differs in several ways. It is revealed that over 70% of all American now participate in rural recreation.

5) Religious/pilgrimage Tourism

Any travel for religious purpose and the business of arranging for the needs and facilities of such visitors is known as pilgrimage/religion tourism. Important religious sites and places of worship of different religions are located in various countries of the world. For example, Mecca and Medina in Saudi Arabia for Muslims, Jerusalem and Vatican for Christians, Lumbini in Nepal for Buddhists, Char Dham (four important Pilgrimage sites) India and Pashupatinath in Nepal for Hindus, etc. tourism industry has also developed because of the people's religious beliefs, culture and faith.(Ghimire, R.2016)

Peter (1996) has classified the tourism products or attractions in five categories as given below. Tourism products are classified as the purpose of the tourists. There are so many tourist products or attractions in Nepal either man made thing or natural thing. Some of them are briefly analyzed below;

Table 1: Peters Inventory of Tourist Products

1	Cultural	Sites and areas of archeological interest, historical buildings and monuments, places of historical significance, museums, modern culture, political and educational institutions religious institutions.
2	Traditions	National festivals; arts and handicrafts, music lore; native life and customs
3	Service	National parks; wild life flora and fauna, beach resorts mountains
4	Entertainment	Participation and viewing sports, amusement and recreational parks, zoos, and ocean Arians.
5	Other attractions	Climate; health resorts or spas; unique attractions not available else.

2.2 Tourism in Nepal

Nepal is little mountainous country endued with stunning natural beauties and sceneries. It's additionally made in distinctive cultural heritages, ancient culture, high peak Himalaya Range Mountains, historical and religious temples, durbar Squares and ancient architectures. Nepal may be a hotspot destination for tourism, nature lovers, trekkers and mountaineers. Nepal is rich in quick flowing rambling rivers that are best suited for rafting lovers. Nepalese are so welcoming and are hospitable to their every guest. Guests are thought-about as God within the Nepalese culture and society.

Nepal is made in historical heritage sites and illustrious all round the world. UN agency has declared ten world heritage sites in Nepal. Kathmandu durbar sq., Bhaktapur durbar, Patan durbar, Lumbini, Bouddhanath, Stupa, Pashupatinath Temple, Changu Narayan and SwayambhunathStupa area unit the eight world heritage sites that area unit semisynthetic and

still standing majestically, reflective the made cultural heritage of Nepal within the most specific manner. Relating to the talent of art, of Nepal may be a land of historic creative pioneering. The late history reveals that Nepali artists had traveled abroad popularizing their superb daring creations of made aesthetic treasure. The new generation creator these days has followed a similar tradition of power in Nepal that has been major exportable merchandise of Nepal. these days within the Nepalese market, the foremost trained worker product area unit the hand-made arts and styles that embody silver jewelry, figurines and statues, musical instruments, Thankas, paintings, masks and puppets, paper product, pashmina and silk product and hand loomed clothes. (Shrestha, ET al.2007)

Nepal may be a multi-ethnic, multi-cultural, multi-religious and multi-lingual country. It consists of one hundred twenty five Caste/Ethnic teams, quite five non secular teams being over eightieth Hindu and 123 languages spoken all over Nepal (National Census 2011). There are unit several ethnic museums to replicate the brilliant diversity in cultural forms and tradition, and to find out regarding the structure of Nepalese society. Nepal tourism Board (NTB) and Nepal National ethnographical depository (NNEM) have created joint effort to determine these museums reflective a permanent exhibition of 11 completely different ethnic communities (Thakali, Sherpa, Tamang, Gurung, Rai, Limbu, Chepang, Jyapu of Newar cluster, Magar, Suwar and Tharu) as well as the opposite sub-communities in addition.

Most of the places in Nepal are rural and poor from infrastructural facilities like transportation, health, electricity, education, etc. that makes it arduous to make full fetched expedited accommodations and hotels or restaurants at such places for tourists. Therefore, the most viable possibility is home-stay. This doesn't simply facilitate folks earn cash however additionally force them to make clean and well satisfiable home. Additionally, these forces to create their section well managed and properly developed. Also, homestay permits folks to figure in their own native space instead of forcing them to come back to town areas or foreign countries to hunt for work and earn. This utilizes the youths of the community to figure for his or her own and develop their section.

2.2.1 Rural Tourism in Nepal

Before the introduction and development of rural-village tourism in Nepal, most of the tourism activities were limited to major trekking routes, the mountains and adventure tourism. The concept of the rural tourism was introduced to increase and maximize economic benefits arising from tourism over a wider range and generate job opportunities for the local community that depends only on the agriculture. With the help of Nepal Government, basic infrastructures were provided such as: roads, telecommunications and electricity, and in 1995, a village (rural) tourism program was included in the national tourism policy in Nepal.

The concept of village tourism was introduced and then Nepal Village Resorts (NVR), a Kathmandu based travel agency serving as a marketing agency of the village tourism product, launched village tourism for the first time in Nepal in Sirubari Village in 1997. The local community people were actively engaged in the planning stages of the Sirubari Village Tourism. Since then other villages also started the village tourism program taking the example of Sirubari program, but it suffered a major setback soon afterwards, due to the outbreak of civil war in Nepal peace treaty between the Nepal Government and Maoist party in 2007 brought certain level of political stability to Nepal, and village tourism started to rise again in different rural parts of the country (Upadhyay, 2007).

Today, massive numbers of travelers seek an authentic, reliable and a unique experience, a change from familiar hotel chains, luxurious stays, strict packages and queues at scenic views. People want to experience and enjoy more than a sightseeing time-table; they want the opportunity to deeply experience another region's and country's people, their culture and the local environment. Ecofriendly rural tourism in Nepal is a rare jewel that offers unique, diverse and enriching experiences to the visitors. With more than 80% of the population living in the rural village areas of Nepal, travelers can stay at home-stay in villages, getting an opportunity to know, learn and experience the rich social values, religions and traditional culture of the local people. At the same time, visitors can also have a look at some of the most stunning landscapes on earth in some of the hilly and mountainous rural areas. (Nepal Rural Tourism, 2015)

2.2.2 Tourist Arrivals in Nepal

The table no 2.4.1 reveals that numbers of tourists has been increasing every year since the beginning except in the years 1995, 1981,1984, 1989, 1993, 2000, 2001, 2002, 2005, 2008, 2010, and 2013. Nepal received 6,179 tourists in 1962 and after a decade it reached 52,930 in 1992 to 463,646 in 2000 AD. The number of tourists flow decreased in 2000, 2001 and 2002 still in2005 also there was no satisfactory recorded data.

Table 2: Tourist Arrivals in Nepal (1962-2018)

Year	Total		By Air		By Land		Average Length of Stay
	Number	Annual Growth Rate (%)	Number	Percent	Number	Percent	
1962	6179	--	--	--	--	--	--
1970	45,970	31.7	36,508	79.4	9,462	20.6	--
1972	52,930	6.0	42,484	80.3	10,446	19.7	--
1982	175,448	8.5	153,509	87.5	21,939	12.5	13.33
1990	254,885	6.2	226,421	88.8	28,464	11.2	12.00
1992	334,353	14.1	300,496	89.9	33,857	10.1	10.14
2000	463,646	-5.7	376,914	81.3	86,732	18.7	11.88
2001	361,237	-22.1	299,514	82.9	61,723	17.1	11.93
2007	526,705	37.2	360,713	68.5	165,992	31.5	11.96
2008	500,277	-5.0	374,661	74.9	125,616	25.1	11.78
2009	509,956	1.9	379,322	74.4	130,634	25.6	11.32
2010	602,867	18.2	448,800	74.4	154,067	25.6	12.67
2011	736,215	22.1	545,221	74.1	190,994	25.9	13.12
2012	803,092	9.1	598,258	74.5	204,834	25.5	12.16
2013	797,616	-0.7	594,848	74.6	202,768	25.4	12.60
2014	790118	-0.9	585981	74.2	204137	25.8	12.44
2015	538970	-32	407412	75.6	131558	24.4	13.16

2016	753002	40	572563	76	180439	24	13.4
2017	940218	25	760577	81	179641	19	12.6
2018	1173072	25	969287	82.63	203785	17.37	12.4

Source: Department of Tourism, /Nepal Tourism Statistics, Various Issues.(2019)

The above table shows that the growth rate of tourists has not been equal from 1962 to 2006 too. Tourist's arrivals in 200, 2001, 2002, 2005 still in 2005 also recorded as negative. The statistical data shows that the highest decline of tourist arrivals is in 2001, and 2015, the declined percentage were 22.1 and 32 percent respectively. The highest growth rates during four decades were recorded in 1970, 2007, and 2016, representing 31.7, 37.2, and 40 percent respectively. Length of stay of tourists play vital role in tourism industry. The lowest length of stay is 7.92 days in 2002 and the highest is 13.51 days in 2004 according to the record from 1962 to 2018.

2.2.3 Importance of Rural Tourism in Nepal

Most of the places in Nepal are rural and poor from infrastructural facilities like transportation, health, electricity, education, etc. that makes it arduous to make full fetched expedited accommodations and hotels or restaurants at such places for tourists. Therefore the most viable possibility is home-stay. This doesn't simply facilitate folks earn cash however additionally force them to make clean and well satisfiable home. Additionally these forces to create their section well managed and properly developed. Also, homestay permits folks to figure in their own native space instead of forcing them to come back to town areas or foreign countries to hunt for work and earn. This utilizes the youths of the community to figure for his or her own and develop their section.

Rural tourism holds few edges that the regular tourism doesn't. Few of the advantages that the agricultural tourism holds square measure identified below:

- a. It helps to save lots of heaps of cash that must be spent on building hotels, restaurants and lodges in tourist places. Rather than creating new buildings, the out their homes would function a guest house for the people that visit there.

- b. It saves the natural resources that might be required to create new buildings like hotels and restaurants. This might facilitate conserve the character and natural resources to stay the balance of the setting.
- c. It utilizes native resources during a healthy and proportionate manner since no overuse of natural resources is completed. It helps natural resources from degrading quickly.
- d. It helps to develop the community among itself by utilizing the work force they need. Negative folks would work on their own to determine their section as higher place for tourists which might eventually cause the event.
- e. It creates employment chance for the locals and facilitate them earn their resource. Folks would begin their own business except for homestays to welcome and serve the guests which might act for his or her, own resource.
- f. It helps folks from deed their town and go somewhere else to figure. They'll work on their own business there or work on agriculture sector as associate indirect facilitate in rural business enterprise.
- g. It helps government from taking their minds off of these things and target different things. Involvement of native bodies in development of their own community would take a load of stress from government which might permit government of target different necessary and first works to develop the state as a full.
- h. It helps in to save lots of heaps of your time that one must begin from the start if they were to begin a business enterprise business in new place since all needed components square measure already on place and that they solely would like a bit maintenance and upgrading.
- i. The cordial reception and friendliness of an area family will offer guests with a satisfying and memorable expertise.
- j. It helps the youths to get data, expertise and skills in hosting, cordial reception, job and eco-friendly tasks.
- k. The direct involvement of tourism in day to day activity of the section they're living on would facilitate them get a novel expertise that they'd always remember like operating in fields.

(Pokhrel. k, 2018)

2.3 Theoretical Review

Eco-Tourism: Eco-tourism simply means eco efficiency in tourism activities that principally aimed to foster socio-cultural, economic and environmental development through tourism activities. Ecotourism is a good tourism, ethical and eco-citizenship, which aims to limit the human pressure on the environment while contributing to its development (Villepontoux, 2013). Originally, the term of ecotourism is invented in the 80s by biologists who were concerned by environmental degradation caused by the development of tourism practices. Since the 2000s, the World Tourism Organization makes the first campaigns of communication on ecotourism introduced as the new alternative development model for sustainable tourism. From this period, the suffix "eco" plays on the double logic "ecology and economy" to show that it is possible to make "good tourism" and reconcile the imperatives of ecology and economy.

Theory of Rural Transformation. Rural transformation agenda is about improving overall quality of life of people in the rural areas. Rural transformation thus concerned with improving the well-being of rural people through enhancing their productive capacities, expanding their choices in life and implementing pro-poor nondiscriminatory public policies. The major theoretical idea of rural transformation is all about creating community wealth, increasing inclusive leadership and greater family self-sufficiency (Richardson & London, 2007). Education has been seen as a means of developing capabilities, promoting employment potentials, and ultimately reducing poverty of people in the rural communities (Sharma, 2014). This theory is more relevant in Nepalese context where still most of the people are living in rural context and involving in different livelihood practices for transforming their life and livelihoods.

2.4 Policy Review

Tourism development plan began in Nepal with the establishment of national planning system in 1956. When the international tourism was in boom, Nepal was one of the new attractions during 1950s and 1960s. Realizing the immense potentialities of tourism development, tourism has been getting a high attraction from the very beginning of the economic planning in Nepal. Since the first plan, tourism sector has been accorded a high priority in every plan period.

- **First Plan (1956-1961)**

It had given adequate emphasis to build infrastructures like road, water, electricity and construction of airports that is essential for tourism development. During the plan period, Nepal acquired membership of different tourism related organization. Tourist development board was established in 1957 under the development of industry. RNAC as the national flag carrier was established in 1959. The setting up of hotels of various standards, establishment of travel agencies, development of Tribhuvan International Airport, and tourist guide training and some of the achievements of the first plan

- **Second Plan (1962-1965)**

The enactment of the tourism Act 1964 (2021s) was notable development for tourism during second plan. During this plan period, tourism statistics was initiated for making further planning and formulation of policy in tourism sector in the country. Specially, tourism activities like the sightseeing services, providing training for tourist guide and marketing in international market were highly prioritized.

- **Third Plan (1965-1970)**

Preparation of master plan for Lumbini development was pronounced during the plan period. This plan aimed to increase the number of foreign tourists to increase foreign exchange earnings. The prime focus during the plan was again on the establishment of hotels in Kathmandu, Pokhara, and Birtnagar by considering international standards. During the plan period, Nepalese attractions of tourism and tourists iterative ware produced and distributed for international tourists. Nepalese art and architectures provide attraction to tourist, there for, steps were taken to preserve and maintain temples and historical places.

- **Fourth Plan (1970-1975)**

This plan was actually the turning point in the history of tourism development in Nepal. Nepal tourism master plan 1972 was developed with the joint co-operation of the government of federal republic of Germany in 1971. The main objectives of Nepal Tourism Master Plan 1972 were:

- To develop international tourism, which will provide sustained economic benefit?

- To induce economic activity through tourism that would assist in the development of agriculture industry infrastructure foreign exchange earnings.
- To develop tourism in manner that would preserve and enhance the social cultural and historical values of Nepal. Thus, fourth plan had assumed tourism as the prime source of foreign exchange earnings in the economy.
- **Fifth Plan (1975-1980)**

The ministry of tourism became a full-fledged ministry during this plan period in 1977. The fifth five-year plan had spent out the following objectives for the development of tourism:

- Increasing foreign exchange earnings and these by balancing of payment situation.
- Increasing employment opportunity in tourism sector by developing skill and ability.
- Achieving balanced regional development by establishing tourist carters in different part of the country.

- **Sixth Plan (1980-1985)**

The sixth plan adopted and integrated approach with the following objectives:

- To earn foreign exchange
- To increase the number of tourists and length of their stay
- To replace foreign goods by domestic products.
- Provide employment opportunity through tourism related industry.

- **Seventh Plan (1985-1990)**

The plan had the policy to attract investment from both the public and the private sector in tourism. Emphasis had been laid to develop mountaineering and trekking tourism. The main objectives of the plan were as follows:

- To improve balance of payment situation through increased foreign exchange earnings by attracting upper class tourist.
- To create new employment opportunity by utilizing tourism industry to the fullest capacity.
- To increase the length of stay by extending tourism related activities and business where tourism infrastructure is available.

- **Eighth plan (1992-1997)**

The prime objectives of the eighth plan were as follows:

- To earn more foreign currency by developing tourists industry.
- To increase the employment opportunities through expansion of tourism industry thereby improving the living standard of the people.
- To improve the quality of tourism services and to promote and preserve environmental, historical and cultural heritage.
- To encourage the use of local materials and services in tourism industry.

The eight plans recognized tourism as a significant sector to uplift the national economy of the country. It had reviewed the progress made during the seventh plan which reviewed the progress made during the fiscal year 1990/1991 and 1991/1992. During these two years, some of the notable change had been observed such as previously restricted areas namely Manang and Mustang were opened for trekking. Government had adopted liberal economy policy and priority has given to private foreign investors to invest in tourism industry. It has mentioned “in order to attract foreign private investor’s necessary atmosphere would be created and suitable policies would be formulated”.

- **Ninth Plan (1997-2002)**

The overall objectives spell out in the plan was guided by the long-term concept of tourism development through village tourism in given way:

- Priority will be given to tourism as one of the most important sectors for economic development of the country.
- Effective promotion and publicity will be made to establish Nepal “An Exclusive Tourism Destination” and
- To increase employment and foreign exchange earnings from tourism and to provide these benefits up to the village levels.

The main objective of the plan was poverty alleviation through tourism in village and backward regions by utilizing the ethnic cultural attractions. The plan shall look forward to promote regional tourism especially in SAARC countries. For the promotion of tourism, diplomatic missions, friendship associations, airline offices, and Nepalese organizations abroad would be

made to take active participation. Hi-tech media like internet, homepage, e-mail, international television channel was used for marketing. The achievements of this plan were given below:

- Launched ‘Visit Nepal Year 1998’ as a national campaign.
- Additional air agreement with different countries for air services, seats and routes.
- Added airport infrastructures in the hilly and relatively busy local airports.
- Improved the standard of Tribhuvan international airport runway, its equipment, parking area, terminal building, and five extinguishing services.
- External flight permits have been granted to some domestic airlines and some opportunity will be made available to other airlines as well.
- Civil aviation authority of Nepal has been established and is functioning well.
- Established Nepal Tourism Board by dissolving the department of tourism.

- **Tenth Plan (2002-2007)**

Plan has given more emphasized on an integrated approaching to accelerate market linkage in the tourism economy. Providing effective marketing, employment opportunities and increasing in foreign receipt from tourism sector are the major targets. The major objectives of Tenth plan are as given below:

- Sustainable and qualitative development of tourism sector and promotion of its right markets.
- Conservation of historical, cultural, religious, and archaeological heritage and enhancing their practical use for income generating purposes.
- To make air transportation services easily available, secure, reliable and standardized.

- **Three Years Interim Plan (2008-2010)**

The interim plan again envisaged enhancing the contribution of tourism in national economy as an important segment. Through develop and improve physical infrastructures, international and national air services were prioritized. Internal and external tourists were given to more emphasize through development and promotion of urban and village tourism destinations. Private sector was given to extra emphasize who can provide a functional role on construction, development, expansion, and operation of infrastructures and service delivery.

- **Interim Plan (2010/11-2012/13)**

The Three-Year plan aims Nepal to upgrade the country from its current status of Least Developed Country (LDC) to Developing country (DC). The plan has more emphasized on role of tourism development in national economy. It has been aimed to establish Nepal as a major tourist destination in the world through intensive and coordinated efforts in tourism development by expanding tourism industry to the local level of the country. Likewise, it is expected to earn more foreign currency and generate greater employment opportunities from tourism development by introducing Nepal as a “naturally beautiful country” in the world. In addition, this sector has also been anticipated to largely contributing to the economic development of the country and making it economically self- reliant. It might be reason the plan has intended to achieve given targeted outcome; arrival of foreign tourists in Nepal would have been reached 1.2 million by FY 2012/13, average stay of foreign tourists in Nepal would have been reached 12 days, foreign exchange earnings from tourism would have been reached 400 million US dollars and direct employment from tourism sector would have been reached 150 thousands (NPC, 2010).

The major objectives of the plan are as given below:

- To generate greater employment opportunities, reduce poverty, and maintain regional balance and economic growth through developing and expanding tourism industry up to local levels along with increasing economic activities by implementing intensive and coordinated development programs; and to develop Nepal as a major tourist destination in the world.
- To develop tourism industry as well as national economy by extending international air services along with enhancing greater accessibility by strengthening existing air transport services of the country.

To fulfill given objectives the plan has developed given Strategies:

- Develop tourism industry as a main basis of national economy.
- Establish Nepal as a major tourist destination of the world.
- Expand domestic tourist destinations and diversify tourism businesses.
- Develop and expand physical infrastructures in tourism industry establishing cooperation between public-private sectors and local community and local bodies.
- Attain balanced development through tourism development providing significant contribution in employment generation, poverty reduction and regional balance.

- Create conducive environment for tourism development.
- Develop regional/international airports.
- Raise capacity of Airlines through management reforms of Airlines Corporation.
-

- **Home Staying Guideline and Action Plan, 2011**

The prime aim of the guideline was helped to provide tourism return to the rural people in the village area through their active participation in which they can provide home staying service collectively or individually to the guests. It was envisioned that local people can change their living standard and life style because of income generation and creation of employment opportunities in their area during tourism activities. The provision was also focus to implement rule and regulation of the government before providing home staying service from local people. To the end at least five house hold must needed for providing collective home staying service and they need to register their service either in district home staying development committee or in any tourism institutions. Formation of village tourism development committee in the local level is inevitable for providing accommodation facilities as well as cultural and religious functions.

- **Fourteenth Plan (2016-18)**

This plan set the vision tourism for economic prosperity. It has developed and implemented national tourism strategic plan (2016-2026). Focus has given to promote tourism activities in rural areas and create employment to the 25,000 people in 2017 and to the 40000 people in 2018 (NPC, 2016). During this plan period, government also has developed National Tourism Strategic Plan (2016-25) (MoCTCA, 2017).

- **Fifteenth Plan (2019-21)**

This plan identified tourism as a lead sector of national economy as it is creating employment to the local people and improving their livelihoods, generating economy and reducing poverty (NPC, 2019). This plan came up with five major strategies in regards tourism:

- Marketing of Nepali tourism in international tourism market including neighboring countries like China and India.

- Developing integrated tourism development plan by covering education, health and sports sectors.
- Attracting national and foreign investment in tourism sector for constructing modern tourism infrastructure and marketing through public private partnership.
- Establishing cooperation between and among public and private sectors in provincial and local level for identified new tourism destination and diversified tourism services.
- Distributing tourism benefits to the local people in local levels.

2.5 Empirical review

Khadka, (1993) in his doctoral tourism studies "Tourism and Economic Development in Nepal", has analyzed the outcome of tourism development in Nepal in the late 1980's. The analysis is concerned with two specific areas first is related to performance and efficiency of hotel investment in generating foreign exchange and the second is concerned with the economic impact of tourism under limited supplying capacity. The major finding of his study is the hotel bed occupancy rate, double bedroom place and marketing activities are found to be important for the performance of hotel industries. Among the various categories of hotels, quality hotels and safari hotel are found to be more efficient generator of foreign exchange than others. . However, the economic impact of tourism is found to be less than that of others exchanges generating sectors. But, the scientist proposes that the role of tourism in economic development is important, internet earnings from tourism area unit bigger than another sector of the economy. Hence, promoting customary hotels serving high paying tourists will enhance the economic contribution of tourism.

Upadhyay, (2003) in his doctoral studies "Tourism as a leading sector in Economic Development in Nepal" has opined that Nepalese economy is moving gradually on the path of economic development. Recent the study came to conclusion that if tourist sector is given proper attention, it has the potential to act and promote overall economic development of Nepal. This sector has an edge over commodity producing sector like agriculture and industry in terms of growth potentially there has been improving economic performance particularly in the last two decades. There has been structural change in the economy followed by the agricultural and industry. Pace of the agricultural sector has been slowed down whereas that of the industry and services gone

up. The analysis has revealed that tourism sector has been improving its significance in the economy.

Maharjan, (2004) in his doctoral studies on the topic "Tourism Planning in Nepal" has precisely highlighted tourism planning practice in Nepal. His study found that the importance of tourism planning and especially strategic planning has not yet been fully realized even by the tourism planned or private tourism institution. The form of planning is a new phenomenon to the Nepalese private sector. Thus, activities are not forwarded in the desired direction. The study also conclude that the strategic planning has only been done by quarter of the tourism institutions that shows that the institutions lack a long term vision and strategic thinking the planning decision making and the practice of tourism planning has been highly dominated by the bureaucracy and politics, similarly an absence of strategic planning the public sector tourism planning has remained ineffective. The study has shown enormous shortcomings in the practices of tourism planning in Nepal, symbolized as planning myopia.

Majupuria, T.C. (2005) had studied "Wildlife and Protected Areas of Nepal" deals with wildlife in Nepal and other countries of the world. Specially, he deals in details of mammals. Further the writer deals with the salient characters of the mammals together with their distributions and also deals in the protected areas of Nepal including National Parks, Wildlife Researches. Hunting Reserve and Buffer Zones, besides the book also deal with the ecological distribution of wildlife and major problems in protected areas. The new concepts of trans-boundary bio-diversity conservation and corridor have been assimilated. List of threatened vertebrates together with extinct and vanishing mammals of Nepal are also included. However, the book lacks in detail description of ecotourism which is included in the curriculum of various levels, especially description in rural tourism, environment science and for tourism promotion. Similarly, the contribution of various INGO's and NGO's Viz KMTNC, IUCN, ICIMOD, UNDP and WWF should also have been reflected (Upadhyaya, 2005:125).

NTB (2013), the present policy expects to introduce Nepal as an attractive, beautiful and self-destination in the international tourism map with increased employment opportunity for livelihood, productivity and living standard of general public and economic growth along with contribution in the revenue due to the increase in various activities and enterprises of tourism sector such as airlines, Hotel, travel and tour by providing opportunity of livelihood and

productivity to common people, by increasing the diverse tourism activity and enterprise like airlines,, Hotel, Travel and tour along with improvement of people living standard and economic development and contribution to revenue. This will develop ownership of local community especially in the area or rural tourism and competitiveness in quality services.

Today, massive numbers of travelers seek an authentic, reliable and a unique experience, a change from familiar hotel chains, luxurious stays, strict packages and queues at scenic views. People want to experience and enjoy more than a sightseeing time-table, they want the opportunity to deeply experience another region's and country's people, their culture and the local environment. Ecofriendly rural tourism in Nepal is a rare jewel that offers unique, diverse and enriching experiences to the visitors. With more than 80% of the population living in the rural village areas of Nepal, travelers can stay at home-stay in villages, getting an opportunity to know, learn and experience the rich social values, religions and traditional culture of the local people. At the same time, visitors can also have a look at some of the most stunning landscapes on earth in some of the hilly and mountainous rural areas. (Nepal Rural Tourism, 2015)

The World Travel & tourism Council (WTTC) is that the world authority on the economic and social contribution of Travel and tourism. WTTC promotes property growth for the area, operating with governments and international establishments to form jobs, to drive exports and generate prosperity (WTTC, 2015). According to WTTC, direct contribution of Travel and tourism to gross domestic product was NPR83.7bn in 2014 i.e. 4.3% of total gross domestic product. It's calculable to rise by 5.4% to NPR88.2bn in 2015. This direct contribution is mirrored through the economic activity generated by tourism industries like hotels, restaurants, travel agents, airlines and different traveler transportation services (excluding commuter services). And also, the direct contribution of Travel and tourism to gross domestic product is predicted to rise by 4.4% pa to NPR135.7bn, i.e. 4.8% of GDP, by 2025. (World Travel and tourism Council, 2015)

Nepal provides the guests with the ability of quality medical services in affordable costs. It's low-cost to bear medical checkups and surgery in Nepal. The personal and government hospital offers economic and cheap, affordable medical treatment by extremely qualified, toughened and economical English-speaking medical personnel. Medical treatment and services in Nepal is best best-known for wonderful treatment services and herbal treatment. One will observe the natural

strategies of medical treatment experiencing exercise, yoga, reiki, meditation, physical therapy and alternative ways in which of treatment.

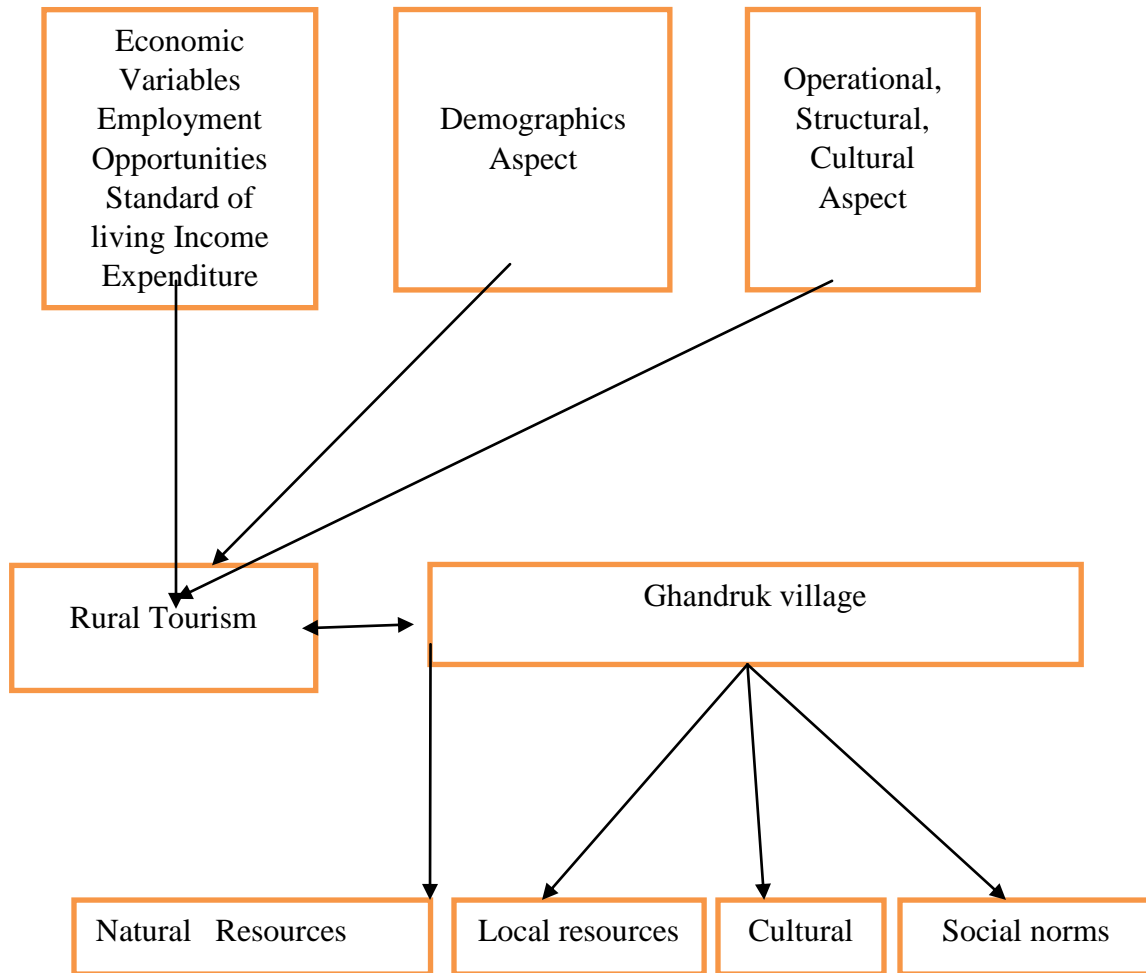
Various reports have suggested the strong contribution of museums to the economy which was discussed earlier in chapter 2.2. Originally, it was thought that cultural sustainability is a component of social sustainability. Nowadays it is considered as a distinct component of equal significance. Therefore, numerous sustainable models have implemented culture as the ‘fourth pillar’, together with social, economic, and environmental dimensions (Hawkes 2001, cited in Loach, et al. 201

2.6 Conceptual Framework of the study

In the conceptual framework will be formulate the research questions. These questions are based on the analytical framework. All concepts of the analytical framework were discussed in the literature review, problems and objectives. To find the two main concepts of the research in the rural tourism; based on Scio- economic impact. It has based on the Scio-economic impact of rural tourism, will be taking the different Scio economic variables with assumptions. First, it is assumed that tourism activities can stimulate rural tourism. However, local participation in tourism development is necessary to create the desired outcomes for communities. It is questioned whether a higher-level participation will automatically lead to better results. Rural tourism might therefore even be more successful with the involvement of external stakeholders, even if this reduces the level of participation of the rural community.

The purpose of this research is to examine the exact link between the type of participation of the rural tourism development, and the local’s perception on the outcomes of the home stay aspect.

Figure 1: Conceptual Framework of Rural Tourism



The final relate with the outcomes of tourism development. It should be noted that the fact outcomes with the rural tourism, it is measuring their variables, and not the actual benefits. Rural living people, hotel owner and homestay community members are thus asked whether they are impact with rural tourism development regarding several, economic and social-cultural outcomes.

CHAPTER III

RESEARCH METHODOLOGY

This chapter is designed to fulfill the stated objectives as well as to make it easier in visualizing the study work clearly. The methodology is a series of underlying assumptions, theories, principles and philosophies relating to the conceptualization of material under study and the categories that will be used define, describe, analyze and talk about it. It is the process in which the data are collected, analyzed, evaluated and finally inference is drawn. Therefore, it is a specific way of performing an operation that implies precise deliverable and the end of each stage. Thus, research methodology simply describes the systematic way of one and different tools and technique to be followed by the researcher.

The main objective of the study is to analyze the tourism infrastructure in the Ghandruk village and analyze the role of rural tourism socio economic development in Ghandruk. This study aims to recommend necessary suggestions to achieve the targeted objectives.

Research methodology is the most important aspect of research work. Authenticity and reliability of any research depends upon the tools and methods used for data collection.

3.1 Research Design

Research design is the most important components of the field research. Research design has the logical and systematic planning which directs the research. The research study has been carried out the basis of descriptive as well as exploratory. A descriptive research design describes the prospects and challenges for the development of village tourism whereas exploratory research design tries to explore avenues and solution for eliminating the problems, obstacles and hardship on the path of developing village tourism in the study area after having through observations, examination and evaluation of the issue.

3.2 Nature and Source of Data

Ghandruk village were taken as sample place. Information was obtained by interviewing with two categories of respondent direct beneficiaries and indirect beneficiaries. Purposive Random sampling was done for homestays, locals and hoteliers.

This study is based on primary as well as secondary information. The primary information's were collected through field survey using different data collection methods such as observation,

questionnaire survey and interview. Similarly, the secondary data were collected from tourism related organizations, libraries; publication literature published and unpublished papers and articles.

The finding of this study is mainly based on primary data. The primary data which qualitative and quantitative in nature were collected directly from the respondents of the study area and observed area.

3.3 Field of the Study

Purposively, Annapurna rural Municipality Ghandruk village has been selected for the study. Ghandruk village have been attracting both international and national guests since many years. It is a unique place where there are many natural, cultural and other attractions. The rural life styles of the local people and their traditional cultural activities as well as natural attractions are attracting numbers of visitors' day by day. Even government and non-government stakeholders are also supporting to promote rural tourism activities directly or indirectly for forest resource conservation and mobilization. Thereby, Ghandruk has been selected as a field of the study.

3.4 Sample and sampling procedure

There are all total 612 households in the study area (Municipality Profile, 2018). Out of total households 159 households are directly and indirectly benefited from tourism activities that are regarded as sample population of the study. Out of them 123 households are selected as sample number or respondents for collecting required data which is generated with 95% confidence level and 5% marginal error by using sample size determination formula* (Krejcie & Morgan, 1970) (Appendix D). Further, this study applied both purposive and stratified random sampling methods while selecting respondents.

$$*\text{Sample size (n)} = \frac{\chi^2 * N * (1-P)^2}{ME^2(N-1) + (\chi^2 * P * (1-P))}$$

Where,

n = required sample size

χ^2 = Chi square (Value* 3.841 for 5% confidence level with 1 degree of freedom)

N = Population size

ME = Desired Marginal error (expressed as a proportion)

P = Probability of success (0.5 value for unknown population)

Q= (1-P, i.e. 0.5 value for unknown population)

Table 3: Selection of the Respondents

S. N	Respondent category	Sample no	Sample selected no
1	Direct beneficiaries	60	52
2	Indirect beneficiaries	99	71
	Total	159	123

(Field Study, 2019)

3.5 Data Collection Techniques and Tools

3.5.1 Household Survey

Survey is a method of collecting data in which a specifically defined group of individuals are asked to answer a number of questions (Baker, 1994, p. 172). Questionnaire survey is the most commonly use method in every kind of research especially in tourism industry. The survey was used to gain primary information, from people or respondents who answer questions about themselves, their knowledge of particular subject and their opinion. The questions in the questionnaires were well structured so that each respondent answers in exactly the same way. This enables the researches to compare the data collected form 123 respondents (Appendix A).

3.5.2 Observation

Participant observation helps researchers to experience and observe first hand dimensions of the natural setting (Mason, 2002). Observation is will be use but the result can be record both quantitatively and qualitatively. In tourism, much can be learned about human behaviors by observing it, even at a distance. The researcher himself observed the study area personally to understand the problem and issues of the local peoples and the benefits receive from tourism activities (Appendix B).

3.5.3 Key Informant Interview

Interview is an effective method for capturing the views of interviewees that can ultimately produce some parcel of knowledge. But an effectiveness of interview entails creating a shared concern between interviewer and interviewees to understand the contextual nature of the interview (Kvale, 1996). Key informant interview was conducted with key persons by using interview guidelines (Appendix C). The key informants were local people who run homestay,

farmers and stakeholders. In order to collect subjective information key persons such as local representative, tourism entrepreneurs as well as local farmers were selected with help of local intellectuals and member of village assembly.

Table 4: Key Informant Interview

S N	Name	Designation	Female	male	Age
1	S. Gurung	Chairman of local mothers group	✓		52 years
2	M. Gurung	Hotel association member		✓	65 years
3	D. Gurung	Homestay owner		✓	42 years
4	L. Gurung	Care taker of Gurung museum	✓		47 years
5	M. Sunar	Guide	✓		36 years
6	D. Gurung	Ward president		✓	42 years
7	C. Sunar	Farmer		✓	32 years
Total			3	4	

Field survey 2019

3.6 Methods of Data Analysis and Interpretation

This study followed descriptive, analysis and interpretation method for well presenting collected data. Description of data information helped to understand the meaning of the data. Analysis of data information helped to identify underlying meanings of my data to make a systematic description. Interpretation of data information helped to understand processes and meanings in the theoretical context (Yin, 2003). In so doing, all the data are categorized and tabulated according to the objectives of the study. For the purpose of data analysis simple statistical tools such as percentage, average, are presented by using besides the models such as figures, diagrams bar graphs, pie charts.

CHAPTER IV

INTRODUCTION OF THE STUDY AREA

4.1 Ghandruk Village at a Glance

Ghandruk is one of the many villages in the Annapurna Conservation Area. It is one day walk away from a popular tourist destination 'Pokhara' city. With an area of 200 square km (DNPWC, 2019), this village is situated at an altitude of 2010m above the sea level with a moderate climate temperature. Due to its variety in its geographical features consisting of high mountains, hills, forests, terraces, and river valleys with variable geographical zones ranging from 400 ft to 12000ft, it is home to various flora and fauna more than that of 1000 species (Gopal Gurung, 2019). As the village lies in the Annapurna Conservation Area, a spectacular view of Annapurna Mountain Ranges, Mt. Machhapuchhre including various other mountains surrounds it. Along with the great scenery of mountains, the village has forests full of the national flower of Nepal, Rhododendron. People visit Ghandruk also to watch different species of birds, as hundreds of bird species are found in ModiGorge of this region only (Gurung, 2019).

The main occupation of people of Ghandruk is agriculture, animal husbandry and tourism. Many of these people especially Gurungs are also employed in British and Indian Gorkha regiments (G. Gurung, 2019). The then British Empire in India was mesmerized seeing the fierce attitude and bravery of the people of this ethnic group of Nepal during the Second World War. The British Empire then started recruiting the Gurungs in its army. With their never backing down attitude in war, they are famous in the world as 'Gurkhas' (Shrestha P., 2014).

Ghandruk is small and culturally rich village situated in the northern part of Pokhara city .it is the entry point to both Annapurna and Machhepuchere mountains. It is the popular tourist destination; stop over for trekkers and representative of Gurung culture with an old –world charm. The village offers excellent views of Annapurna south, Machhepuchre and Himchuli peaks.it is an altitude of 2050 meters above mean sea level. And it is covered as a most popular trekking destination situated at the northern of Pokhara Annapurna region.The western slope of the Annapurna range on which the village is situated fanciest and extends towards the bank of the Modi river .the geographical condition of Ghandruk village is remote with fragile components. Stone pared high hill, low hill with rivers step slope. Rhododendron forest and in

usability of bitumen road provision, there was a provision of stone paved and foot trail. Ghandruk is one of those setting. The Village is inhabited by people living in perfect harmony comprising of indigenous Gurung community along with others, Newar, dalits, and Bahun –chherris, all unique in their customs, beliefs, practices and lifestyles. The houses, roofed with stone plates and scattered on terraces, and the ruined ancient cathedral overlooking the Ghandruk forte on the top of the village temps the visitors to an overnight stay

Tourist can enjoy a very pleasant climate with temperature averaging from 20 degrees centigrade to 25 degrees centigrade in winter and 12 degrees centigrade to 28 degrees centigrade in summer. The village is approximately 2050 meter above the sea level. The annual rainfall is 50 cm on an average. Winter brings frost in some days, however, no snowfall. In fact, it hardly ever rains during winter. One can enjoy blue sky and romantic morning- mist weaves the magic.

4.2 Major Tourism Attractions

Cultural Attraction: Very ancient temples Meshram Baraha is one of the largest branches of the Gurung community and of the Mongolian community. Old Gurung museum is another unique culture and tradition of Gurung culture. The museum attracts too many tourists. The cultural museum's aim to conserve the traditional dress of male include Bhangro, Kamlo, Kachhad, Bhoto, RadiPakhi, Istakot, etc. conserve in traditional dress of the female is a short blouse tied across the front and a short skirt of several yards of white cotton material wrapped around the waist and held as if a wide belt. The cultural heritage preserve and conserve the tangible and intangible cultural heritage, the active body known as conservation management committee (CMC) is taking the responsibility of all aspects including cultural heritage in the Ghandruk village. To preserve the traditional instruments of DamaiNaumati Baja is famous for cultural programmed.

Ghandruk is a Gurung village as most of its residents are of Gurung ethnicity. As per the National Population and Housing Census 2011(NPHC 2011), total population of the village is stated to be 4,265 with 1,102 households. Among them, 1,825 are Gurungs, and apart from Gurungs, the village also comprises people from Dalit (Sarki, Kami, Damai/Dholi), Brahmin, Chhetri, Magar and few other ethnic groups (Central Bureau of Statistics Kathmandu, Nepal, 2014).

Gurungs in this region exercise Buddhism along with their native birth, marriage, death rituals, also known as life-rituals. They follow animistic religion traditionally and got introduced to Buddhism in 7th century (Indigenous Media, 2019). They have their own language with their unique dialect. Their mother tongue is called 'Tamukwyi'. They have their own scripture known as 'Pye-ta Lhu-ta' and 'Pye' is the name of their orally spoken language. It is believed that they were originally from Tibet, came to Himalayan region of Nepal as wanderers and later settled here. Few of them also migrated to the Terai Region (plains) of the country and hence their culture is more influenced by the Hinduism which is the religion followed by the people living in that region (Indigenous Media, 2019; R. Gurung, 2013).

Dalits are the second largest people residing in Ghandruk. These people have been socially, culturally, economically and physically exploited and suppressed since centuries. And hence are known as 'Dalits' (the 'oppressed' ones). It is still not exactly clear on who are considered as Dalits but normally the people of 18 untouchable castes such as Kami, Damai, Badi, Pode, Bantar, Musahar etc. are regarded as Dalits. These people are taken to be as the unclean ones meaning one needs to be cleaned or washed after touching them and one cannot even take water from them. They follow Hinduism as the caste discriminatory system is a part of the religion. There are many ethnic groups in Nepal and each of those groups has their own hierarchical caste system. Any caste placed lowest and untouchables in the hierarchy can fall on Dalits' group. And as people from many ethnic groups fall on this category, they can have their own language and culture depending on the ethnic group and the region they belong to. For example; Dalits of Newar ethnic group, speak Newari language and perform the Newari culture (Gurung, 2011).

Natural attraction: In 1986, the Annapurna Conservation Area Project was formed in order to preserve and conserve the Annapurna Conservation Area sustainably with an 'Integrated Conservation and Development Programed' approach (ACAP, 2018). And as a part of the programed, ACAP along with the people of Ghandruk launched the 'ecologically sustainable tourism programed' as a pilot project, one of the first of its kind, in 1986 in Ghandruk (Gurung, 2019). With the success of the programed in Ghandruk, the ACAP then expanded their projects to more villages in the next few years, following 55 villages till the present date (DNPWC, 2019). The purpose of the programed was to involve local community for the practice of tourism

with very low or no impact on the nature and culture of the people in the region, for their own benefits and the preservation of the local environment (ACAP, 2018).

It is near, about tourism place Pokhara. It is regarded as one of the famous tourism village of Nepal. We can enjoy the sense of fragrance of a variety of flora and fauna flowers in the forest in trekking route to Ghandruk. This is an ideal trek for those who wish to do a three day trek in comfortable trail and enjoy the finest mountain sceneries. The trek starts after one hour of drive from pokhara and ascends through the hill village after crossing the supervision bridge at Modikhola. We pass the river valleys and farm terraces to the ethnic Gurung villages of Ghandruk. The snow-clad mountain ranges, heart-pleasing peaks, and land which can be seen from the peak have added to the beauty of attraction of this region. The scenes that can be seen from those spots might provide additional entertainment to those visiting Ghandruk. The heart touching scene of their beauty can also be observed from the peak of Ghandruk. Apart from this village is the best place for the Trekking, to see sun – rise and sun set, Panorama view of Hills and place.

Accessibility facilities: Transportation is the back bone of the tourism industries. It enables people to visit destination. Transportation is the key factor for the development of tourism. Only the transportation facilities make it possible to travel from one place to another. If the transportation or road condition is good, there is more accessible for the visitors to visit frequently. Ghandruk can connect road to Nayapul. Many travels and Tour Company and local buses are providing the transportation facilities in this area. There are many hotels and home stay provides the facilities to the tourists.

Communication, information and publicity: Communication is essential for the development of tourism industry in any destination area. But this time is era of communication. All the telephone e-services are available here. NCELL tower and NTC tower are built at Ghandruk village respectively. All kinds of mobile telephone can give service in this area.

Tourism agencies provide the trekking guideline, some books, booklets and travelling agencies, providing information about Ghandruk. Information about this area is available in tourist centers and tourist entrance point in Ghandruk. In this village to get information about the culture customs facilities etc.at any places of Ghandruk before their first visit.

Hospitality: People around the Ghandruk village are very cooperative, friendly and helpful. Their behavior towards tourist's satisfaction is the example which helps to increase the observer and stay long period. One health post with an auxiliary health worker at Ghandruk village is providing primary health care services; other private medicine clinics are located in Pokhara city. They provide additional primary Health services to the people. All people of Ghandruk village are facilitated with electricity services. In the study area there is also drinking water supply. In this area drinking water is available by local sources (own piped water).

Accommodation facility: Accommodation sector constitutes one of the major components of tourism industry. Accommodation sector, which is also considered as one of the major sub-sectors of tourism, it has a huge potential to generate employment and income through the addition of values within its multiple layers of chains. Tourism accommodation is also one of the determinants of tourist choice for their destination.

Ghandruk offers a wide range of tourist friendly accommodation throughout the village. From hotels, guesthouses, homestays, lodge etc. Most hotels offer a choice: bed and breakfast; bed, breakfast and one other meal; or room and full board. During spring and fall, hotels work at near full capacity and are booked well in advance. Therefore, it is always a good idea to check well in advance and book hotels as per need if traveling to Ghandruk during the peak season.

Accommodation facilities are widely available in the Ghandruk village where tourism flourishes. While trekking in these areas, camping in tents may be the only alternative. However, most trekking routes have lodges or tea houses to accommodate tourists.

Amenities or other Services (Health, Electricity, and Water Supply): Mason (2000, p. 46) and Poerwanto (1998, p. 53) state that amenities refer to the facilities used to obtain pleasure, for example: accommodation, cleanliness and hospitality (tangible and intangible products). To meet the travel needs of tourists, various facilities are needed, such as transportation, accommodation facilities, eating and drinking facilities and other supporting facilities. This component cannot be separated from the infrastructure component, which guarantees the availability of complete facilities (Raden, ET .all. 2018).

Ghandruk homestay trip activities: Ghandruk village is connected by main city like Pokhara, Kathmandu and Chitwan, so tourist from Pokhara can drive and hiking .this area is suitable for domestic and international to hiking and travelling.

The locals welcome you warmly with their tradition custom Tika and garland for you with musical group of Panche Baja. It makes most special movement in your life. They stay overnight with local house, taking meal with them what locals having. If you are interested local food, they will teach you different food recipe. They offer organic food, which are picking up from their farm. After evening meal, they entrain you by their cultural performance like Kauda, Ghatunach, Panche Baja Jhyaure, Maruni etc.

Recreational facilities: Recreational facilities and tourism are directly related each other.so promotion of tourism depends on the development of recreational facilities like swimming, rafting,mountain baking sports, cultural program, park and sightseeing facilities. Such recreational facilities are available around Ghandruk village. The old Gurung museum is situated at Ghandruk village. It has wide range of collection of weapons and clothes uses by Gurungs.A part from these collections; it also has wide range of objects such as art, sculptures, coins and several other articles on display.

4.3 Tourism Infrastructure Development

Infrastructures are known as the very essential part for the overall development and operation of any industries. Nepalese tourism products like as sceneries, natural beauty, trekking, mountaineering, pilgrimage, adventures, art and sculptures are scattered all over the Nepal with the variety of topographic and altitude. Availability of infrastructural obviously supports visitors to be enriched amusement of proposed tourism product and confidence of adventure. So infrastructural suppers like as availability of transportation, communication, hygienic accommodation, social security can bust of the footfall in tourism in Nepal. Sensing the importance of the tourism movement, Nepal government already has equipped the segment with separate ministry named Ministry of Culture, Tourism and Civil Aviation and Nepal Tourism Board for the synergic and focused development. (Nepal 2013)

CHAPTER V

DATA ANALYSIS AND INTERPRETATION

This chapter addressed research objectives (to examine the socio-demographic characteristics of the respondents, to assess major attractions of Ghandruk village and to analyze socio-cultural, economic and environmental impacts of rural tourism in the study area) in different sub sections.

4.1.1 Socio Demographic Characterizes: Respondents' Category

Social and demographic characteristics of the respondents have been presented and analyzed under different study variables such as categories of the respondents; age, gender, caste religion, land holding, educational status, enrollment in different educational institutions and so on. The presentation and analysis of the data on this category has helped to get the clear social picture of the study area.

Table 5: Category of the Respondent

Category	Frequency		Percentages
Direct beneficiaries	Homestay	11	8.94
	Hotel	12	9.75
	Lodge	10	8.13
	Guest house	16	13.00
	Tea shop	3	2.4
Indirect beneficiaries	Farming	31	25.20
	Craft making	12	9.75
	Guide/porter	18	14.64
	Horse riding	4	3.25
	employment	6	4.87
Total	123		100

(Field study 2019)

Above findings shows that tourism is creating earning opportunities to both direct and indirect beneficiaries. That is why tourism is becoming alternative livelihood strategy in the study area. Government mechanism is also implementing tourism infrastructure development projects. In

same way during interaction one of the participants expressed that; *Ghandruk village is popular in international tourism market. That is why Central, provincial and local governments are collectively working for development and promotion of tourism activities in periphery areas of Ghandruk village.*(M.C. Gurung, November, 2019 [KII]).

4.1.2 Age Group of the Respondents

Altogether 123 respondents participated in the survey. Out of these findings 13% of them were 15-29 age groups, 56.1% were 30-44 age group and 30.9% were 45-above of age groups found in the study area. The figure shows an interesting data that the study area covers the majority of energetic working population.

Table 6: Age Group of the Respondents

Age category	frequency	percent
15-29 years	16	13.0
30-44 years	69	56.1
45 above	38	30.9
Total	123	100

(Field survey 2019)

The economically and physically active population is 15-64 years old and the study area comprising such a large number of populations has more chances of getting economic activities in the region, which definitely can boost the tourism activities in the region.

4.1.3 Gender of the Respondents

The surveyed settlement comprises nearly two-quarters of the male and remaining female population. Although, 29.3 % of the total populations were female, they were found to be engaged in different income generating activities. The following table has presented the composition of the gender in the study area.

Table 7: Gender of the Respondent

Gender	frequency	Percent
Male	87	70.7
Female	36	29.3
Total	100	100

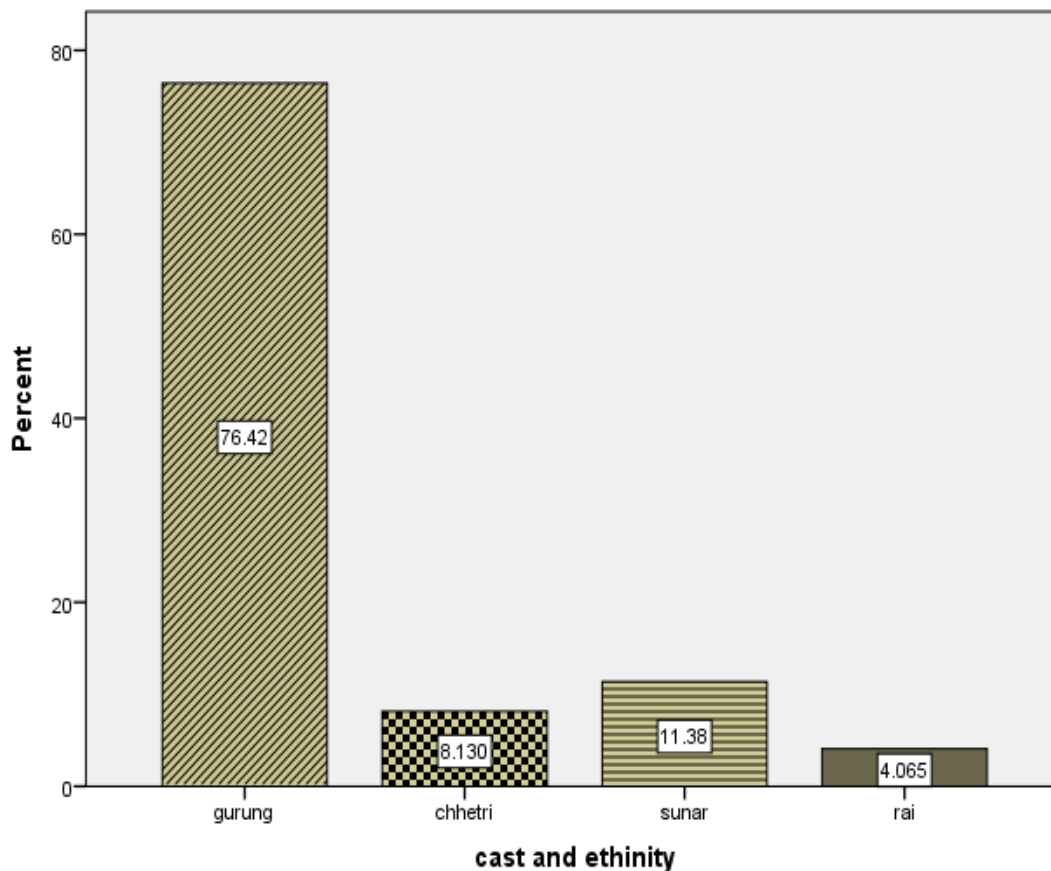
Source Field survey 2019

4.1.4 Caste / Ethnicity

Ethnic groups in Nepal today are a product of both colonial and state- building eras and are delineated using language, ethnic identity or the caste system in Nepal. Nepalese society is full of different ethnic groups. The following tables represent the ethnic composition of Sample households in Ghandruk:-

The survey has revealed that the settlement comprises almost 76.42% of Gurung, 8.13% Chhetri and 11.38% sunar caste and ethnicity. Rest belongs to the socially discriminated dalit caste group. Interestingly, almost all the respondents have Nepali as their mother tongue. Similarly, the people following Hindu and Buddhist religion dominate the study area. Only a small percent (below 2), follow Christianity.

Figure 2: Casts and Ethnicity

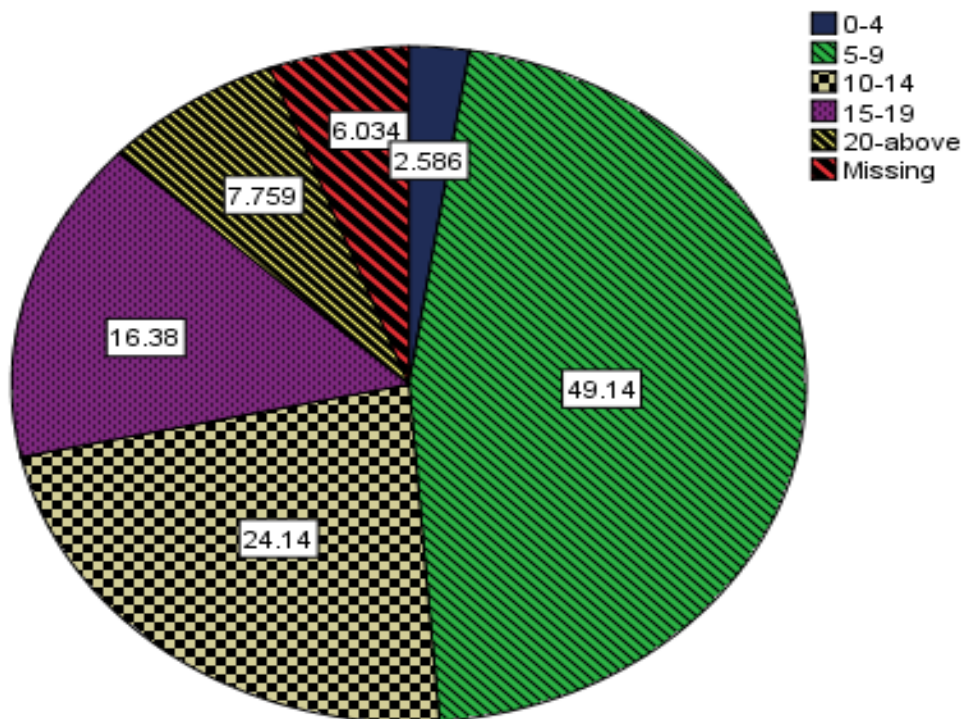


(Field survey 2019)

4.1.5 Land Holding Status

The people residing there are engaged in agricultural activities too. Although the commercial farming practices have recently started there, due to the demand of the organic vegetables and foods in the hotels, people have been practicing subsistence-based farming since from generation. The major economic activities in the study area are aligned with tourism services most of the households. However, the small land holding has been observed as the major hindrance for the agriculture transformation in the region as shown in below table.

Figure3: Land Holding Status of the Respondent



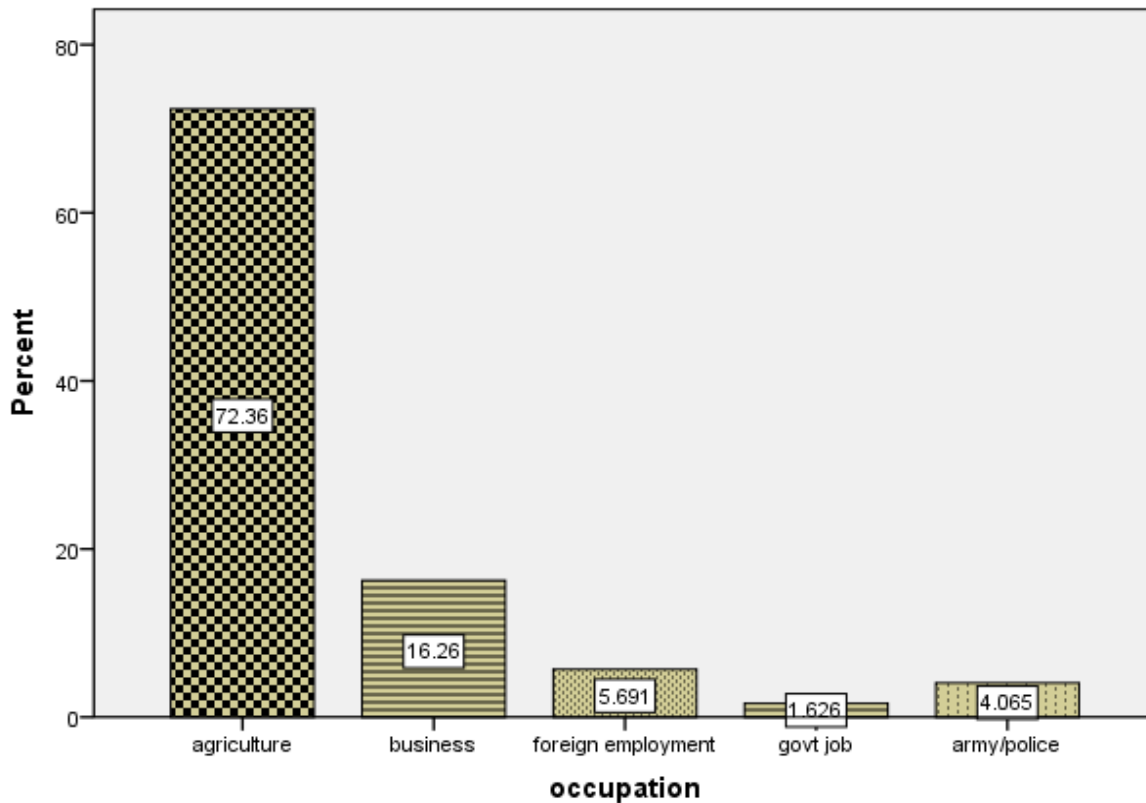
(Field Survey, 2019)

The highest percent among other land holding status is 5-9 ropani i.e. 46.3%. Similarly, 22.8 % are 10-14 ropani, 15.4 % are in 15-19 ropani and 7.3% are above 20 ropani. On the other hand, 2.4% of total respondents were 0-4 ropani land. Land holding is an important adjunct of economic, social or political structure of an agriculture country such as Nepal .These figure show many possibilities of enhancing the livelihood of the people through massive agricultural transformation through the proper utilization of land size in the study area.

4.1.6 Occupational structure of Sample Population

People economic status is also influenced by Occupation. In the research area profession of the respondent shows the employment in various sectors for earning income. In Ghandruk most of the people depend up on the agriculture as a primary source of income.

Figure 4: Occupation of the respondents



(Field Survey, 2019)

Likewise the data shows that majority of participants began the occupational structure in the year 2070 B.S onwards. In same connection one of the participants shared that, *Local people are directly and indirectly benefitted from tourism service that helping improving the rural livelihoods. their main occupation is agriculture and second is business but in off season they were almost involve in the agricultural activities. Still local government need to provide agricultural training and quality of seeds and provide trainings about business activities.* (C.Sunar, December, 2019 [KII]).

4.1.7 Educational Structure of Sample Population

Education plays a vital role for the sustainable development of the nation. Education leads a society towards the development and brings a lot of changes in society and positive attitudes in a person.

Table8: Educational Status of the Respondent

Educational structure	frequency	percent
Illiterate	1	0.8
Literate	4	3.3
Secondary level	49	39.8
Higher level/HSEB	51	41.5
Bachelor-above	18	14.8
Total	123	100

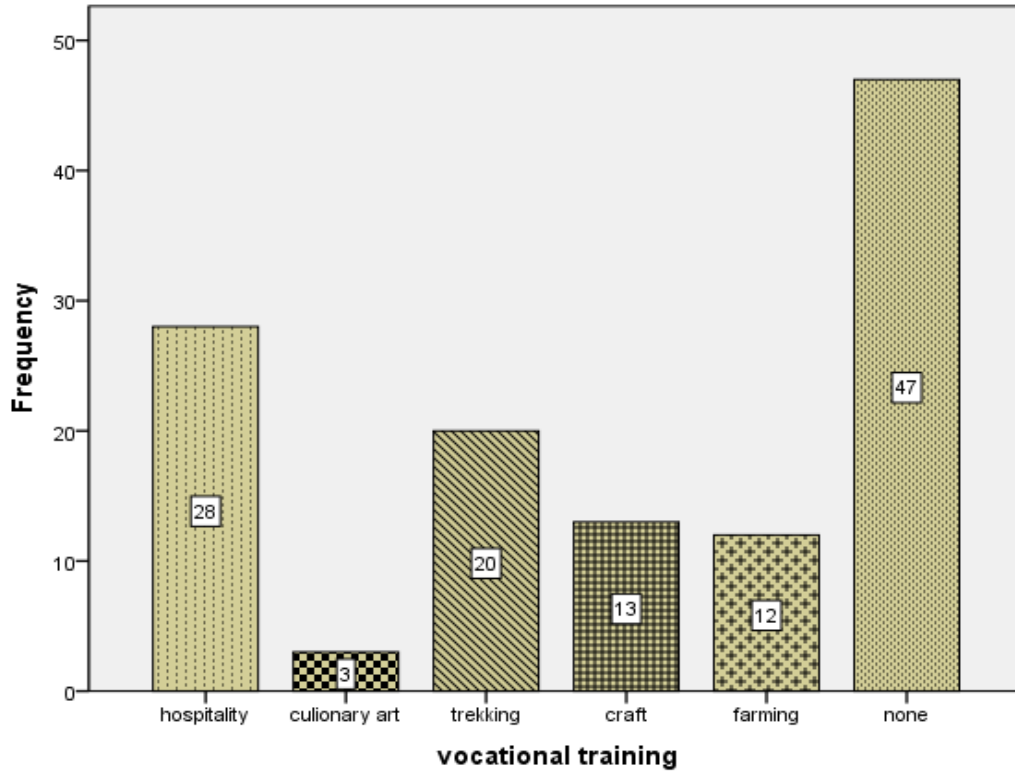
(Field Survey, 2019)

The highest percent among other educational level is higher level (HSEB) i.e. 41.5%. Similarly, 39.8 % are secondary level, 14.6 % are in bachelor level and 3.3% are literate. On the other hand, 0.8% of total respondents were illiterate. This data reveals that the educational status of sample population seems to be high and satisfactory. This data is illustrated in the given pie chart:

4.1.8 Recipient of Vocational Training

The participants have presented their mixed views regarding the recipient of the trainings. Nearly 41% of the respondents are from direct beneficiary. Out of these, the majority of the participants has received trekking and guide training. Likewise, other training receiving categories are hospitality, crafts making, farming and others.

Fig no 5: vocational training



(Field Survey, 2019)

Above findings shows that tourism is creating earning opportunities to both direct and indirect beneficiaries. That is why tourism is becoming alternative livelihood strategy in the study area. Government mechanism is also implementing tourism infrastructure development projects. In same way during interaction one of the participants express that, *Ghandruk village is popular in international tourism market as it is listed in conservation area. That is why Annapurna conservation area project (ACAP) and local governments are collectively working for development and promotion of tourism activities in periphery areas of Ghandruk village* (M. Gurung, December, 2019 [KII]).

4.2 Socio-cultural Impact Analysis

Due to the village tourism in research area much negative impact on culture has been occurred. Since the income from tourism is much higher than from agriculture, but local people are accepting tourism willingly in spite of its many negative effects. Poorly planned tourism has invaded villagers from foreign visitors with different values, disrupting rural culture. At past the houses in Ghandruk were of wood, stone, mud. But in present Traditional houses are replaced by modern buildings, as the local culture is eroded. The higher standards of living in urban tourist have caused emigration that is resulting in the changes in demographic structure and possible culture shock. Likewise, it has also created negative social impact on employment and education. The younger generation is gaining prestige that are rivaling their elders as they are gaining experience, jobs and money from tourism.

As the tourism developed people of different culture, different knowledge, different thinking's, different beliefs, different religions etc. from different countries and different places started to visit study area. Changes in thinking, eating habit, wearing clothes, lifestyle occurred due to tourism. Local people used to go to the wiz doctor while being sick but at present people started to go to health post for treatment. Health posts, communications facilities, electricity, road facilities and education facilities are the developmental changes in society.

Tradition society has changes to the modern society. And the society is business mind. Concept of Inter marriage has raise. At the past people of same caste, same religion, same tradition used to marry but nowadays, marriage between different castes, religions are done. Western cultures like picnic, birthday celebrations, pilgrimage, and get-together started in village. Some of the changes in society gathered during research.

The tourism industry generates sustainable economic benefits. Village tourism or tourism in rural areas is a new form of activity that can bring economic and social benefits to the society. In Asia, especially in Nepal rural tourism in its true form is relatively new. Rural tourism can help in shaping our society. It can have both positive and negative impact on rural areas as well as urban communities. The government should encourage private enterprises to promote tourism in rural areas of Nepal. To develop the rural areas, we need to understand the rural environment, demography, socio – culture, economic and political background of that place.

In this part, we have considered the income level, family structure, social relations, change in food and living habit is analyzed

4.2.1 Change in Social Relation and Cooperation

A social relation or social interaction is any relationship between two or more individuals. Social relations derived from individual agency form the basis of social structure. Individual social relationships are composed of an immense number of social, physical, and verbal interactions that create a climate for the exchange of feelings and ideas.

Village has formed committee for development of tourism through which they have promoting Ghandruk. They have segregated the houses for the home stay, hotel guest house, restaurants and helping each other in need basis. By forming group, they also have taken training regarding the village tourism.

Previously, most of all people were engaged in ancient farming which requires high level of cooperation among society. They use to do *Arma-Parma i.e.* helping each other for farming. Due to change in occupation and village tourism cooperation among people has been decreased. Instead of helping each other, they are in competition for their business.

4.2.2 Support of the Local Government in Tourism Promotion

The newly formed local government was expected to bring reform in the tourism promotion in the region. Regarding the technical support of the local representatives, the tourism service providers are quite dissatisfied with their government. Only 8.2% of them agree that the support is helpful in bringing the development of the tourism promotion in the region. Similarly, the financial support of the local governments is a bit more than the technical support by still very less, which is agreed by more than 84.6% of the respondents.

Table9: Support of Local Government

Statistics	Do you agree that technical support of local government helped to sustain your occupation/profession?		Do you agree that financial support of local government helped to sustain your occupation/profession?	
	Yes	No	Yes	No
Frequency	10	113	19	104
%	8.2	91.8	15.4	84.6

(Field Survey, 2019)

4.2.3 Socio-cultural Aids

During the time of survey, a respondent said, that sustainable tourism development has improved the preservation and transmission of Cultural and historical traditions in Ghandruk. Development of Tourism in study area has played a vital role in flourishing and preserving of culture. Contribution to the conservation and sustainable management of natural resources has brought the chance to protect local heritage or to revitalize native cultures. According to the respondent, Tourism development in study area has organized a social event and thus a better lifestyle for local people.

Interaction of local people with Local tourist and International tourist from diverse background has created cosmopolitan culture in the region. A change in the lifestyle, attitude, food habit, celebration of occasions and personality has been emerged through the tourism development in research area.

4.2.4 Improving Rural Livelihoods

At the past a lot of men and women use to go abroad to improve their family condition in Ghandruk. Their economic condition was miserable. Now it has differed. Tourism development in this area has reduced economic problem by creating local jobs. Female have started a small business from the home like vegetable cultivation, souvenir shop and handicraft production. A lot of tourists are coming to this area, so community can earn money by engaging themselves in different job opportunities, mainly opening of hotels, home stay and tourist guide and pottering service. Further production sales, infrastructure developments, getting donations from the foreign funds. In recent years, a lot of hotels, guest house, and restaurants have been established. So, lot of people in this area depends on the tourism industry.

Researchers wanted to know the community opinion regarding the tourism development in the area. Researcher mentioned as a question as ‘Do you like for tourism development in your area?’ All the respondent answer was ‘Yes ’and has mentioned causes for that. According to that the researcher could identify common reasons like road development, electricity facilities, and employment opportunities for the young generation, contribution for regional development, economic development within the regions, economic development of the families, and increase of family income level as a result of employment opportunities and increase value and price of local loads. According to the answers villagers have many economic and social advantages

through the tourism development; *the trend of local people involvement in homestay tourism is also increasing in recent days. It helps enlarging accommodation facilities equally to national and international tourists* (D. Gurung, December, 2019 [KII]). *I have good relationships with Dalits and non-Dalits people in my village and neighboring village. It was poor during my miserable family livelihood before five years ago. My involving in commercial vegetable farming not only provides me income options but also changing my social status and prestige. It is possible with tourism activates promoting around Ghandruk village.*(C. Sunar, December, 2019 [KII]).

Table 10: Priority of local Government

S. N	Priority of Local Government	Frequency	%
1	Provide financial support to the local entrepreneurs	2	1.7
2	Provide technical and financial support to the non-beneficiaries of tourism	8	6.5
3	Forster social inclusion through tourism	2	1.7
4	Motivate local youth and women to become direct beneficiaries of tourism	107	86.9
5	Motivate local youth and women to become indirect beneficiaries of tourism	4	3.2
	Total	123	100

(Field Survey, 2019)

4.3 Economic Impacts Analysis

One of the major impacts of village tourism is change in level of income. Generally social status determined by level of income. Due to village tourism, employment opportunity is created and by engaging in its level of income has been uplift of respondents. According to respondent of study areas income levels due to before rural tourism are:

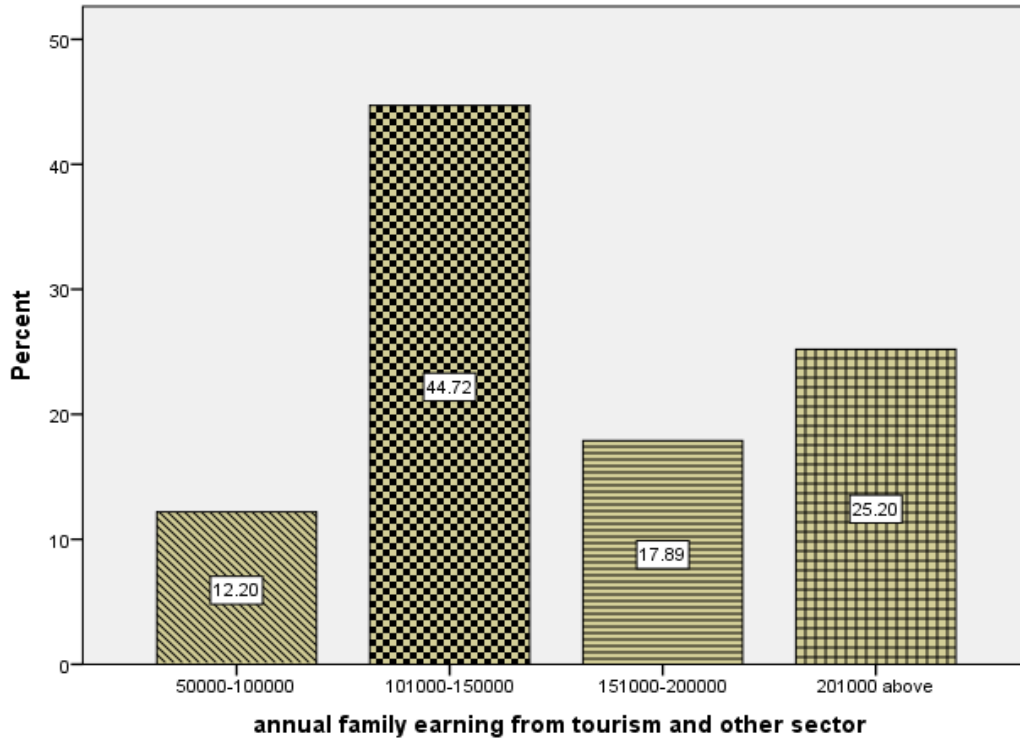
Table 11: Annual Incomes before tourism

Income ratio	frequency	percent
50000-100000	59	48.0
101000-150000	32	26.0
151000-200000	23	18.7
201000-above	9	7.3
Total	123	100

(Field Survey, 2019)

By aforementioned table, we can say that, the respondents of study areas 48.0% of respondents are get 50 thousands to 1 lakhs due to rural tourism. Further, 26.0% has earned more than 1 lakhs to 1.5 lakhs, 18.7 % between 1.51 lakhs to 2 Lakhs during the year from the tourism related employment. Likewise, 7.3% has only earned up to 2 lakhs per year. From stipulated data, we can say that most of the people are earning 50 thousands to 1 lakhs per year.

Figure 6: Annual Incomes after Tourism



(Field Survey, 2019)

By aforementioned figure, we can say that, the respondents of study areas 12.2% of respondents are get 50 thousands to 1 lakhs due to rural tourism. Further, 44.7% has earned more than 1 lakhs to 1.5 lakhs, 17.9 % between 1.51 lakhs to 2 Lakhs during the year from the tourism related employment. Likewise, 25.2% has only earned up to 2 lakhs per year. From stipulated data, we can say that most of the people are earning 1 lakhs to 1.5 lakhs per year.

4.3.1 Occupation pattern in respondent of study area

Occupation is a person's usual or principal work or business, especially as a means of earning a living; vocation. In the study area tourism is recognized as a many sided and rapidly expanding economic activity relying predominantly on the service sector and labor force. It has created added value and has offered a variety of direct and indirect employment opportunities to local residents in research area. Mostly people are attracted towards the business as a few populations are only engaged towards the agricultural activities. Facilities of home stay are provided which is

source of additional income to local residents. Similarly, professionalism in agriculture has taken place. People have started selling milk, manufacturing milk products like churpi, cheese, ghee, has started poultry form and selling of hen and goats. Occupation has taken place in study area due to the tourism development. In the field survey local residents were asked about the profession by the tourism in study area.

4.3.2 Direct tourism services

People, in the study area are engaged in different occupation related direct tourism services. Likewise 30.76% engaged in guest house services and 5.76% in tea house services. The details is presented in the below table.

Table 12: direct tourism services

Occupation pattern	Frequency	percentage
Homestay	11	21.15
Lodge	10	19.23
Guest house	16	30.76
Hotel	12	23.07
Teashop	3	5.76
Total	52	100

(Field Survey, 2019)

Likewise the data shows that majority of participants began the tourism services in the year 2068 B.S onwards. In same connection one of the participants shared that, *Local people are directly and indirectly benefitted from tourism service that helping improving the rural livelihoods but still local government need to improve road networking as well as construction of foot trail on the basis Ghandruk to Annapurna base camp.*(D.B. Chhetri, December, 2019 [KII]).

Table 13: Years of Business Establishment

Year (B.S)	Frequency	Percent
2057	2	3.9
2062	3	5.7
2064	2	3.9
2067	3	5.7
2068	10	19.3
2069	5	9.6
2072	8	15.4
2073	6	11.6
2074	7	13.5
2075	4	7.7
2076	2	3.9
Total	52	100.0

(Field Survey, 2019)

4.3.3 Indirect Tourism Services

Out of the surveyed respondents, 57.7% of them belong to indirect tourism services. Due to the rugged topography in the region, the farming has become the highest indirect tourism service, contributing 43.66% among the indirect tourism services. This is followed by the guide porter services, which contributes 25.25%. Other services belonging to this category are employment (8.45%), craft making (16.90%) and horse riding (5.63%). The details are presented in the below table.

Table14: Indirect Tourism Services

Occupation pattern	frequency	percent
Employment	6	8.45
Craft making	12	16.90
Guide/ porter	18	25.35
Horse ridding	4	5.63
Farming	31	43.66
Total	71	100.0

(Field Survey, 2019)

The farming, craft making and guide porter services offering around Ghandruk village have been generating self-employment and earning opportunities to the local people. In same theme the research participants reflected that, *we have providing local indigenous product during season time we can offer entertainment to all the visitors. We are planning and coordinating with national park authority for other infrastructural facilities* (K. Gurung December, 2019 [KII]). *Seventy plus local people are providing hotels services around Ghandruk village. This service is becoming more attractive to the local people with development and promoting of tourism activities* (D. B. Chhetri, December, 2019 [KII]).

4.3.4 Upgrading Rural Economy

The study investigated the positive socio – economic impacts to villagers from the village tourism. As a common answer respondent replied, Development of tourism in Ghandruk has brought wealth, income multiplier effect on the economy and has helped in the development of other sectors. Moreover, tourism industry in research area has played vital role in by forming the socio-cultural development in the destination, education, progress and peace. As a result, human values, behavior, good lifestyle etc. are established. Tourism industry is working like “Life Blood” *i.e.* tourism industry supply of joy for people by bringing comfort and leisure opportunities.

Meanwhile, creating employment in the tourism industry has taken as place as the biggest sector. It has created employment opportunities to lot of people of this area. As a result, the benefits of tourism development have created equality of income between the people. And the quality of life has also been improved by generating tourism industry. Development of Tourism destinations is helpful for local people by creating small business opportunities and forming may more options.

The data has revealed another fact that, only 60.2% of the respondents have their bank account. It signifies that still more than 37.4% of them do not opened the bank account, which could have hampered them in borrowing loans to expand their business or saving the earned money in the reliable institution. In same theme the research participants happily shared that, *primary occupation of my family is agriculture. Tourism activities developing around Ghandruk village encouraged us to make our farming system more commercialized before couple of years. Since*

then I have been supplying crop, vegetable, local cocks and goats to the hotel and restaurant owner (C. Chhetri, December, 2019 [KII]).My family livelihood is improving after my involvement in goat farming. I understood tourism is creating earning opportunities to the local people but we need to involve in commercial farming for better family income (N. K. Bishwokarma, December, 2019 [KII]).

Table15: Information on Bank Account of the Respondents

Having bank account	Frequency	Percent
Yes	74	60.2
No	46	37.4
On plan	3	2.4
Total	123	100.0

(Field Survey, 2019)

Likewise, the local people perceive that the local government should have the following priorities in promoting the economic activities through tourism services in the region. Out of these, majority have expressed that there should have good road accessibility (39.6%). This view is followed by another perception of promoting home stay tourism related services in the region (31%). Remaining other perceptions is encouraging in establishing new hotels and resorts and promoting organic farming should be the priorities of locally elected representatives.

Table16: Priority of Local Government

Categories	Frequency	%
Establish hotel and resorts	20	17.2
Promote home stay	36	31.0
Improve road accessibility	46	39.6
Promote organic farming	14	12.0
Total	116	100

(Field Survey, 2019)

Regarding the priority of local government, nearly 89.5% of the respondents believe that there should be motivation of local youth and women to become direct beneficiaries of tourism. Secondly, the provision of other technical and financial support to the non-beneficiaries is helpful in mounting the social benefits of rural tourism. During interaction one of the participants also shared that; *the trend of local people involvement in homestay tourism is also increasing in recent days. It helps enlarging accommodation facilities equally to national and international tourists* (N. S. Gurung, December, 2019 [KII]). *I have good relationships with Dalits and non-Dalits people in my village and neighboring village. It was poor during my miserable family livelihood before five years ago. My involving in commercial vegetable farming not only provides me income options but also changing my social status and prestige. It is possible with tourism activates promoting around Ghandruk village.*(C. P. Bishwokarma, December, 2019 [KII]).

Table17: Priority of Local Government

S. N	Priority of Local Government	Frequency	%
1	Provide financial support to the local entrepreneurs	2	1.6
2	Provide technical and financial support to the non-beneficiaries of tourism	7	5.7
3	Forster social inclusion through tourism	2	1.6
4	Motivate local youth and women to become direct beneficiaries of tourism	110	89.5
5	Motivate local youth and women to become indirect beneficiaries of tourism	2	1.6
	Total	123	100

(Field Survey, 2019)

Similarly, regarding the focusing area of local government for mounting cultural benefit of rural tourism, more than 91% of the respondents have stressed on financing support to the cultural institutions. Rest other views are establishing cultural museum (3.3%), conducting cultural ceremony (1.7%), focusing on religious tourist (1.7%) and focus on cultural tourists (1.7%).

Table18: Priority of Local Government

Focus of Local Government	Frequency	%
Cultural museum	4	3.3
Conduct cultural ceremony	2	1.7
Financial support to cultural institutions	108	91.6
Focus on religious tourist	2	1.7
Focus on cultural tourists	2	1.7
Total	118	100.0

(Field Survey, 2019)

Along with that private sector are also contributing for promoting tourism infrastructure development activities. For example one of the participants shared that, *private sectors are also investing in tourism sector. Well-equipped hotel and guest house are established Ghorepani Poonhill. These will definitely help to attract and sustainability tourist in future* (G. Gurung, December, 2019 [KII]).

Similarly, Conservation of local and cultural heritage of an area and rebirth of its craft, architectural traditions and ancestral heritage are done through village tourism.

Although tourism has brought many benefits in study area such as employment, transformation of agriculture in to a modern service industry, higher income etc., it has been a two-edged sword which has damaged many indigenous societies. The rate of economic return to this community has been low: -

- Food, drink and other necessities used by tourists are normally imported from outside, not produced locally.
- Local labor is employed only at a low level. Employment opportunities for local people are thus very limited.
- This area is not benefited much more from the multiplier effect on the development of local handicrafts or agriculture. This undesirable situation is caused by the weak linkage between tourism and local production.
- Jobs are mainly seasonal, low paid with long hours.
- Demand for holiday homes has made housing too expensive for local people.

4.4 Environmental Impact Analysis

A huge number of national and International tourists visit present study area. According to the respondents' visitors overexploit natural resources and have a heavy negative impact on environment. The fulfillment of the requirement of tourism like infrastructure, transportation and other facilities are causing environmental distortion. Some of the tourism activities such as trekking and camping have caused environmental pollution from unhygienic disposal of human waste, discharge of sewage effluent into water sources and littering. As well as without strict regulations on appropriate land use, high-rise buildings such as tourist hotels and the overwhelming number of tourists have resulted in congestion and spoiled much of the local scenery of Ghandruk.

Tourism has created the beneficial effects on the environment by contributing to environmental protection and conservation. Tourism is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase the economic importance. Ghandruk area includes various natural resources and bio-diversity like Forests, medicinal plants, mountains, rare wild animals, rare birds etc. Tourist can research about medicinal herbs, flora and fauna of study area. Tourism has had a positive effect on wildlife preservation and protection effort in study area according to the respondent. Natural resources and biodiversity are the major sources of tourist attraction. Annapurna conservation area project (ACAP) has played the vital role in the preservations of flora and fauna.

The local farmers and tourism entrepreneurs are also supplying local or indigenous products to the guests. However, this proportion is very less, which is only 13.0%. In this regards, the percentage of selling locally grown products to the international and national markets is also quite low, which is just 3.25%. The respondents having plan to sell such products is also very less, which is 1.64%.

Table19: Supply of Local Products

Statistics	Are you supplying local or indigenous products to the guests?			Are you supplying local indigenous products in inter/national markets?		
	Yes	No	On plan	Yes	No	On plan
Frequency	16	105	2	4	117	2
%	13.0	85.36	1.64	3.25	95.13	1.62

(Field Survey, 2019)

The above finding also can be triangulated by following remarks: *Hotel entrepreneurs are supplying local organic products such as rice, lentil, vegetable, mutton, honey and fruits to the tourists since the beginning. It is in increasing order due to the expansions of commercial farming activities in the village* (G. Gurung, December, 2019 [KII]). *I am a role model farmer of Ghandruk village that is popular for crop, vegetable and goat farming. I have been involving in commercial vegetable farming and supplying my products in hotels, restaurants and homestay* (D. Sunar, December, 2019 [KII]).

CHAPTER VI

SUMMARY OF FINDINGS CONCLUSIONS AND RECOMMENDATION

This chapter presents the summary, conclusion and recommendation of the research work. The respondents involved in the survey of livelihood impact of rural tourism in Ghandruk village, Annapurna conservation area project has expressed their valuable views regarding the role of tourism activities in the peripheral settlement areas of the ACAP. The settlement being itself the conservation area project has high potentiality of tourism development.

5.1 Summary of Findings

- Altogether 123 respondents participated in the survey. Out of this 56.1% of them were from the age group 30-44 years.
- Although, 29.3 % of the total populations were female, they were found to be engaged in different income generating activities.
- The settlement comprises almost 76.4% of Gurung, Chhetri and Rai (BCT) caste and ethnicity. Rest belongs to the socially discriminated Dalit caste group.
- Around 46.3% of the people have 5-9 Ropani of land. Only 7.3 % of them have 20 and above Ropani of land.
- Nearly 42.3% of the respondents are from direct category. On this category, respondents having hotel business are majority in number.
- 57.7% of them belong to indirect and non-beneficiary. On this category, farming and guide porter is the largest services provided.
- The respondents have are supplying local or indigenous products to the guests. However, this proportion is very less.
- The average initial investment of opening tourism related business is above three lakh
- Average annual income from the tourism sector is NRs 150735, which is five times more than the income from non-tourism sector.
- Only 60.2% of the respondents have their bank account.

- 39% of the respondents have expressed that there should have good road accessibility (39.6%).
- The women participation in tourism-based service/products has been increased.
- 88% of the respondents believe that there should be motivation of local youth and women to become direct beneficiaries of tourism.
- More than 90% of the respondents have stressed on financing support to the cultural institutions by the local government.
- The changing environmental activities have impacted the flow to tourists in the region. However, the participants could not present their views about provision of climate change impact minimizing related training in the region.

5.2 Conclusions

The study area Ghandruk village has high potentiality of tourism development in the region. Besides natural beauties, the study area has several social and cultural features to attract more number of tourists in the region. The study area comprises economically active working population in large number. Likewise, the participation of the female in tourism business is quite impressing. Similarly, the settlement comprises the homogenous ethnic communities of Gurung Chhetri and Dalit. These caste groups of people have their own local culture, traditions and local farm productions to impress the new people coming to the area. They have inborn good hospitality characters. Also, most of the people there have years of long experience this unexplored sector has high potentiality to develop the tourism sector in Nepal. Similarly a large number of people have land holding size 5-9 Ropani. The small land holding size has become hindrance for promoting organic farming, local breeds of crops, livestock rearing, horticulture, which also could be the alternative source of income for the settlement dwellers. However, it needs massive planning in the agriculture transformation in the region. The belonging of large land holding size is also not determined by the category of the tourism services (direct, indirect non-beneficiary).

The livelihood impact of the tourism was clearly visible in the region. Nearly 53% respondents are from direct beneficiaries, providing different services like hotel, home stay, resorts, restaurants, teashops etc. However, the tourism related enterprise establishment cost is quite high, i.e. 3 lakh on average. This could be due to the rugged topography, inaccessible roads for transporting touristic goods. Other reasons could be due to the high flow of national as well as international tourists in the region and arranging them several modern facilities locally. The encouraging data shows that the income from touristic services is five times more than the income from non-tourism sector. Interestingly, the investment is comparatively higher in curing different diseases, than in food, education and other utilities. To our dismay, still a large section of people do have their bank account. This could be due to less number of banks in the periphery of the national park and due to the growing number of cooperatives in the region. This could have hampered them in borrowing loans to expand their business or saving the earned money in the reliable institution. Amazingly, the tourism related earning does not have any relation with the spending in children education, due to the free education policy of the government in the public schools.

5.3 Recommendations

Regarding the rural tourism development and promotion in the region, very few people have got the opportunity of skill training programs to enhance their skill know how. The learning of vocational skills in the hospitality sector is quite essential to attract the national as well as international tourists. The hotel business is gradually grooming in the area as the large number of the direct tourism service providers are engaged on it. Similarly, in indirect tourism service, majority of people has secured their livelihood through hotel line profession, as there are very limited numbers of public vehicles in the area. To our dismay, the supply of locally grown products to the incoming guests and national as well as international guests is quite less. This could be due to the import of necessary touristic goods (including fast foods) from the nearby markets such as Pokhara. These aspects should be seriously considered as the rural livelihoods cannot be improved through rural tourism, until the locally grown farm related products do not get the market in the tourism industry. Therefore, based on research findings this study came up with following recommendations:

- Regarding the aspiration from the local government, majority have expressed that there should have good road accessibility signifies the poor transportation network in the district, which is repelling the large flow of the tourists in the region.
- Foot trail must be constructed around Ghandruk and upside Ghorepani Top for attracting national and international guests.
 - Cultural museum, fun parks, view towers and learning resource centers must be constructed around Ghandruk for upgrading tourism attractions.
- The women participation in tourism-based service/products has been increased. Hence, special package must be provided to the local women for their motivation.
- The provision of other technical and financial support to the non-beneficiaries is helpful in mounting the social benefits of rural tourism.
- Role of CBOS in preserving the cultural values of the region is not satisfactory. In order to make the local tourism activities, pro-towards the people the motivation of local youth and women is to be prioritized for becoming direct beneficiaries of tourism.
- Regarding the environmental impacts of the tourism, large number of respondents believes that the changing environmental activities have impacted the flow to tourists in the region. However, they are not conscious about the different environment related hazard minimization campaigns by the local government, which could secure their livelihood.
- The local government should focus on eco-tourism related activities to promote the tourism friendly sustainable development in the region.
- Rural tourism is a good tourism, ethical and eco-citizenship, which aims to limit the human pressure on the environment while contributing to its development.
- In the Ghandruk settlement areas, the tourism activities have increased economic standard of the people. Their opening of bank account, earning, spending, saving habits through tourism business have economically empowered them. Hence, tourism activities must be promoted by public and private sectors involvement.
- Environmental degradation is the gradually being observed in the region, which is hampering in the flow of the tourists in the region.

- The most challenging fact is that, most of the people are still not conscious or unaware about the different risk minimization campaigns being organized at the local level to secure the livelihood and make tourism business sustainable.
- The people center development should not undermine the role of local people in protecting the natural surroundings.
- Local level tourism development and management committee must be formed for planning, implementing and monitoring tourism development related projects.
- Sustainable livelihood program can be implemented for promoting organic and commercial vegetable and crop farming activities.
- The planners and policy makers should work together with local people and possible local solutions in minimizing the risk hazards of environment degradation.
- Local level network of the tourism entrepreneurs with the policy makers and planners is not cordial, which could have hampered in the smooth development in the region.

5.4 Scope for the Further Study

The study confined itself to Annapurna conservation area project Ghandruk village only, complying the result of the research may not suit other national parks. Therefore, similar research should be conducted in other regions, to extend the bounds of the current study into additional geographical populations, choosing more settlements and buffer zone areas by comparing and determining determine whether there is consistency among the studies.

It is also suggested that studies on indigenous ideas to protect the local bio-diversity, role of education in promoting tourism business, role of gender in expansion of tourism enterprise, trend of expenditures in a Nepali household, potentiality of the religious tourism etc. can be conducted.

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Appendix A: Survey Questionnaire

Dear respondent,

This is completely a field study work. It does not carry any official record. You are requested to answer the question honestly. The importance of this study depends on your valuable answers. Your privacy will be secured and information you provide does not effect on it. So, please answer the following questions on your knowledge and practice as far as possible.

Name of the Respondent:	Contact Number:
Code Number:	Interview Date and Time:
Section A: General Information of the Respondents	

Q.N.	Socio-Demography (Variables 1-21)	Response Categories and Possible Responses							
1	What is your Permanent address?	Address Detail				Response			
		Rural Municipality							
		District							
2	How old are you?								
3	What is your sex group?	Male		Female		Others			
4	What is your caste and ethnicity?								
5	What is your mother tongue?								
6	What is your religion?	Hindu	Buddhist	Islam	Kirat	Christianity	Others		
7	What is your marital status?	Unmarried	Married	Separated	Divorced	Widowed	Others		
8	What are your family occupations?	Agriculture	Business	Foreign Employment	Govt. job	Army/Police	Pension	Others	
9	How many members are working outside from the village?								
10	Where are they working?	In own District		In own Province		In Foreign Country			
11	What is land holding status of your family?	Ropani →		Aana →		Paisa →			
		Bigha →		Kathha →		Dhur →			

12	What is the highest educational grade you completed?	Grade		Subject		
13	How many living children do you have?	<5 Years	5-9 Years	10-18 Years	>18 Years	
14	Where are your schools going children studying?	In public or community school		In private or boarding school		Not studying
15	Where are your colleges going children studying?	In public/ community college		In private college	Abroad	Not studying

	Tourism Related Variables (16-21)	Response Categories and Possible Responses						
16	Have you completed any vocational training?	Hospitality	Culinary art	Trekking	Crafts	Farming	Others	None
17	What is your category related to tourism?	Direct beneficiary		Indirect beneficiary		Non-beneficiary		
18	What is your direct tourism service (DTS)?	Homestay	Paying guest	Guest house	Hotel	Resort	Teashop	Restaurant
19	Is this registered then?	Yes		No		On Plan		
20	Did your parents also involve in DTS?	Yes			No			
21	What is your in direct tourism service (IDTS)	Farming	Craft making	Employment	Guide/ Porter	Medical Healer	Horse ridding	Others
22	Is this registered then?	Yes		No		On Plan		
23	Did your parents also involved in IDTS?	Yes		No				

24	When did you involve in tourism related profession?	Year		
		Month		
25	Are you supplying local or indigenous products to the guests?	Yes	No	On Plan
26	Are you supplying local indigenous products in inter/national markets?	Yes	No	On Plan
27	Are you planning to change your profession or job?	Yes	No	On Plan
28	Are you motivating your children to start their career in your profession?	Yes	No	On Plan
29	Do you agree that technical support of local government helped to sustain your occupation/profession?	Yes	No	On Plan

30	Do you agree that final support of local government helped to sustain your occupation/profession?	Yes	No	On Plan
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Section C: Impacts of Rural Tourism

	Economic Benefits (Variables 46-55)	Response Categories and Responses				
31	Do you have your bank account?	Yes	No	On Plan		
32	How much were you investment cost at the beginning?	Rs.				
33	How much is your annual expenditure for this particular tourism service?	Buying local products	Rs.			
		Buying non-local products	Rs.			
		Salary to the staffs	Rs.			
		Tax payment	Rs.			
34	How much is your annual family earning from tourism and other sector?	Earning from tourism sector	Rs.			
		Earning from non-tourism sector	Rs.			
35	How much your annual family income before involving the tourism sector?	Rs.				
36	How much is your annual family expenditure in different purposes?	Fooding	Rs.			
		Clothing	Rs.			
		Medicine	Rs.			
		Child education	Rs.			
		Worship and travelling	Rs.			
		Electronic accessories	Rs.			
		Cosmetic and jewelry	Rs.			
37	What can be the focusing areas of local government for mounting economic benefit of rural tourism?	Establish division office	Improve road accessibility			
		Offer off season package	Promote organic farming			
		Establish hotel and resorts	Establish agro based enterprises			
		Promote homestay	Upgrade banking & remittance			
38	In your view, tourism is creating earning opportunities to the local people.	Strongly Agree	Agree	Disagree	Strongly Disagree	I can't say
39	You believe that women participation in tourism-based service products has been increased.	Strongly Agree	Agree	Disagree	Strongly Disagree	I can't say

40	You believe that identity of this tourism destination has been established in inter/national market.	Strongly Agree	Agree	Disagree	Strongly Disagree	I can't say
41	In your view, hosts have good relationships with top level politicians and bureaucrats for tourism	Strongly Agree	Agree	Disagree	Strongly Disagree	I can't say
42	In your view believe, community fund generated from tourism is investing for physical infrastructure projects.	Strongly Agree	Agree	Disagree	Strongly Disagree	I can't say
43	What can be the focusing areas of local government for mounting social benefit of rural tourism?	Provide financial support to the local entrepreneurs.		Peace and conflict management.		
		Provide appreciation letters to the role model entrepreneurs.		Foster social inclusion through tourism.		
		Provide technical and financial supports to the non-beneficiaries of tourism.		Motivate local youth and women to become direct beneficiaries of tourism.		
		Provide technical/ financial supports to community run homestay.		Motivate local youth and women to become indirect beneficiaries of tourism.		
44	In your view, most of the tourists visit the village during cultural festivals.	Strongly Agree	Agree	Disagree	Strongly Disagree	I can't say
45	You affirm that CBOs are preserving cultural norms/values for nation-state.	Strongly Agree	Agree	Disagree	Strongly Disagree	I can't say
46	In your view, villagers are acquiring reading/travelling habits from tourists.	Strongly Agree	Agree	Disagree	Strongly Disagree	I can't say
47	You believe that local children, youths and women are becoming interactive.	Strongly Agree	Agree	Disagree	Strongly Disagree	I can't say

48	What can be the focusing areas of local government for mounting cultural benefit of ecotourism?	Establish cultural museum		Focus on religious tourists		
		Conduct tourism trade fair		Shooting documentary		
		Conduct cultural ceremony		Focus on cultural tourists		
		Financial support to cultural institutions		Cultural code of conducts to the tourists		

49	You affirm that there is a negative impact of climate change on rural tourism.	Strongly Agree	Agree	Disagree	Strongly Disagree	I can't say
50	You believe that climate change related training conducted in the local level is helping for sustaining rural tourism?	Strongly Agree	Agree	Disagree	Strongly Disagree	I can't say
51	You affirm that ACAP is investing for tourism infrastructure development projects?	Strongly Agree	Agree	Disagree	Strongly Disagree	I can't say
52	You affirm that ACAP is investing in IGAs?	Strongly Agree	Agree	Disagree	Strongly Disagree	I can't say
53	You affirm that ACAP is investing for local community development projects?	Strongly Agree	Agree	Disagree	Strongly Disagree	I can't say
54	You believe that awareness level of villagers on good health and hygiene has been increased due to rural tourism.	Strongly Agree	Agree	Disagree	Strongly Disagree	I can't say
55	What can be the focusing areas of local government for mounting environmental benefit of rural tourism?	Eco-tourism		Waste processing center		
		Park people harmony		Assess agricultural impact of climate change		
		Organic farming		Assess tourism impact of climate change		
		Integrated farming		Focus on environment friendly tourists		

Any commitment and suggestion

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<u>On behalf of Surveyor</u>	<u>On behalf of Respondent</u>
Name:	Name:
Time:	

Thank yours comment and times

Appendix B: Observation Guidelines for Tourism Activities

Date:	Time:
Venue:	Ward Number:

- **Tourism Components**

- Accessibility (road networking and airport facility)
- Accommodation (hotel, guest house, home stay and camping)
- Attraction (natural, cultural and religious)
- Amenities(cultural program, sports competition)
- Actors (human resources for tourism management)
- Activities (trekking, sight-seeing, religious tour and research)
- Affinities (natural resources and environmental management)
- Advertisement (websites, brochures, banner, articles, tour and travels)

- **Flow of Tourists and Visitors**

- Types of international tourists
- Types of domestic tourists
- Student and researchers

- **Guest and Host Relationships**

- Well come program and well come drink
- Guest and host interactions during service delivery
- Guest and host interactions during sight seeing
- Marital relationship between gust and host
- See off program

- **Impact of Village Tourism Activities**

- Household earning and daily life activities of tourism service providers
- Household earning and daily life activities of local farmers
- Social support and cultural integration of local people
- Health and hygiene of local people

Appendix C: Key Informant Interview Guidelines

Date:		Time:
Village:	Ward Number:	Participants:

1. What is the current status of cultural tourism in this village?
 2. How local people are offering cultural tourism services?
 3. Why community participation is essential for tourism development and management?
 4. What are the positive impacts of cultural tourism in this village?
 5. What are the negative impacts of cultural tourism in this village?
 6. What are the major challenges for promoting tourism activities?
 7. How local stakeholders are planning for sustaining tourism activities?
 8. What are the changing economic structures of the village?
 9. What are the changing cultural structures of the village?
 10. How cultural tourism has been transforming livelihood of the local people?
 11. Why local people are involving in environmental conservation practices?
 12. Why institutional supports are essential for environment conservation?
 13. How local stakeholders are mobilizing natural resources?
 14. How local stakeholders are preserving traditional culture?
 15. What are the environmental conservation practices in this village?
- Descriptive note:
 - Reflective note:
 - Thematic note

Appendix D: Sampling Determination Table

Required Sample Size										
		Confidence =	95.0 %	3.84						
Population Size	Degree of Accuracy/Margin of Error				The recommended sample size for a given population size, level of confidence, and margin of error appears in the body of the table.					
	0.05	0.04	0.025	0.01						
10	10	10	10	10						
20	19	20	20	20						
30	28	29	29	30						
50	44	47	48	50						
75	63	69	72	74						
100	80	89	94	99						
150	108	126	137	148						
200	132	160	177	195						
250	152	190	215	244						
300	170	217	251	291						
400	195	265	318	384						
500	217	306	377	475						
600	234	340	432	565						
700	248	370	481	653						
800	260	396	526	739						
900	269	419	568	823						
1,000	278	440	606	906						
1,200	291	474	674	1067						

Appendix E: Photographs of the Field Activities

