

**ROLE OF TOURISM IN LIVELIHOOD PATTERN
OF THE PEOPLE LIVING IN LETE V.D.C., Mustang**

A Thesis

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By

Harka Lal Shrestha

Roll No: 33/068BS (Sociology)

TU Reg. No: 56560-91

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Department of Sociology

LETTER OF RECOMMENDATION

This is to certify that Mr. HarkaLalShrestha has completed the thesis entitled "**Role of Tourism in Livelihood Pattern of the People Living in Lete V.D.C., Mustang**" under my supervision and guidance. I, therefore, recommend and forward this thesis for final approval and acceptance by the thesis committee.

MukundaLamsal —

Lecturer

Department of Sociology

PrithviNarayan Campus, Pokhara

Date: August, 2017

Department of Sociology

LETTER OF APPROVAL

The Evaluation Committee has approved this Thesis entitled "**Role of Tourism in Livelihood Pattern of the People Living in Lete V.D.C., Mustang**" Submitted by HarkaLal Shrestha for the partial Fulfillment of the Requirement for the Degree of Master of Arts in Sociology by the undersigned members of the thesis committee.

Evaluation Committee:

For Head of Department:

.....
Shiva BahadurThapa

External Examiner:.....
Netra Narayan Poudel

Supervisor:.....
MukundaLamsal

Date: August, 2017

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ABSTRACT

This study aims to examine the Role of Tourism in Livelihood Pattern of the People Living in Lete V.D.C., Mustang with the aim of exploring tourism impacts on people's economy and Social life. This study has concerned to find out the impact of tourism in local livelihood to assess tourism related activities especially in social and economic aspects and the efforts of stakeholders and locals to promote tourism for their social and economic sustainability.

Annapurna conservation area (ACA) is the largest undertaking of NTNC which is the first conservation area as we as largest protected area. The role of ACA is to preserve an environment, culture and developing tourism destination for tourism promotion in its catchment area. The objective of the study was to find out the role of tourism on the livelihood pattern of the Lete V.D.C. of Annapurna Conservation Area Project, Mustang Nepal. The analysis was based on 143 respondents from tourism and non-tourism entrepreneurs from entire Lete VDC using simple random and purposive sampling. Primary data was collected through the pre-tested structure questionnaire.

Findings show that the main source of livelihood according to the level of income, tourism related business was dominant and the secondary was abroad employment. Tourism is seasonal business so the people in this area are engaged in several activities for their livelihood where agriculture was dominant and followed by tourism related business. The local products found less consumed in the area among the local crops/products apples and potatoes were highly consumed. High percent of Thakali caste are employed in tourism related business and local poor are less advantaged from tourism. There is high income disparity between tourism related business holders and non-tourism related business holders. From the Social aspects it is found that there is a good social harmony between one communities to another. It is also cleared that social harmony is playing vital role for the promotion of tourism in that area. On the other hand, In order to distribute the economic benefit local products need to promote to consume and it would be better to train farmers for commercial farming.

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ACRONYMS

ACA	Annapurna Conservation Area
ACAP	Annapurna Conservation Area Project
AEP	Alternate Energy Program
DDC	District Development Committee
DDE	Director of Distance Education
DNPWC	Department of National Parks and Wildlife Conservation
GDP	Gross Domestic Product
GESI	Gender Equity & Social Inclusion
GIS	Global Information System
HDI	Human Development Index
HHs	Households
HOD	Head of Department
IUCN	The World Conservation Union
NTNC	National Trust for Nature Conservation
WTO	World Tourism Organization
UNWTO	United Nation World Tourism Organization
WTTC	World Travel and Tourism Council
IFAD	International Fund for Agricultural Development
NTB	Nepal Tourism Board
PSTHM	Pokhara School of Tourism & Hospitality Management
PRA	Participatory Rural Appraisal
RU	Research Unit
PSS	Statistical Package for Social Science
TMC	Tourism Management Committee
UCO	Unit Conservation Office
VDC	Village Development Committee
CTEVT	Council for Technical Education & Vocational Training
DTS	Dhawalagiri Technical School

CHAPTER: ONE

INTRODUCTION

1.1 Background

Tourism is a large industry of different dimensions and finally it supports economic growth and social development for the nation. In order to promote tourism in Nepal, The Government has been carried out five years master plan and twenty year long strategic plan. The main objective of this plan is to develop Nepalese tourism up to the desirable standard. As far as the 20 years long-term tourism policy is concerned, our government has decided to increase the arrival of tourists in average 12, 47,830 every year and expected income of foreign currency to be 1663.6 million dollar every year. And the average staying of the tourists extended up to 15 days (Nepal Tourism Board, 2000). The Ninth five-year plan says the government is serious about the uplifting of Nepalese tourism, which needs great care and protection. "For the constant development of the Nepalese tourism, it has been commonly decided to give equal priority to some other factors, which do also affect the tourism sector directly. Such as development and expansion of tourism sites, necessary infrastructure for tourism, promotion of tourism market, improvement in civil aviation, protection of environment and involvement of private sector in the promotion of Nepalese tourism. Hence long term vision is to promote village tourism for poverty alleviation including ecotourism and domestic tourism. Recent development on tourism is highly concentrated on development of trained human resources which is based on quality of services provided to tourists. But many areas of the country are still deprived of basic tourism facilities.

Nepal is a developing country with a low income economy, ranking 145th of 187 countries on the Human Development Index (HDI) in 2014. It continues to struggle with high levels of hunger and poverty. Despite these challenges, the country has been making steady progress, with the government making a commitment to graduate the nation from least developed country status by 2022.

Tourism is also a source of employment. It is a highly labor-intensive industry offering employment to both the semi-skilled and the unskilled. Being a service

industry, it creates employment opportunities for the local population. It is a major source of income- an employment for individuals in many places deficient in natural resources, which cannot readily contribute to the economic prosperity of the area except through the medium of tourism. This aspect of provision of employment becomes more important in a developing country where the level of unemployment and underemployment tends to be high. Besides, providing employment to a large number of people, tourism can be the instrument of regional policy aimed at achieving an equitable balance between major industrial areas and the rest of the country.

Tourism is one of the most thriving industries in Nepal. It is the large foreign currency earner and employment provider. The sector has provided good employment opportunities to a large number of people both skilled and unskilled. It is due to these reasons that tourism industry is one of the successful stories in the development of Nepal's tourism industry. Nepal is beautiful destination for international tourists. The snow-capped mountains, rich culture of Nepalese, scenic places, rivers, lakes, flora and fauna, historical monuments, different religious beliefs, bilingual, and hospitable people are the main attractions for the foreign visitors.

The most economically potential growth sector of Nepalese economy is the tourism industry. Tourism can be summed up in Nepal's comparative advantage in three words: Nature, adventure and cultural beauty, the world's highest peaks Mount Everest, national parks rich in fauna and flora, exceptional trekking routes, snow-fed rivers, wonderful lakes and hospitable and rich in cultural and religious diversity as well. Out of 14 highest peaks on the earth, eight lies in Nepal including Mount Everest. Nepal has some of the best and bio-physically and culturally diverse trekking trails anywhere in the world along the mid-hills and the high Himalayas. The Asian Rhino, the Royal Bengal Tiger and the Asiatic Elephant are the three flagship species of wildlife sanctuaries that can be found in southern plains of the Terai. The architecture and ancient history of the cities of the Kathmandu, Bhaktapur and Lalitpur, the pilgrimage centers of birth place of Lord Buddha Lumbini and place of lord Shiva Pashupatinath temple are the high lists of country. Other attraction of Nepal attraction is the huge cultural diversities, religion, and life style of the many ethnic groups. (Sharma japyakurel 2012)

Tourism is a major tool for socioeconomic transformation in the developing countries like Nepal. Nepal is shown as a well-known destination in the world in the tourist map. Currently political stability has provided a strong base for development of tourism in Nepal. The newly formed government after the election has strong visions to develop and promote the tourism development in the entire country. For successful development in tourism, the government has to be in line with local needs and aspirations, maintain the culture value of the place, conservation of environment and the requirement of skilled manpower. (Tourism highlights 2012)

The GDP of Nepal was NRp 68,8bn which was almost 3,9 % of total GDP in 2013 from the direct contribution of travel and tourism in Nepal. And there is a forecast to grow up by 9,8% in 2014 and after that continuously rise by 4,9 % pa every year from 2014-2022. In the same way travel and tourism has directly supported 504,000 jobs to local and national wise and the indirect economic employment was 1,112,000 jobs, this is expected to rise by 6,5% in 2014 and expected to rise by 6,0% pa from 2012-2022. (Council 2014)

With worldwide increasing trend of tourism, Nepal should catch that opportunity that would comparably benefits to our economy. The country can improve the economy from advancing the sector by using her potential resources of tourism. So Nepal holds great prospective of tourism. There is need of suitable plan and policy for required management and marketing. The country has done some efforts for promotion tourism but those are not enough. Various beautiful destinations have not visualized and presented for tourism perspective, which would help to develop the economy of the concern destination.

The Annapurna Area is the most popular mountain tourism destination in Nepal. Since the first Western tourists came to Annapurna in 1957, the annual number of tourists has increased enormously (KMTNC 1996). The Annapurna received 76,000 trekkers in 2001 (ACAP 2001). Thus, tourism has played an important role in the region's economy providing jobs to the local people and increasing economic activities (KMTNC 1995). Over 1000 locally have owned lodges/tea shops are spread throughout there are providing jobs to the local people. Moreover, some locals are employed as guides, porters, and cooks. Most of the local people are involved in various tourism activities. There is great cultural diversity in the

Annapurna Conservation Area. Nine ethnic groups inhabit the area, each with its own dialect, specific religious practices, and distinct social and cultural norms (KMTNC 1995). The residents are primarily farmers, laborers, herders or traders, who are very reliant on the natural resources of the area.

Tourism development in ACA is considered to be a benchmark for the development of tourism in other areas of Nepal. Nevertheless, there is evidence of some negative impacts, which do need appropriate management responses. This shows that tourism without some negative impact is difficult to achieve benefit. In low number of negative impact can be seen in tourism area rather than other areas.

1.2 Focus of the Study

Nepal's tourism industry has its share of problems. Although the number of tourists have been visiting the country, according to NTB, movement of tourist has been increased every year since 1970. Nepal still receives only a small fraction of the visitors to Southeast Asia, India and Sri Lanka. Those tourists, who do visit, with the exception of trekkers, stay for short durations. The tourism industry is highly capital intensive, with foreign exchange earnings used for importing expendable goods, or used to further promote tourism.

Although, the importance of the tourism sector's contributions to the economy cannot be dismissed, this sector generates a host of unfavorable effects on the country's culture and environment. It has aggravated existing environmental problems and placed more pressure on the fragile economy and national resources. These problems are compounded by an erosion of local customs, an increase in drug abuse and theft of antiques and cultural property.

In the existing literature on tourism in Nepal, studies regarding the economic and social impacts of tourism are few. The studies that have been made are sketchy and isolated; they shed very little light on the subject matter. In order to promote the development of an appropriate kind of tourism that prevents or minimizes economic and social degradation, more in-depth studies are needed for an understanding of the industry's problems.

Therefore, the present study aims to focus on modest attempt to highlight the impact of tourism on the economy, culture and social of Lete village development committee, of mustang district, Nepal.

1.3 Statement of the problem

Tourism is an important sector to generate revenue in one hand and employment on the other for the sustainable development in the national economy. Tourism is emerging as the most viable industry of Nepal which has been providing skilled and unskilled jobs to many unemployed people and has helped to reduce rampant poverty in the country. Tourism not only brings foreign currency but also other things such as changes in attitude and behavior of people. It also has some negative impacts in the society.

Lete VDC is located into Annapurna Conservation Area at lower mustang which is connected with Myagdi district. This VDC is rich in ecological resources with good climate. Pine forest, flora and fauna, Kali Gandaki river, Dhawalagiri, Nilgiri, Tukuche Himal, various types of Thakali culture and others beautiful scene are the major sources of tourism attraction in study area. Besides these, lete VDC lies into Annapurna Trekking route from Besi shahar to Beni along with upper mustang. It is on the way to Muktinath Temple. Therefore thousand of domestic and foreign tourist have been visiting lete for the purpose of trekking, as a pilgrimages as well as various sorts of purpose. This VDC is lies on the way to Upper mustang and Muktinath temple, a lot of Tourist have been visiting in Lete VDC so, most of the people of that VDC are involved in tourism occupation for their livelihood. As the 222 number of total household, most of the people are involved in tourism occupation. Lete VDC is seems as beautiful hamlet where as tourist standard hotels, small lodge/hotel, restaurant, tee/coffee shop, other provision shops have been established. Most of the local people are busy to operate their own tourism business however some people are engaged for agriculture production, few are gone to oversees as employment. So above mentioned statement seems to be proved that people of study area all are depend on tourism occupation for their livelihood. This study will be able to finalize the activities of tourist and their impacts in Lete VDC in terms of social and economic aspects which will be helpful in assessing the social and economic impacts of tourism.

Analyzing perception of local people towards tourism activities will be able to amend tourism development planning at the community level.

The Study tries to find out the answer of following research questions;

-) Has tourism contributed to local economy?
-) What sort of economic benefits locals get from tourism?
-) What sort of social harmony is built-up from tourism?
-) What local products/services are available and consumed in tourism sector?
-) What types of tourism activities in which people are engaged in study area?
-) How Tourism has influenced their socio-cultural life?
-) How the livelihood has been supported through tourism?

1.4 Objectives of the study

General objective:

The general objective of the study is to find out the role of tourism on the livelihood pattern of the Study area.

The Specific objectives are:

-) To find out the general situation of tourism in Lete.
-) To explore social and economic impact of tourism on local livelihood pattern.

1.5 Significance of the study

Nepal has three major resources which are agriculture, hydropower and tourism in terms of social and economic development for the nation. Among them tourism is the key industry which can effortlessly be established, promoted and developed with minimum investment and can be made an important foundation of national income. So it is one of the chief sectors for economic and social development. Most of the people of Lete VDC have involved in tourism activities for their livelihood. Lete VDC of Mustang district is being popularity for the trekking route of Annapurna circuit, upper mustang and muktichhetra so that thousands of tourist and pilgrims have been visiting Lete for different purpose. The question can be raised about the

impact of tourism on social and economic life of people of that area. The study is concerns to the following:

-) It helps in tourism development in village area through the necessary suggestions.
-) It brings out the awareness of positive and negative impact of tourism in society.
-) It provides the necessary information for further researchers.
-) It encourages tourism entrepreneur for investment in new modality.
-) It collects the facts situation of tourism area.
-) It provides the possibility of developing tourism framework at local level.
-) It provides the strength and weakness of current tourism related business.
-) It helps in conducting different tourism awareness programs for solving of current problems.
-) It helps to enhance the tourism business in Lete.
-) It provides details of current tourism infrastructure available at that locality.
-) It also provides the opportunity for doing tourism related business with new concept along with its threats.
-) It helps to make a tourism related plan for government and other agencies.

It seems an important to study about the impact of tourism in Lete VDC. Very low numbers of scholars are found who have involved in research work in this area. This study will be important for tourism entrepreneurs, Students, Farmers, Agriculture & Tourism Training providers, further researcher, government agencies, the students of sociology department and all tourism stakeholders. This study will be very useful for the further development in tourism and hospitality sector for private and Government agencies.

Although Nepal is the economically poor however it is rich in its natural and cultural heritage. The research has typically centered on the social and economic impacts. Social and economic impacts studies have usually involved an analysis of how the tourism has affected local people and their lifestyle.

1.6 Limitation of the Study

-) The present study covers the tourist area namely Lete VDC under ACA which is located on the western development region of the country.
-) This is completely an academic work; as such there are enormous challenges during field work.
-) It may not be applicable to all villages in Nepal because of its geographical situation and the unique characteristic features of Lete VDC, which sometimes may be same as of others.
-) The study was fully dependent upon the field visit inspection as well as interviews, data and response of local house hold of the study area which is conducted in 2016.
-) The study has few literature reviews.
-) This study focuses on social and economic impact of tourism in Lete VDC.
-) The respondents present during the data collection were not literate.
-) The respondents and the resident of the survey area are un-aware about the tourism and its importance.
-) Due to its geographical location it is difficult to collect the data of different place.

1.7 Organization of the Study

This project report is present the overview of the Economic and Social impacts of Tourism in Annapurna Conservation Area: A Case Study of Lete Village Development Committee, Lower Mustang, and Nepal. It is organized into five different chapters:

The first chapter 'introduction' has included background introduction, focus of the study, statement of the problem, and objectives of the study, significance of the study, limitation of the study and organization of the study.

The second chapter contains 'Review of literature' in which the review of the books, journals and previous thesis has been done.

The third chapter deals with 'Research methodology' it include the information on research design, data collection procedure, data analysis tools etc. adopted during the study.

The fourth chapter is the main body of research and includes data presentation and analysis of the Lete Village Development Committee.

The fifth chapter includes summary & conclusion of the study. It also includes finding and some valuable recommendations in the summarized form, references and appendix.

CHAPTER: TWO

LITERATURE REVIEW

2.1 Conceptual Review

This part covers rational of literature review for the study. Literature of different studies of foreign and Nepalese publication has been reviewed regarding the impacts of tourism. Tourism has been boon for the rural people livelihood however it has both positive and negative impacts on socio-economic activity. The literature review helped to outline the objective of the study which deals mainly with the socio-economic impact of tourism.

2.2 Concept of Tourism

The word 'Tourism' or 'tourist', which dates back to year 1292 AD, is derived from the Latin word 'tornus' and he has come in vogue as the notion of 'round tour' or 'package tour' (A.K. Bhatiya,1982, "Tourism Development- Principal & practices"). Until the nineteenth century, the word "tourist" is closely associated with the idea of a long journey or trekking. Consecutively, with an idea of a individual being temporarily away from home for pleasure purposes a significant feature of the word "Tourist" came in to being (Prof. Dr. Om Sharma, 2012, "The system of Tourism Development Planning In Nepal"). The United Nations World Tourism Organization (UN-WTO) defines 'tourism' as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

Tourism encompasses most short-term travel away from a person's normal place of work or residence and includes not just holiday, leisure and recreational travel, but also travel for the purposes of visiting friends and relatives, business, education, religious, health or other reasons.

Travelling is an ancient phenomenon. "Travel has existed since the beginning of time when primitive man set out, often traversing great distances, in search of game which provided the food and clothing necessary for his survival. Throughout the course of

history, people have travelled for purposes of trade, religious conviction, economic gain, war, migration and other equally compelling motivations" (William, F. Theobald, 1994 "Global Tourism"). Thus, an ancient time great motivations for travel were political and commercial interest, curiosity to know the customs and the habits of other people and finally religious sentiments. But now, travelling not only exists for political and commercial motives. Globalization has greater impact in almost all the countries of the world. Human beings may not enjoy all their lives in the place where they born so they desire to go to new places for recreation not only in the native country but also out of the country

2.3 Theoretical Review

Economic gains have been a major driving force for the growth of tourism in developing countries. The initial period of growth happened in the late 1960's and 1970's, when tourism was perceived as a key activity for generating foreign exchange and employment by both development institutions, such as the World Bank, as well as by governments.

According to Alister Mathieson & Geoffrey Wall 1982, from the economic point of view, the impact of tourism has both economic costs and benefits. Contribution of tourism to foreign exchange earnings and the balance of payments, generation of income, improvement of economic structures, encouragement of entrepreneurial activity are the benefits whereas ,danger of overdependence on tourism, inflation and higher land values , seasonality of production and low rate of return on investments, creation of other external costs are the costs of tourism.

The impacts of tourism have been reasonably well researched, particularly from the environmental and economic perspectives. More recently, attention has turned to exploring the social impacts of tourism and important research is emerging in this area. Mathieson and Wall, as early as 1982 suggested that „the social and cultural impacts of tourism are the ways in which tourism is contributing to changes in value systems, individual behavior, family relationships, collective lifestyles, safety levels, moral conduct, creative expressions, traditional ceremonies and community organizations. In their discussion of the host perceptions of socio-cultural impacts of tourism, (Brunt and Courtney, 1999 "Tourism as a tool for development")

provide an excellent summary of research into this area of tourism research and, in so doing, demonstrate the need to examine in greater detail, the social impact of tourism on communities. This report will concentrate on the research into the social impacts of tourism on communities. Research into the social impacts of tourism on a community suggests that a number of factors influence the level of impact. For example, factors such as the state of the local economy (Gursoy, Jurowski & Uysal 2002), the maturity of the tourism destination, and the level of community attachment have been found to influence the level of impact of tourism activities. As discussed in detail by Faulkner and Tideswell (1997, "Strategic management for tourism communities"), these can be separated into "extrinsic" and "intrinsic" factors. The vast majority of research in this field has examined only intrinsic factors (that is, the factors which define differences within the community) as these can be explored within a single case study. Extrinsic factors (those which are responsible for explaining variation between different communities) are harder to examine because multiple case studies obviously require substantially greater resources.

There is substantial literature documenting a range of methods that are available for the measurement of social impacts. In particular, the concept of a "social impact assessment" (SIA) as discussed by Finsterbusch (1995), provides an integrated approach to the measurement of social impacts. Barrow (2002: 186) describes SIA as an evaluative process that uses descriptive and analytical tools, often derived from the natural sciences, economics and planning as much as the social sciences." Although the SIA approach has many advocates (see, for example Becker 1997; Bissett 1995), it also has its critics. Burdige (1999), for example, argues that it is more important to be sensitive to social impacts than it is to precisely identify them. The approach taken in the current study is cognizant of these concerns, and uses an alternative measurement for assessing social impacts. The approach taken here is the resident perceptions approach, which asks residents to self-evaluate the impacts of an event on their quality of life. This approach is clearly subjective and, therefore, gives no verifiable indication of the quantification of costs and benefits accruing to the community under investigation. The objective measurement of impacts, where possible, remains an important research ambition. Objective measurement, however, is not possible for some types of impacts and provides no indication of the

effects on the quality of life of local residents. Thus, the resident perceptions approach provides useful additional data for understanding the costs and benefits of tourism. It is argued by the current authors, however, that a full operationalization of social impacts will entail some combination of objective and subjective measures. Much of the research into social impacts focuses on the host community perceptions and examines the negative and positive effects of tourism on the community as perceived by its members. A number of studies have attempted to quantify the extent of host community perceptions (see for example, Gursoy et al. 2002; Lindberg, Andersson & Dellaert 2001). Lindberg et al. (2001: 1027), for example, in using a range of analytical techniques, found that „the net resident welfare change from the (hypothetical) increases in tourism would be negative, and the losses to residents are not outweighed by the gains to tourists.“

Gursoy et al. (2002) argue that the level of concern about one's community and the extent to which residents use the resource base, have no effect on the resident's evaluation of the costs and benefits of tourism. This finding contradicts Lankford (1994) and Fredline, Jago and Deery (2002), although Gursoy et al. (2002) suggest that residents may have developed coping mechanisms to avoid competing with tourism on a number of issues. These conflicting results perhaps reflect the extrinsic variation in the different communities examined in these case studies. Social impacts and the changes brought about by tourism are also subtle and complex and may take time to materialize, therefore taking some time for impacts to be evaluated by communities.

Tourism both international and domestic an intermingling of people from diverse social and cultural backgrounds and also considerable spatial redistribution of spending power which has a significant impact on society, culture, environment and the economy of destination area.

(Mathieson and Wall 1982), mention that, tourism and natural environment can conflict if there are deliberate chopping of trees for tent poles and firewood, excessive dumping of garbage, killing wildlife, disruption of predator relationship. This requires the conservation and preservation of natural areas and scenic land, wildlife and forest reserves, historic monuments, and archaeological sites etc. Also needed are the continued operation and routine maintenance of these existing tourism assets, and the

extension of environmental consciousness through the provision of relevant public information and education.

2.4 Global Context of Tourism

The tourism industry generates substantial economic benefits to both host countries and tourist's home countries. Especially in developing countries, one of the primary motivations for a region to promote itself as a tourism destination is the expected economic improvement. As with other impacts, this massive economic development brings along both positive and negative consequences. One billion tourists have travelled the world in 2012, marking a new record for international tourism – a sector that accounts for one in every 12 jobs and 30% of the world's services exports. On the symbolic arrival date of the one-billionth tourist (13 December 2012), United Nation World Tourism Organization (UNWTO) revealed the actions tourists can take to ensure their trips benefit the people and places they visit, as voted by the public. International tourism has continued to grow in 2012, despite global economic uncertainty, to reach over one billion international tourist arrivals. The figure cements tourism's position as one of the world's largest economic sectors, accounting for 9% of global GDP (direct, indirect and induced impact), and one in every 12 jobs and up to 8% of the total exports of the world's Least Developed Countries (LDCs).

World Travel and Tourism Council (WTTC) estimates show that in 2002 travel, tourism and related activities will contribute 11% to the world's GDP, rising to 12% by 2010. The industry is currently estimated to generate 1 in every 12.8 jobs or 7.8% of the total workforce. This percentage is expected to rise to 8.6% by 2012. Tourism is also the world's largest employer, accounting for more than 255 million jobs, or 10.7% of the global labor forces.

Tourism is a major industry globally and a major sector in many economies. According to the United Nations World Tourism Organization (UNWTO), over the past six decades, tourism has experienced continued growth and diversification to become one of the largest and fastest growing economic sectors in the world. The World Travel and Tourism Council (WTTC) estimate that tourism contributed 9.2 per cent of global GDP and forecasts that this will continue to grow to grow at over 4 per cent per annum during the next ten years to account for some 9.4 per cent of Gross

Domestic Product (GDP) (WTTC 2010). Over time, an increasing number of destinations have opened up and invested in tourism development, turning modern tourism into a key driver for socioeconomic progress. Recently WTTC, (2012) estimated that the total contribution of Travel and Tourism to GDP was 9.1 % in 2011, and is forecast to rise by 2.8% in 2012, and to rise by 4.2% pa, from 2012-2022, directly supported 3.3% of total employment This is expected to rise by 2.3% in 2012 and rise by 1.9% pa to 3.6% of total employment in 2022. The investment in Travel & Tourism in 2011 was 4.9% of total investment. It should rise by 3.5% in 2012, and rise by 5.6% pa to 5.1% of total investment in 2022.

Egbali et al, (2010) had studied on Effects of positive and negative rural tourism (Case Study: Semnan Province, Iran), in this case study various hypothesis was formed to find the negative and positive effects of tourism. According to the study the major findings were: Tourism results in the increase in the income for villages. Instances of high rural income include; narrowing the gap among the families, more public afford and higher village land price. In this regard the response were 17.1% choose very much, 27.3% much, 35.9% average, and 18.2% little. Likewise, development of rural tourism is effective in developing villages. It improves rural education, security, enhancing rural roads and building residential places. In this regard the responses were 11.7% choose very much, 32% much, 36.1% average, 18.7% little, and 1.5% very little. (Sawkar, K. et al. 1998) had carried out Case Studies on Goa, India, and the Maldives on Tourism and the Environment. According to a survey carried-out in August 1995 involving the management of 47 resorts, beach erosion was identified to be the major existing environmental problem facing the resorts. The highly dynamic Maldivian beaches erode and build in response to wave action associated with storms, the tidal cycle, and the monsoons. The pollution of the sea with garbage and piles of waste found in the resorts often close to the tourist cottages were identified. In the case of sewage disposal reported from 34 resorts in 1992, 23 resorts disposed sewage into the ground while 11 discharged sewage to the sea.

Tourism plays vital role in the economy of Maldives. It is the main source of economic gain and provides 71 percentage of gross domestic product in country. Maldives has its own archipelagic and coral marine environment. Maldives

concentrates on upscale, international and domestic experiences to enhance the tourism industry. The largest part of population has depended upon tourism. Tourism has shared 8.8 percentage of GDP in Sri-Lanka, 4.9 in India, 8.8 percentages in Indonesia, 13.2 percentages in Thailand. It is estimated that 40 percentage of workforce in Maldives is employed in tourism industry.

2.5 Tourism in Nepal

Nepal is the country where Mount Everest, the highest mountain peak in the world, is located. Mountaineering and other types of adventure tourism and ecotourism are important attractions for visitors. The world heritage site Lumbini, birth place of Gautama Buddha, is located in southern Nepal, and there are other important religious pilgrimage sites throughout the country. Hence, Nepal has become one of the tourists destinations in the world.

In 1951 Nepal followed an open-door policy after the establishment of democracy, before that; there are no any proper records of tourism statistic in Nepal. During the period of Rana Regime, Late Mr. TenzingNorge and Mr. Edmund Hillary made the history of Mount Everest on 29th may 1953, for the first time which caught the attention of international visitors. Officially Department of tourism in Nepal was established in 1996 under the act of tourism development and Nepal Tourism Board (NTB). After that, Nepal got the membership of UNESCO and Nepal's heritage sites were listed in UNESCO and were known to the world. And after knowing the fact that the Nepal has a tremendous future potential in tourism industry , it succeed to get the membership of the International Union of Official Travel Organization IUOTO, South Asian Travel for Commission, Pacific Area Travel Association PATA and American Society of Travel agents. (Bhattarai 2003, 10)

Aacharya (2001) had prepared a case study on socio-economic impacts of tourism in Lumbini. It is one of the most important destinations of Nepal from the cultural aspect. Where, he has found that from sample survey 7.31% of the respondents have not increased their income from tourists directly. The generations of the jobs in the private sector are due to tourism but they are not paid directly by the tourists. And the 43.08% farmers though do not deal directly with tourist have felt an increment in income around two to three thousand rupees due to the increased demand of food

grains to feed the tourist flow. Nearly the half 49.61% are found to be directly benefited from the tourists. The small (1.62%) part involving hoteliers have made money up to large extent i.e. above ten thousands. And the transport owners, comprising 2.43% of the total, lie at the second level regarding the level of income from tourists. Another 32.52% involve the rickshaw pullers, gift shops etc. They lie at the third level. The students comprising nearly 5% too earn money working as guide for tourists.

Sharma studied about hotel industry employment in his research paper “Tourism and Hotel Industry Employment in Nepal”. He has presented the growth of tourism, their exchange rate and its positive contribution in growing hotel sectors in Nepal and the employment opportunity increased because of the growth of tourism. He has recognized the hotel industries have reduced the burden of unemployment of the country. By applying regression, it is concluded that the growth pattern of tourism sector of Nepal demonstrates a remarkable growth of tourist arrival, earning from tourism. An impressive growth has been witnessed followed by rooms and beds. However, the average guest night per tourist has virtually remained stagnant. Tourism not only generates income but also helps to raise direct employment in hotel industry of Nepal.

Gurung (1990) has studied on Environmental Management of Mountain Tourism. This study deals with the pattern of tourism activities, environmental impact of tourism, carrying capacity of trekking routes etc. This study has identified that deforestation in mountain region is caused by over grazing. So, Gurung thinks that poverty of people is basically responsible for the negative effect on environment. He has also paid his view over the toilet paper, packaging materials, plastic tin and non-degradable materials which are commonly found around popular trekking routes, such as Lobuje, Sagarmatha Base Camp, etc. Gurung has suggested employing the local people to clean these disposals from human settlements and trekking routes. While discussing the carrying capacity of trekking routes, he has analyzed the problem of deforestation and environmental pollution of different trekking and mountaineering routes. To solve the problems of over-crowded routes, three environmental protection measures are suggested. In his first suggestion Gurung has advised to increase the entry fee in over-crowded routes. In the next suggestion he has advised to increase the

flow of tourism in less crowded routes. Moreover he has suggested opening new trekking routes as well as mountain peaks in western region of Nepal. Lastly, he has also given stress on providing kerosene oil in the trekking routes to preserve the forest.

The case study conducted by Sharma in (1998) concerning the trekking employment confers that the Western development Region (WDR) alone generates 56 percent followed by Eastern Development Region (EDR) as 36 percent. Viewing it by destinations, Kanchenjunga and Manashlu have created highest rate of employment per trekkers i.e. 3.7 and 2.8 respectively. In the case of pollution, in regards to tourists' perception; the capital city of Nepal is losing its tourists appeal. The problems like too much air pollution in Kathmandu, generation of much garbage around public places, temples; and more seriously in the trekking areas as well as the lake water pollution (Fewa Lake, Pokhara) area reported to be the most irritating factors to the tourists. In this regard, 13 percent tourists are found as observing too much air pollution in Kathmandu and 5 percent have highlighted the piling of garbage around public places and temples. Altogether, the dimension of the problem is quite serious. When considered in terms of the local respondents 24 percent have accepted the problem. It was mentioned that some trekkers were worried about the ecological concern around Annapurna Conservation Area (ACA).

Casual labor and self-employment provide major opportunities for local communities to enhance their livelihood opportunities for local communities to enhance their livelihood opportunities from tourism. Unlike formal employment, self-employment tends to highlight the entrepreneurial spirit of village communities. Villagers are used to stringing together a livelihood from a diverse variety of sources, often giving them a knack for enterprise. Casual labor includes porters, cooks, guides, launderers, cleaners, caterer and entertainers. In this context, Nepal has a well-organized labor market to employ porters, cooks and guides on a seasonal basis. An estimate made in 1989 showed that trekking alone generated 0.5 to 1 million people of days of employment in a year in Nepal. Not only this but also significant gains also accrue from economic linkages between tourism and other economic sectors such as agriculture, animal husbandry etc.

Dhakal (2002) has conducted a study on “Role of Tourism in Economic Development of Nepal” in the year 2002 finds that generally there is positive impact of tourism arrivals in Nepal in different field of employment opportunities, foreign exchange earnings as well as balance of payments situation of the country. The gross foreign earning in convertible currency in 2002 in US \$166842 and average income per visitor per day in US is \$38.2. However, in 1998, it was US \$ 44.2 per visitors per day. It increases favorable balance of payment. In addition, he reminds that at present condition the number of tourists due to political instability, lack of security, lack of quality hotels as well as lack of tourism infrastructure development and pollution in the city area. According to this suggestion tourist arrivals for pleasure are in greater percent than that of other purposes. Therefore, the findings are to develop and improvement of new sightseeing as well as search of new tourists destinations and conservation of natural beauty of the country. He also suggested that at present the trend of tourism is decreasing due to political instability and lack of security. Therefore, the stability of the government that will enhance the security and environment will increase tourist flow.

Paneru (2011) conducted a study on “Tourism Dynamics in Pokhara”. He had studied the relation between the socio-demographic and economic characteristics of tourists and purpose of visiting and tourist’s experiences while visiting Pokhara. He has found that majority visitors who visit Pokhara were male i.e. 55.5 percent and female were 44.5 percent. The visitors are from the age group of 31 to 45 years. The highest numbers of visitors come to Pokhara for the purpose of adventure and trekking. Similarly, regarding environment pollution and sanitation 50.2 percent said “Ok”, 34.5 percent said “polluted” where 15.5 opined that it is “well”. He further recommended that the environment and sanitation aspect of Pokhara has to be improved.

Nepal is tourist's paradise with an infinite variety of interesting things to see and do. Nepal has many things to offer the visitor-the flourishing arts and architecture as demonstrated by the temples of Kathmandu valley, the beauties of nature by soaring peaks of many mountains. Therefore, it is said that Nepal is a paradise for tourism. Nepal is a small country, but within the short distance one can find different environment patterns, religions, languages, races, festivals. Nepal is the garden of

different ethnic groups. People live with various interesting cultures. Nepal is the land of fascination, a land of ancient history, colorful cultures and people, superb scenery, beautiful lakes, amazing caves and some of the best walking trails on the earth has made it one of the best tourist destinations in the world (NTB).

Nepal's incredible mountains, ancient cultures, captivating sights and religious activities have attracted thousands of tourist yearly. Nepal is rich in its own biodiversity and home to different ethnic groups. Nepal can develop a new form of adventure sports because of its unlimited tourism potentials and organize various social and cultural events. Tourism products, available in Nepal, are not exploited optimally. Recently, the Government of Nepal has formulated its vision for 2020, which mainly focus on the area of creating employment in rural areas which include women and marginalized communities, distributing tourism benefits to a grass root level and enhancing community participating in tourism related activities. For promoting tourism in Nepal, The Government of Nepal and the Ministry of culture, tourism and civil aviation have been actively working and also been motivated to the private sector for their participations in the development and promoting tourism development in Nepal. (Aviation 2009)

2.6 Conceptual framework

2.6.1 Conceptual framework by (Mathieson and Wall: 1982)

A conceptualization framework of tourism developed by (Mathieson and Wall: 1982) is given below which emphasizes some of the major components of tourism and places the impacts of tourism into the broader context.

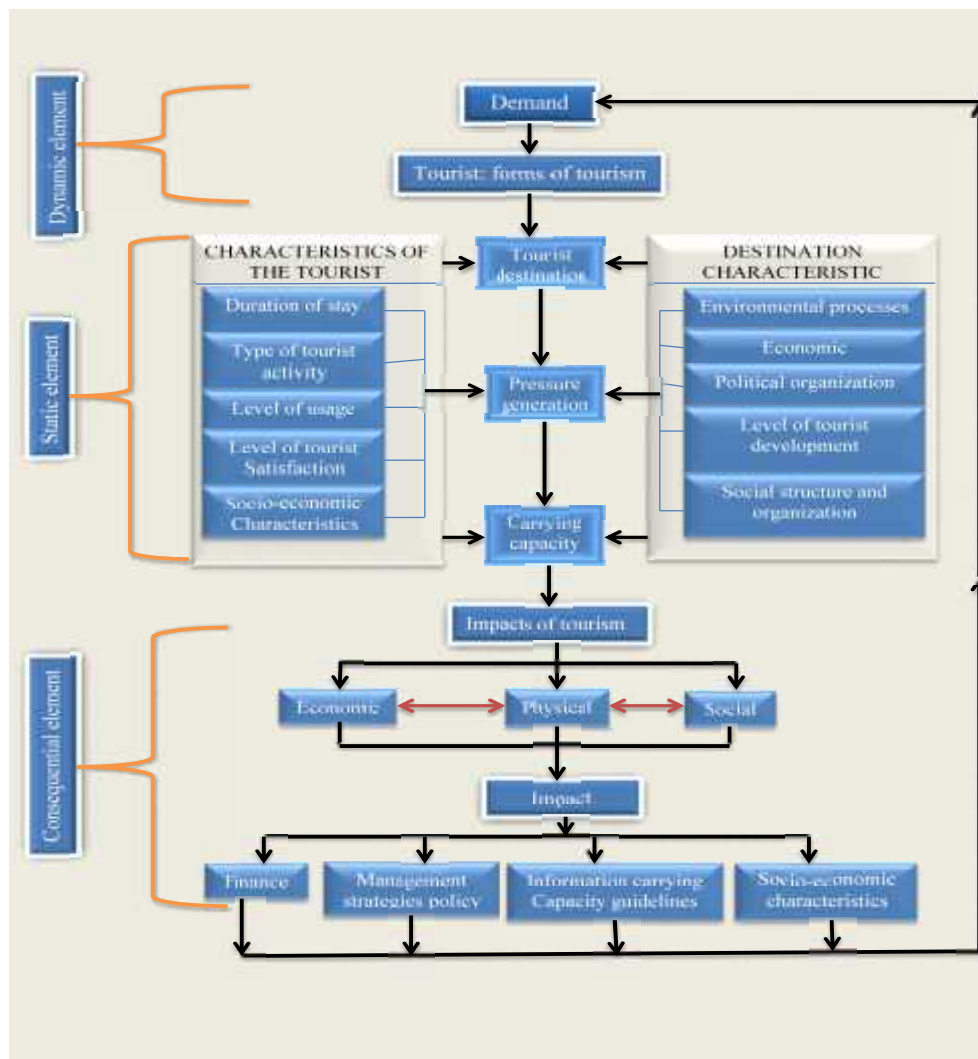
Tourism is composed of three basic elements. They are:

1. A dynamic element covering movement to and from the destination.
2. A static element involving the stay itself.
3. A consequential element describing the chief economic, physical and social impacts on the environment.

These categories are illustrated by Mathieson and Wall 1982 (Fig. below) as a set of interconnected parts with feedback links throughout the system.

The impact of tourism results from a complex process of interchange between tourists, host communities and destination environments. The framework also recognizes that impacts result from the process of change.

Figure 2.6.1 A conceptual framework of tourism



Source: Mathieson and Wall 1982:1

2.7 Impacts of Tourism:

Tourism is an economic activity that is imposed, or at least grafted, on a pre-existing set of economic activities and traditional ways of life (Price & Harrison, 1996: 1).

Tourism is a product of three main elements; destination, hosts and the tourists. Tourism is a process which obviously affects various aspects of society and culture. Primarily its impact is of economic nature. Sharma (2059) states that the contribution of tourism in gross foreign exchange is 15 to 17 percent and the influence of tourism is also centered in some specific areas only not throughout the whole nation but it does not mean to underestimate the tourism because we know a very little about the multiplier effect of the tourism; we must take account of the foods, vegetables and fruits that the tourists take as well as the employment plus the crafts that the tourists purchase.

According to Godfrey and Clarke (2000), socio-cultural change relate to local quality of life and sense of place. Positive change in the quality of life could be as follows; personal income increases, helps to improve living standards for those more directly involved in industry, supports the diversity of restaurants and other cultural entertainment, influence the assortment of goods for sale in many local shops that would not be available in the same amount if tourism did not exist to support them, park areas are often improved, street furniture and design criteria introduced, greater care and attention placed on overall environmental quality, new opportunities etc. And in contrary negative changes in the quality of life could be as follows; local shops overcharging, petty theft from cars and accommodation, more serious personal assault etc. Regarding the sense of place, positive changes could be as follows; revitalizing local culture and traditions, enriching local understanding and interest in history and culture, a sense of pride in local heritage, celebrations/festivals can become tourist attractions, crafts promotion and production in large scale etc. All these impacts or changes were observed. Tourism has influenced the society of Lete VDC in both the local quality of life and the sense of place. In fact the movement of the outsiders in any area could not be impact less; of course the level of impact can vary on various aspects.

From the economic aspects job generation by hotels /lodges is a very important impact of tourism in Lete VDC. It is obvious that the hotels and lodges are meant for the visitors who do not have home out there. The entry of outsiders obviously requires the home to live in for food and shelter and consequently local people have to

work for it. Every hotels and quarters hold paid staffs and workers as par the nature and size of their operations.

Generation of new economic activities like hiring of horses, taking care of tourist's goods for the time being, tourist guide, porter etc. have come into view. These events have not been wholly institutionalized as a separate trade but make available an extra profit to the indigenous population. The common public free of work or with some other enterprises carry out these works. Such new areas of income emerged as a result of tourism which is not only an economic phenomena but an influential cultural phenomenon too because engagement in different activities brings changes in the daily life styles. Employment generation and formation of new economic activities raise the income of the people which obviously affects living standard.

2.7.1 Economic Impact

Tourism has become an essential tool for the improvement of economic increment of a country in the present time and has remarkably performed a leading contribution in the enhancement of country's economic standard and position, employment generation and so on (Peters 1969). In the context of poor and developing countries like Nepal, it has been considered as a fundamental industry to bring national economy in the progressive way. Poverty is a multidimensional concept encompassing both prevailing welfare levels and capabilities (IFAD 2001).

Income generation and employment from tourism enterprises such as jobs for porters, cooks, and guides are the major economic benefits of tourism in the area. Nepal et al. (2002) reported that more than 1500 local people are employed by lodges alone in the southern slopes of the Annapurna area. Lodge owners in ACA are clearly benefiting from tourism (Wells 1994a). Nevertheless, not all employment benefits accrue to local communities.

Therefore, ACA management policy needs to manage the disbursement of benefits more carefully if it wants to avoid potential grievances in future. There is little doubt that tourism has brought economic opportunities to remote mountain areas of Nepal where agriculture and animal husbandry were traditionally the main occupations of most households (McClellan et al. 2000). Observations have shown that these opportunities have increased access to better housing conditions,

education and healthcare in villages with tourism. However, communities in villages without tourism do not have such earning opportunities, thus they are still engaged in subsistence activities. A major problem of tourism is that income generated by tourism is very likely to bypass the local communities.

Sherpa (1987) reflected that "income from tourism is deceptive". English (1986) found that at least 50 percent of tourist expenditures in developing countries are likely to stay in the country. Thus, the country as a whole does get economic benefit from tourism but not much of this benefit filter or trickle down to local communities. It has also been reported that tourism development may carry with it certain costs inflated process for land, property and food are frequently reported (Boo 1990). The price of the basic commodities is substantially higher in the vicinity of the protected areas, than the neighboring area which causes hardship to the local people.

Shrestha (1993) conducted the study in Annapurna area, reported that tourism had negatively affected the household expenses of the villagers, the prices of essential items, and prices and rents of houses and lands. However, contribution of tourism sector in the economy of the country cannot be ignored, also at the local level in the Annapurna Conservation Area (ACA), tourism has improved village economy, family income, and employment condition.

➤ **Positive Impact:**

In order to attract more tourism special emphasis is given on overall beautification of the surroundings; regular planting of trees and landscaping are done to enhance aesthetics. Huge investment is done to improve the facilities in the area like sitting areas, shades, proper sanitation, drinking water etc. More emphasis is given to preserve the monuments, heritage structures to attract more tourists.

➤ **Negative Impact:**

Any kind of development requires some interference with the nature. Overdevelopment comes at the cost of nature. There may be damage to the natural flora and fauna. Local people are displaced for want of coastal area development. With more people in the area, more natural resources are required which leads to

depletion of natural resources. Waste disposal problems crop up and without proper measures to handle this problem it may worsen the situation. Due to more footfall, more transport, more noise, improper waste disposal, pollution increases in the area and disturbs the ecological balance of the region.-

2.7.2 Social Impact

Several research studies have been conducted on travellers, their needs and motivation while the social impact of tourism on local community has been given less priority. Tourism activities causing positive or negative impacts on local communities must be considered and addressed for the long-term sustainable development of the industry.

Pizam and Milman (1984:11) define social and cultural impacts of tourism as: the ways in which tourism is contributing to changes in value systems, individual behavior, family relationships, collective lifestyles, moral conduct, creative expressions, traditional ceremonies and community organization.

According to Sharpley (1994) the social impacts of tourism have a significant, immediate and visible effect on destination communities. According to him, these impacts can be divided into two categories: impact from the development of the tourism industry and the impacts of tourist-host interactions. Social impacts of tourism can be classified as: host-guest interaction and relationships, socio-cultural impacts of tourism in general, the impact of tourism on host communities and response and adjustment strategies to the impacts of tourism. The impact of the development of tourism on the social life of tourist destinations can be positive, but there are also negative consequences which must be taken into account. Pizam and Milman (1986) identify some different categories of social and cultural impacts: impact on population structure; transformation of forms and types of occupations; transformation of values; influence on traditional life style; and modification of consumption patterns and benefits of tourists. Some researchers also address the social impacts of tourism on host communities including impact on recreation opportunities (Ross, 1992; Lankford, *et al.* 1997); crime (Haralambopoulos and Pizam 1996); traffic congestion (Liu *et al.*, 1987); changes in law and social order (Travis, 1984); prostitution and child begging (Besculides, *et al.* 2002; Pandey, 2006);

commercialized host-visitor relationships (Travis, 1984) and improved public health and conservation (Travis, 1984).

Relationships between tourism and socio-cultural impacts are complex and Hashimoto (2002:212) in this regard claims that “tourism development has often wrongly been accused of being the sole agent of rapid social and cultural change in host communities”. Most of the tourism related socio-cultural impact research highlights the negative impacts and overshadows the positive impacts, which might have established the perception expressed by Hashimoto. Crandall (1994:414) says that “negative impacts are more prevalent in developing countries than in large developed regions with a mature and stable economy”. Social impacts of tourism on local community can be divided in two categories: socio-economic and socio-cultural. According to Gerald (2005) socioeconomic impacts are: labor force displacement, changes in the form of employment, increased land price and change of ownership, increased standard of living and changes in the economic and political system. Apart from that, other socio-economic impacts are also seen in tourist destinations such as increasing female participation in tourism activities, seasonal nature of employment, low wages and social status of tourism jobs and development of infrastructure. Gerald (2005) identifies several socio-cultural impacts of tourism: increase of undesirable activities, social dualism, demonstration effects, commercialization of culture, and growth of negative attitude towards tourists. Hall and Page (1999) note changes in collective and individual value systems, behavior patterns, community structures, lifestyles and the quality of life.

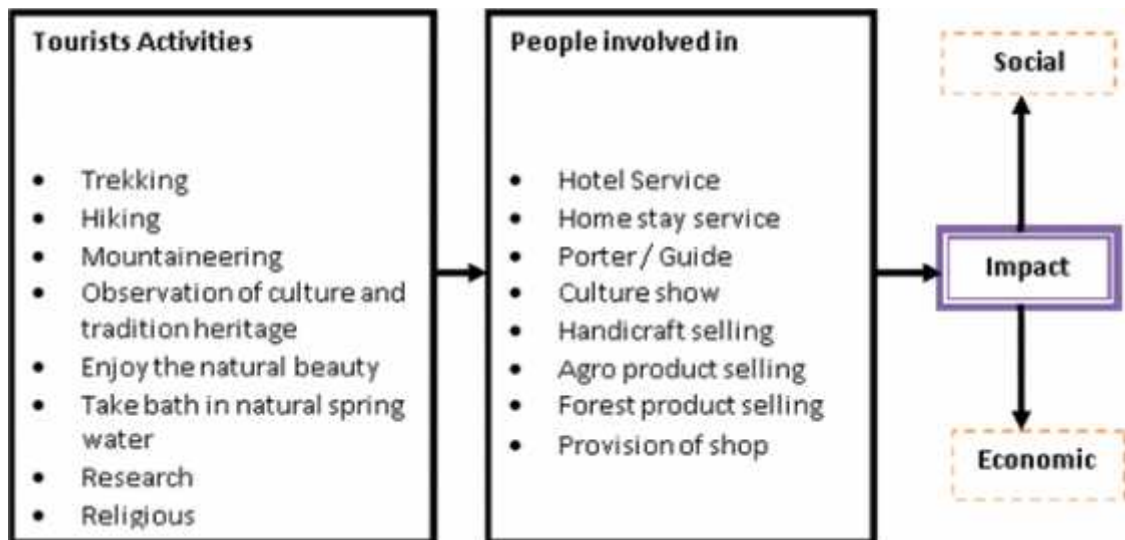
➤ **Positive Impact:**

To boost tourism huge money is invested to preserve the local heritage, to improve infrastructure, to provide better local facilities which in turn creates better education, better leisure facilities, organizing frequent social events and thus a better lifestyle for the locale people. They interact with the tourists; mix with people from diverse backgrounds which create a cosmopolitan culture in the region. Due to the demand for better services, varied employment opportunities are created within the region and therefore people do not feel the need to migrate to other cities to earn their living.

➤ **Negative Impact:**

Due to the heavy traffic in the region, the infrastructure may not be able to cope up the increased rush thus leading to overcrowding, poor sanitation which may further lead to diseases bot to the tourists as well as local people. The intrusion of outsiders in the area may disturb the local culture and create unrest among the people. The local people may copy the lifestyles of tourists through the demonstration effect and the result could be loss of native customs and traditions. Some people may enter into criminal activities to fetch easy money from tourists who lead to increased crime and anti-social activities and loss of moral and religious values.

2.7.3 Conceptual framework of the study



2.8 ICIMOD Parameters for Assessing Tourism Impacts: Hindu Kush Himalayas, Nepal

In 1995, the International Centre for Integrated Mountain Development (ICIMOD) hosted a workshop on mountain tourism in the Hindu Kush Himalayas. Participants of this workshop devised monitoring parameters for assessing the impacts of mountain tourism. Five areas of impacts are particularly targeted: (1) physical impacts, including forest and vegetation conditions, consumption of forest products, usage of alternative energy, water, air quality, noise pollution, sanitation, biophysical environment, and community environmental consciousness; (2) socio-cultural impacts, or demographics, social mobility, social cohesion, attitudes and

values, practice of cultural traditions and rituals, cultural heritage, and law, order and security; (3) economic impacts, including contribution to cash income and livelihood options (e.g. distribution of tourism revenues), land ownership (e.g. sales to outsiders), asset formation (e.g. new construction), wage rates, prevalence of child labor, reinvestment of tourism revenues, and linkages within the productive sectors; (4) gender impacts, measured in terms of income and employment for women, women's work load, status within the household and the community, literacy level, attitudes of facilitating agencies toward women's participation, sex ratios and life expectancy; and (5) development parameters including accessibility to an area, availability and quality of services, literacy levels, vitality of local institutions, human resource development, general enthusiasm and relative change in standards of living.

Summarized from Pitamber Sharma 1998c.

The World Tourism Organization has identified core indicators of sustainable tourism. These indicators can be applied to all destinations and include: site protection, stress, use intensity, social impact, development control, waste management, planning process, critical ecosystems, consumer satisfaction, local satisfaction and tourism contribution to local economy. Supplementary indicators specific to mountain environments are listed as (WTO 1995):

-) Reproductive success of indicator species (loss of flora and fauna)
-) Extent of erosion caused by tourists (erosion)
-) Length of vehicle line-ups (lack of access to key sites)
-) Consumer satisfaction (lack of solitude)
-) Site attraction (loss of aesthetic qualities)
-) Pollution counts (diminished water quality)

Sometimes indicators are qualitative and not subject to quantification in an economic sense; "This limitation, however, does not in any way detract from their utility as management information in promoting sustainable tourism". The use

of checklists is another tool for gauging and managing various impacts of tourism. When used at the planning stages, the information gathered from the checklist can be used to modify potential problems in the identification and design of a project.

CHAPTER: THREE

RESEARCH METHODOLOGY

3.1 Introduction

It is essential to adopt the well designed research methodology for any research work to achieve the targeted results and provide more authentic validity. A methodology is a theory of how research is done and or should proceed. Research methodology is a way to systematically solve the research problem. It is all the process of collection, presentation and analyzing of data in a systematic order to find out something about the problem. It is also a plan or strategy of action that links to outcomes of the research.

3.2 Rational of the Selection of the Study Area

Lete VDC is lies in lower Mustang which is border connected with Dana VDC of Myagdi District. It is located into Annapurna Trekking route along with Beni to Besisahar. This VDC is known as tourism VDC where as almost households are involved into different types of tourism activities in tangible and intangible way. This is a nature gifted place and one of the most culturally rich VDC located on Thak khola. It is surrounded by the Tukucho peak, Nilgiri and Dhawalagiri Himal.

Lete VDC is a combination of different colorful hamlet. The human settlement primarily consists of Thakali settled mostly on it. Magar, Kami Sarki, Damai, Chhantyal, Chhetri, Gurung and Brahaman also reside in this VDC. AS being a unique and beautiful geographical location and with trekking route of Annapurna circuit and Mukti chhetra thousands of internal and external tourists visit here every year. There can be seen the impact of tourism on socio-economic life of the people in Lete VDC. So Lete VDC of Mustang district has been selected as the study area to collect the necessary information regarding the research work.

3.3 Research Design

The main objective of this research is to study about the impact of tourism in the social and economic life of the people in Lete VDC of Mustang district. The Study

basically deals with the activities of the people in livelihood pattern within that area. Here, the research works concern to the descriptive as well as explanatory research design. Research design is a research plan providing guidelines to researcher to get answer of the research questions and help to control experimental, extraneous and error variance of a particular research problem. The descriptive research design is used for the study. It is expected that it will give the reliable picture of impacts of tourism on economic and social.

3.4 Universe and Sample of the Study

This study was carried out among the people of Lete village development committee in Mustang District in the Dhawalagiri Zone of northern Nepal. There are 222 Individual households belonging with different cast (Thakali, Magar, Gurung, Chhantayal, Kami, Sarki, Damai, Chhetri and Brahman etc). At the time of the 2011 Nepal census it had the total population of 839 people (Male 441 and Female 398) where Owned, Rented, Institutional, hotels, restaurants, tea shops, handicraft shops and camping places makes 222 households Within the 9 wards. And all the wards have been selected by using simple random sampling. Out of 222 households 143 households i.e. 64.42% have been selected as sample unit of the study within every ward applying probability sampling. The head of the households were involved in an interview and filled-up the questionnaire to provide the information. The study population, area and sample size is presented below in the table.

Table 3.4 Study Population and Sampling

Name of VDC	Ward no.	Total Households	Sample Size
Lete VDC, Mustang	1	24	16
	2	21	14
	3	24	16
	4	16	11
	5	53	31
	6	42	27
	7	21	14
	8	19	12
	9	2	2
Total		222	143

3.5 Nature and Sources of Data

Both primary as well as secondary data have been collected in this study.

3.5.1 Primary Data

Primary data was collected through household survey. During the household survey the head or the member of household was interviewed on the basis of structured questionnaire which has developed for the purpose of collecting the information needed to meet the objectives of the study. Apart from the individual respondents, a focus group discussion (FDG) was conducted with the key members of the wards including VDC secretary, ward representatives and local people.

3.5.2 Secondary Data

In order to get information on past and present impacts of tourism in economic and social in the global and Nepalese context various books, article journal and newspaper were reviewed. Most importantly, important data and related books and article journals were gathered from ACAP headquarter, Pokhara, Lete VDC, and DDC Mustang etc.

3.6 Data Collection Technique

This research concern with the both primary and secondary sources in data collection but priority has been given to take the primary sources. In order to collect the primary data following methods have been followed.

3.6.1 Household survey

In order to obtain the reliable and actual data, a household list have been prepared those who are involved in tourism occupation and other occupation the study area in which household head acted the main respondent in the universe have been surveyed, observed and interviewed.

3.6.2 Key informants interview

Researcher has selected these people as key informants who have prestigious and reputed position in their society and have better experiences about history and tourism

of study area. Questions were asked them who were involved directly and indirectly in tourism activities. Rest of them VDC leader, Civil servants, leader of youth club and chief of mother group were also nominated as the key informants.

3.6.3 Observation

Participatory observation has been accepted as a key method of sociology/Anthropology to collect essential information. The method is very much useful to generate qualitative information during the course of field study. During the field visit, participant observation and direct observation both techniques have been conducted to obtain the various information.

3.6.4 Group Discussion

Concerned group of people is also the source of data collection and information of the study. Three mother groups and two youth clubs were involved in group discussion. So, that relevant information has been collected from the group discussion among participants.

3.6.5 Data Analysis and presentation

The collected information was edited, coded, tabulated and classified according to the objective of the study. The data collected from the various methods has been analyzed in qualitatively as well as quantitatively. Simple technique has been applied to analyze the data such as percentage, rank, average etc. Appropriate figures, tables and charts have been used to present the data.

The collected information was edited, coded, tabulated and classified according to the objective of the study. The data was analyzed with the help of statistics software SPSS 11.5 and MS excel.

CHAPTER: FOUR

ANALYSIS AND PRESENTATION OF THE DATA

4.1 Review of Study Area

The Annapurna Conservation Area Project (ACAP) is the largest undertaking of NTNC and also the first Conservation Area and largest protected area in Nepal. It covers an area of 7,629 sq. km. and is home to over 100,000 residents of different cultural and linguistic groups. ACAP is rich in biodiversity and is a treasure house for 1,226 species of flowering plants, 102 mammals, 474 birds, 39 reptiles and 22 amphibians.

There are several features that make the Annapurna region a unique place in the world. It contains world's deepest river gorge - Kali Gandaki Gorge, which is 3 miles long and 1.5 miles wide, a valley with fossils from the Tethys Sea dating 60 million years ago. The region contains world's largest rhododendron forest in Ghorepani. Tilicho Lake, located in Manang – north of Annapurna massif, is the world's highest altitude fresh water lake.

The biological diversity of the Annapurna region is equally rivaled by cultural diversity. Gurung and Magar are the dominant groups in the south, whereas Thakali, are dominant in the north. Each of these groups speaks their own dialect, and has unique cultures and traditions. Besides, there are also Brahmin, Chhetri and other occupational castes although in comparatively smaller numbers. Hindu, Buddhist and pre-Buddhist religions along with a mixture of all these are prevalent across the region. The local people reside in the 5 districts of the 57 Village Development Committees (VDCs) of the Annapurna Conservation Area (ACA).

The natural and cultural features of ACA have made it the most popular trekking destination in the country, drawing more than 60 percent of the country's total trekkers. Tourism, over the years, has been firmly established as one of the most important and competitive sectors of the local economy. There are over 1,000 lodges, teashops and hundreds of other subsidiary services to cater to the thousands of trekkers, pilgrims and their support staff. ACA has set the goal "to achieve sustained balance between nature conservation and socio-economic improvement in the

Annapurna Conservation Area (ACA) thereby assist National Trust for Nature Conservation in achieving its goal."

Additionally, ACA is the first protected area that has allowed local resident to live within the boundaries as well as own their private property and maintain their traditional rights and access to the use of natural resources. It is also the first protected area, which has refrained from using army assistance to protect the dwindling natural resource base on which the region depends. Instead, it invests whatever financial resources available for community development and social capital building in the region. NTNC receives no regular funding support from the government for the operation of ACAP, but has been granted the right to collect entry fees from visiting trekkers. One hundred percent of the revenue is ploughed back to implement conservation and development activities in ACA. Additional funds are raised from national and international donors. This is an exemplary achievement of a Non-Government Institution ability to manage a significant portion of the protected area system in Nepal.

ACAP is divided into seven unit conservation offices located in the field - Jomsom, Manang, Lho Manthang in the Northern Program section and Bhujung, Lwang, Sikles and Ghandruk in the Southern Program section. While the focus of Jomsom, Manang and Ghandruk, which are also popular areas for trekking, is on integrated tourism management and agro-pastoralism, the programme priorities for Bhujung, Sikles and Lwang are poverty alleviation and integrated agriculture and livestock development, agroforestry, and community development respectively.

Included in the coverage area of ACA Mustang district is one of the popular tourism and trekking destination which lies in Mukti chhetra route. It has sixteen village development committee, among them Lete is one of the most popular cultural tourism destinations, which lies in the Annapurna Trekking Route too. It is a scientific village surrounded by Dhawalagirri, Annapurna and Nilgiri Mountain. This village is managed by Chairman, Aama-Samuha and other members. The dominant resident of Lete is Thakali followed by Magar, Damai, Sarki, Chhantyal and so on. The majority of people of the area depend on tourism and tourism related business and activities for their livelihood. The Thakali people are identified by keeping neatness of Kitchen and their hygienic food, due to which they are mostly involve in hotel and restaurant

business. However, some of the people of this village depend on Agricultural farming and activities for their livelihood.

This chapter provides some socio-demographic and economic characteristics of the respondents in the study area. Socio-demographic characteristics provide the age, ethnicity, no. of family members, education, and marital status whereas economic characteristics includes main source of income, property and occupation.

4.2 Socio-Demographic and Economic Characteristics

Socio-demographic and economic characteristics of the study population effects the impact of tourism on socio-economic and environmental aspects. It is because the religion, ethnicity, education level, etc. determine the occupation and social behavior of the person.

4.2.1 Age of the Respondents

For analysis purpose, the age of the respondents was classified as described by Mehta and Heinen (2001): young (18 to 35 years old), middle aged (36 to 55 years old), and old (56 years old and older). The middle aged represented 50% of the surveyed population, followed by old (9%) and young (41%) respond successively.

Table 4.2.1 Age wise respondent

S.N.	Age	No. of Respondent	Percent %
1	18-35	58	41
2	36-55	72	50
3	56 and above	13	9
Total		143	100

Source: field survey 2016.

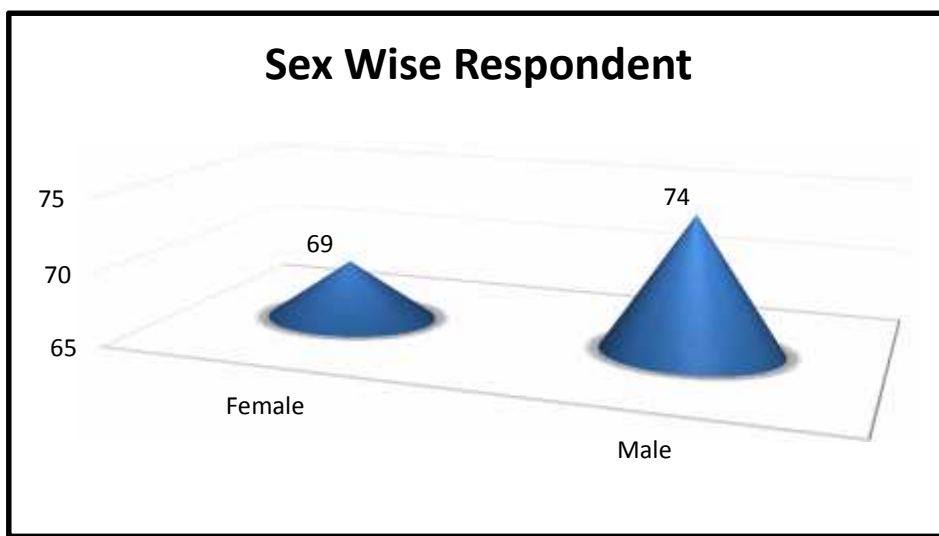
The aforementioned table illustrates the information about the number of age wise respondent of the people in the study area. According to the table 41% of the people i.e. 58 lies between an age of 18-35 years old, whereas 9% of the people i.e. 13 lies an age of 56 and above which is almost five times as less as that of age between 18-35

years old. Similarly, 50% of the people are age between 36-55 years old in the study area which is slightly more than age of 18-35.

4.2.2 Sex wise respondent

Out of 143 respondents of Lete V.D.C were interviewed by visiting house to house. The gender breakdown of the survey population sample was 69 female respondent and 74 respondents male in totality i.e. 48% female & 52% male.

Figure 4.2.2 Sex wise respondent



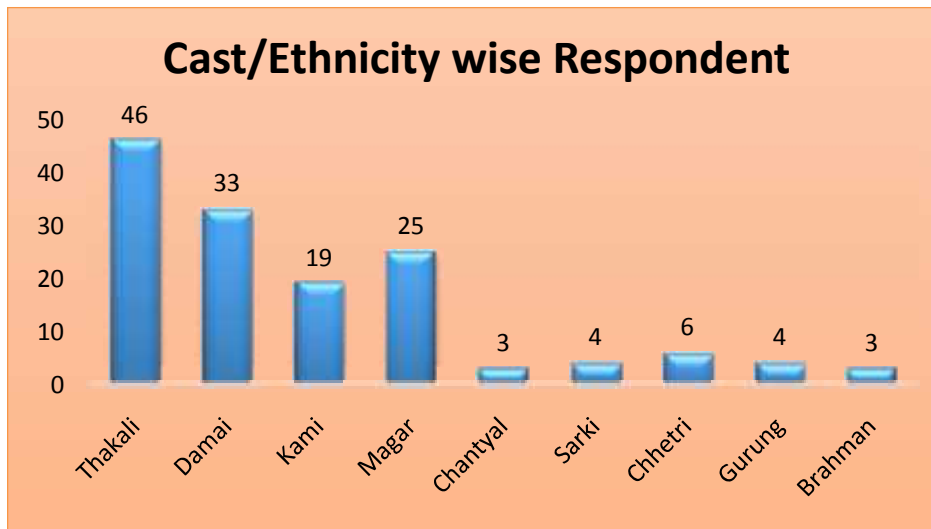
Source: field survey 2016.

The aforementioned figure illustrates the information about the number of male and female respondent in the study area during data collection. According to the figure, out of total respondent number of people 48% are female which is around 69 in numbers whereas the number of male respondent is around 52% which is 74 in number. So the numbers of male were slightly more than the number of female in the society.

4.2.3 Caste/Ethnicity of the Study Population

The study area is one of the famous of Thakali community and Thakali culture and tradition in Nepal. It has been one of the attractions for tourists as well. So, one can easily say that the dominant population of Lete is Thakali.

Figure 4.2.3 Distribution of Respondents by Caste/Ethnicity



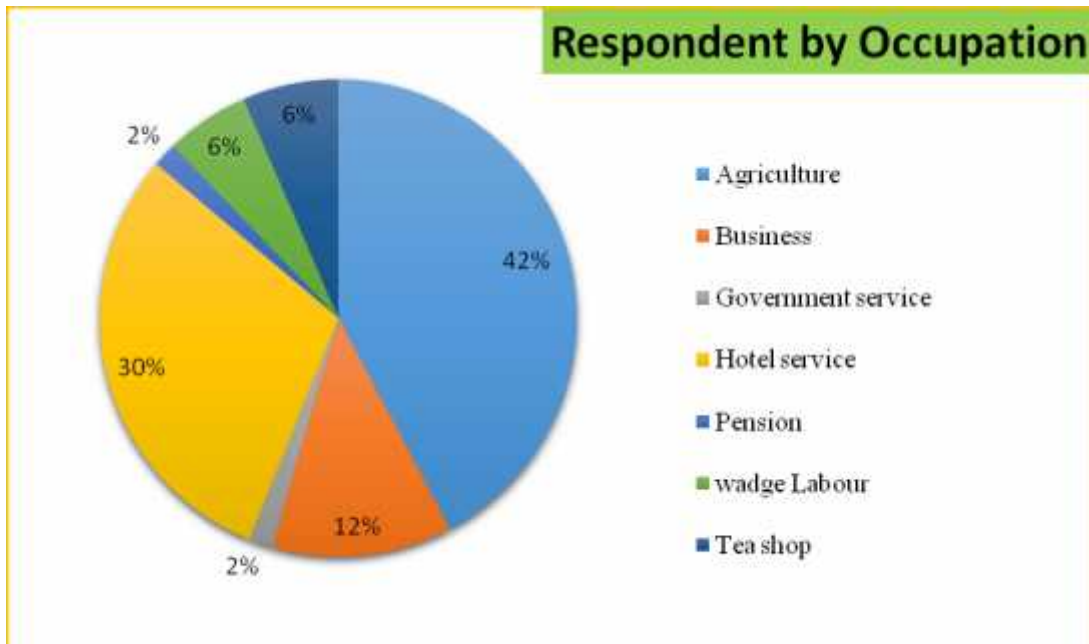
Source: field survey 2016.

The aforementioned chart illustrates the information about the resident of the community of the study area. According to the chart the dominant caste lives in this area is Thakali i.e. 46 respondents which are twice as more as that of Magar i.e. 25. Similarly, Damai represent 33, Kami represents 19 which is almost twice as less as that of Thakali and other people lives in this area which includes Gurung, Sarki, Chantyal and Brahman are usually dominated by Thakali too.

4.2.4 Occupation of Respondents

The occupational status of the people determines their living standard because it is integral part of economic structure. Tourism causes to make various occupations and economic resources. More specially it leads to job opportunities for those who are not skilled for better occupations and reduces the villager's dependence to agriculture by enhancing village economic in different aspects.

Figure 4.2.4 Distribution of Respondents by Occupation



Source: field survey 2016.

The aforementioned chart illustrates the information about the different occupation carried out by the resident of the survey area. According to chart the respondents primarily belongs on Agriculture for their livelihood. Almost 42% of the people are involved on agriculture which is dominant occupation among that community followed by hotel service which is around 30%. The respondents involved in business is 12% which is almost thrice as less as that of agriculture. Similarly the respondents involved in wages labor and tea shop are almost same as 6%. However the fewest respondents depend on retirement from government pension and government services are same of 2%.

4.2.5 Education Level of Respondents

The development of nation depends on the development of education because it can help attain high social and economic status. Likewise, the sustainable development of tourism and increment in the flow of tourist also depends upon the development of education and awareness. The qualified manpower can be enhanced owing to educational development. The educational status of the respondents of the study area is presented in the following table.

Table 4.2.5 Distribution of Respondents by Education Level

SN.	Education Level	Frequency	Percent %
1	Illiterate	11	8
2	Primary Level	56	39
3	Secondary Level	48	34
4	Higher Secondary Level	19	13
5	Bachelor Level and above	9	6
Total		143	100

Source: field survey 2016.

The aforementioned table illustrates the information about the percentage of education level of the respondents of the survey area. According to the table the highest percentage of respondent's education was Primary level i.e. 39 %, followed by secondary level respondent which was found 34%. The least is Bachelor & above level which is only 6% and which was almost six times less as that of primary level education and the illiterate respondents were around 8%. During the field it is found that the elderly people household heads were illiterate. According to conversation with them no one is illiterate in young generations.

4.2.6 Religion of Respondents

The inhabitants of Lete are mostly Thakali. There is religious harmony and sharing in Thakali community. Most of Thakali follow Hinduism and Bonism.

Table 4.2.6 Distribution of the Respondents by Religion

S.N.	Religion	Frequency	Percent%
1	Buddhist	71	50
2	Ancient Tibetan Bonpo	33	23
3	Hindu	39	27
Total		143	100

Source: Field Survey, 2016.

The aforementioned table illustrates the information about the distribution of respondents by religion. According to the table the dominant religion of the place is Buddhist which is nearly about 50% and almost twice as more as that of Hindu i.e. 27%. The fewest number of respondents follow the Ancient Tibetan Bonpo which is

around 23% of the total respondents. According to the conversation made with them almost all dominant caste i.e. Thakali community people follow the Buddhism.

4.2.7 Annual Income Level of the Respondents

Table No.5 illustrates the information about the annual income level of the people of the community where the survey was conducted. According to the table majority of the respondent have been earning 40000-60000 annually which occupy the 53% out of the total population. This figure indicates that majority of people are of middle class family. The people those who fall on the middle class family have also show the disguised unemployment situation of the study area. So tourism can be effective means of additional employment and increasing income level of people. Following tables shows the annual income level of the study area.

Table 4.2.7 Annual Income Level

S.N	Income Level	Number	Percentage%
1	Less than 20000	16	11
2	20000-40000	23	16
3	40000-60000	76	53
4	Above 60000	28	20
Total		143	100

Source: Field survey, 2016

4.2.8 Annual Expenditure of the Local People

The below mentioned table illustrates the information about the annual expenditure pattern of the people of the area. According to the table 53 percent of the people of the total population spend more than Rs.60000; only 33 percent people of the study area are able to spend Rs.40000-60000 however 12 percent of them maintain their expenditure between Rs. 20000-40000 as well and only 2% of the people of the total population can spend less than 20000 yearly for their livelihood.

Table 4.2.8 Annual Expenditure Pattern

S.N	Expenditure Level	Number	Percentage %
1	Less than 20000	3	2
2	20000-40000	18	12
3	40000-60000	47	33
4	Above-60000	75	53
Total		143	100

Source: Field survey, 2016

4.3 Economic Impact on Local Livelihood

Tourism has greater impact on economic status of host community. It offers good opportunities for diversification of the livelihoods in the region. It helps to economic growth; create variety and stability in employment, dynamism in commerce and industries, creating opportunities to larger incomes in multiple activities, creating new markets for agricultural products and enhance a basis for the regional economy. It is rather important field in rural development which can build up opportunities and facilities especially for employment and minimizes the rural livelihood risks by diversifying the sources of livelihood.

The development of the country depends on the development of tourism. There is the potentiality of promoting social development through creation of employment, income redistribution and poverty alleviation. Travelling brings people into contact with one another. Tourism can provide exchange between hosts and guests as it has the educational elements. The mutual sympathy and understanding can also be obtained through tourism can act as a vital encouragement to reduce the emigration from rural areas. The local people can also increase their influence on tourism development. The locals will be able to raise their living standards of life to destination by creating community facilities and services. Benefits can upgrade infrastructure, health and transport improvements, new sport and recreational facilities, restaurants and public spaces as well as an entry of better quality commodity food.

4.3.1 Activities That People Involve in for Their Livelihood

It has been estimated by the Trekking Agent Association of Nepal (TAAN) that out of 50,000 people involved in the tourism sector; about 10,000 are employed as porters in the trekking route to Annapurna and Jomsom. Many of them carry tourist luggage, while some work as guides. It shows that tourism creates various source of livelihood in the destination area. In the study area the following sources of livelihood were listed in questionnaire and the response of respondents are shown below in the table.

Table 4.3.1 Activities That People Involve in for Their Livelihood

S.N.	Activities	No. of Respondent	Percent %
1	Agriculture	53	37
2	Hotel/ retail shop/petty business/home stay	40	28
3	Tourist Guide	17	12
4	Porter	17	12
5	Agro/forest/local product selling	16	11
	Total	143	100

Source: Field Survey, 2016.

The aforementioned table illustrates the information about the occupation involved in livelihood of the survey area. According to the table 37 percent respondents involve in agriculture related work, which is dominant occupation for the people of that community. Likewise 28 percent people are involved in Tourism related job and overall 35 percent respondents involve in rest of all job related to tourism and tourism service.

4.3.2 Main Source of Livelihood According to Level of Income

Tourism diversifies the sources of livelihood in host community. As there are many sources of livelihood in community this study tried to find out the sources of livelihood in the respondents family. The following sources of livelihood has been listed in questionnaire and ranked them according to their level of income from the given sources which is presented below in table.

Table 4.3.2 Main Source of Livelihood

S.N.	Activities	No. of Respondent	Percent%
1	Agriculture	23	16
2	Hotel/ retail shop/petty business/home	60	42
3	Abroad employed	42	29
4	Service (government/private)	11	8
5	Agro/forest/local product selling	3	2
6	Wage labor	4	3
Total		143	100

Source: Field Survey, 2016.

The aforementioned table illustrates the information about the main source of livelihood of the people of the study area. According to the table among the 143 respondents, tourism related business (Hotel/ retail shop/petty business/home stay) is the main source of livelihood in family i.e. 42 percent, foreign employment is the next i.e. 29 percent which is almost twice as less as that of hotel. 16 percent of respondent's main source of livelihood was agriculture which is almost as thrice as less as that of hotel business. In conclusion most of the people in this area are involved in Hotel related business however it is not only the main source livelihood in the household. Thus abroad employment and agriculture is the main source of livelihood in the study area.

4.3.3 Livestock Farming and Economic Benefit from them

Livestock farming is one of the traditional occupations in the rural community. In the case of Lete most of the households have a buffalo or a cow for the family purpose. As being the tourism area, this study tried to find out whether they get any economic benefit from the livestock they are farming or not. The relation between livestock farming and economic benefit from them is shown below in the following table.

Table 4.3.3 Livestock Farming and Economic Benefit

	Livestock	No. of	Percent	No. of Respondent Who Get Economic Benefit	Percent
1	Cow	54	38	30	38
2	Buffalo	40	28	16	20
3	Mule	5	4	5	7
4	Horse	17	12	13	17
5	Sheep/Goat	12	8	10	12
6	Hen/Duck	12	8	5	5
7	Oxen	3	2	1	1
Total		143	100	80	100

Source: Field Survey, 2016.

The above mentioned table illustrates the information about the livestock farming and economic benefit among the respondent. According to the table out of 143 total respondent 54 respondents keep cow for livestock and 30 respondent get economic benefit from them, similarly 40 respondent keep buffalo but 16 respondents get economic benefit. But mule, horse Hen/Duck and Oxen are found more economic benefit giving livestock. 17 respondents keep horse and 13 get economic benefit whereas 5 respondents kept mule and 5 keepers get economic benefit from them.

4.3.4 Major Crops and Vegetables and Economic Benefit

ACAP and CTEVT/Dhawalagiri Technical School (DTS) have been providing training and refined seedlings to the farmers so the agriculture system in Lete is gradually changing. We have found that varieties of vegetables are grown in the village area which could be the source of livelihood of the people. However, they are not sufficient to feed them and very few of them sell and get economic benefit.

Table 4.3.4 Major Crops and Economic Benefit

S. N.	Major Crops	Grow		Do not Grow		Get Economic benefit	
		No of Respondents (Yes)	Percent %(Yes)	No of Respondents (No)	Percent %(No)	No of Respondents	Percent %
1	Maize	81	57	62	43	-	-
2	Millet	98	69	45	31	-	-
3	Apple	116	81	27	19	92	80
4	Barley	96	67	47	33	63	66
5	Potato	143	100	-	-	121	85
6	Cabbage	120	84	23	16	54	45
7	Cauliflower	120	84	23	16	59	49
8	Tomato	93	65	50	35	35	37.5
9	Milk and Milk Products	65	46	78	54	17	27
10	Local Wine	100	70	43	30	81	81

Source: Field Survey, 2016

The aforementioned table illustrates the information about the major crops cultivated by the respondents. According to the table 100 percent of respondents grow potato among the crops and out of them 85 percent sells and gets economic benefit. Similarly, in the case of other crops apple is grown by 81 percent where 80 percent sell, 67 percent respondents grow Barley and 66 percent get economic benefit. So the majority of people depend upon agriculture and farming for their livelihood by producing different crops.

4.3.5 Changes in Facilities due to Tourism

Tourism development requires the facilities. It may partially be the reason for infrastructure development in the rural area. So in the tourism area people get opportunities to use many facilities. The growing number of facilities helps to increase the number of tourist and visitor. The following facilities are available in the

study area but people think the facilities are there because of tourism and they are changed or not with the development of tourism.

Table 4.3.5 Changes in Facilities Due to Tourism

S.N	Available Facilities	No of Respondents (Say Yes)	Percent %	No of Respondent (Say No)	Percent	No of Respondents (Say, I don't)	Percent %
1	Health Post	78	54	57	40	8	6
2	Post Office	60	42	53	37	30	21
3	Police Station	90	63	38	27	15	10
4	Telephone Service	88	62	47	32	8	6
5	Trekking Route	133	93	10	7	-	-
6	Increased in entertainment activities	128	90	11	8	4	2
7	Change in Profession	93	65	38	27	12	8
8	Increased Education Level	140	98	-	-	3	2

Source: Field Survey, 2016.

The aforementioned table presents the information about the changes in facilities and infrastructure due to development of tourism. According to respondents the highest level of change occurred is in the education level i.e. 98% said yes. Similarly the change also occurred in trekking route i.e. 93% said yes then after increased in entertainment activities i.e. 90% say yes, the changes took place in police station and telephone service respectively i.e. 63 & 62 percent. Whereas the least changes has been seen in health post and post office in the survey area.

4.3.6 Employment generation through tourism

Tourism has emerged as an instrument for employment generation. Where tourism has flourished much of the local people have been benefited by this sector. It is an important segment for the country's economy, especially in terms of its contribution towards foreign exchange earnings, generation of additional income and creation of

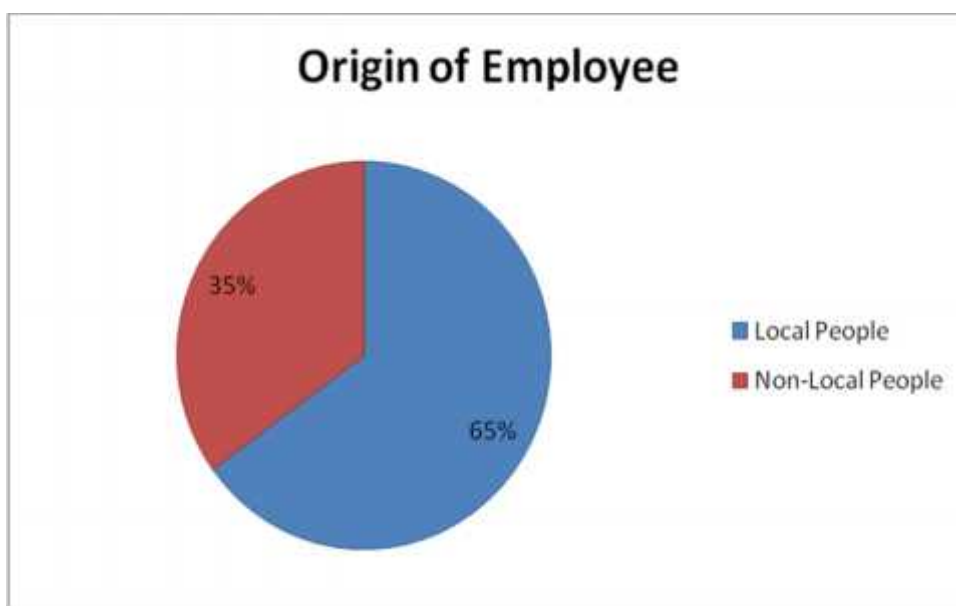
employment opportunities. Yet the seasonal character of the tourism industry creates economic problems for destinations that are heavily dependent on it. 42% of the surveyed population was involved in Tourism business. Tourism generates employments; the local people, potters, guides are highly benefited. A large no. of these jobs are seasonal so that tourists overall contribution to full time employment is considerably less. However, the generation of employment opportunities for a large percentage (42%) of people is yet another positive contribution by tourism industry.

In conclusion tourism requires wide range of labor skilled and non-skilled, male and female, young and old. In general, tourism is labor intensive rather than capital intensive and hence is an expanding industry in terms of employment. In case of Lete, most of the people and family are involved in own tourism business and the job created by the tourism industry.

4.3.7 Distribution of Employee by their Place of Origin

Tourism creates jobs in the place of destinations. In the case of place like Lete with rural characteristics the small enterprises are mostly run by the family members. Such cases do not show that how many numbers of employee are employed in this sector. Here, this study tried to find out how many locals and non-locals are employed in this area. It does not include only people employed in hotels because it has been found out that non tourism entrepreneurs have also kept people for their household chores. However highest number of employee were working in hotels, provision shop and as a goods carriers to ACAP region.

Figure 4.3.7 Distribution of Employee by their Place of Origin



Source: Field Survey, 2016.

The aforementioned figure illustrates the information about the distribution of employee by their place of origin. According to the figure the highest percentage of employee are from local people i.e. 65%. Similarly the number of employee from non-local resident are 35%, which is almost twice as less as that of the employee from the local people. The highest percent of respondents employed are local residence i.e. 65% percent, and Non-Local employed are 35% percent and. Hence, it has been found that local residents are more employed than Non-local residents.

4.3.8 Multiplier Effect

Most of the big and reputed hotels in the route area are owned by the locals but they are loaded with seasonal workers form outside. Most of the supplies to the hotels to fulfill the tourist demand are obtained on a contract or non-contract basis by lower altitude residents. Other than vegetables and crops; only few such as maize, barley and buckwheat, themselves and other goods are being imported. This indicates that there is a big leakage of money from Lete VDC affecting so called “multiplier effect”. The income from tourism is deceptive.

4.4 Main Tourists Activities in the Study Area

People travel from one place to another or own country to another for various purposes. In the rural place like Lete, people come to spend their holidays with nature and interact with the local lifestyle and culture. In this study, it was asked that what the popular tourist's activities be observed here. In this regard the following were found.

Table 4.4 Main Tourists Activities in the Study Area

Activities	No. of Respondents (Say Yes)	Percent %	No. of Respondents (Say No)	Percent %	No of Respondent (Say, I don't Know)	Percent %
Trekking	82	57	50	35	11	8
Mountaineering	78	54	57	40	8	6
Observation of Cultural and Traditional Heritages	64	45	64	45	15	10
Natural	70	49	59	41	14	10
Sightseeing Religious	87	61	46	32	10	7
Cycling	51	36	82	57	10	7

Source: Field Survey, 2016.

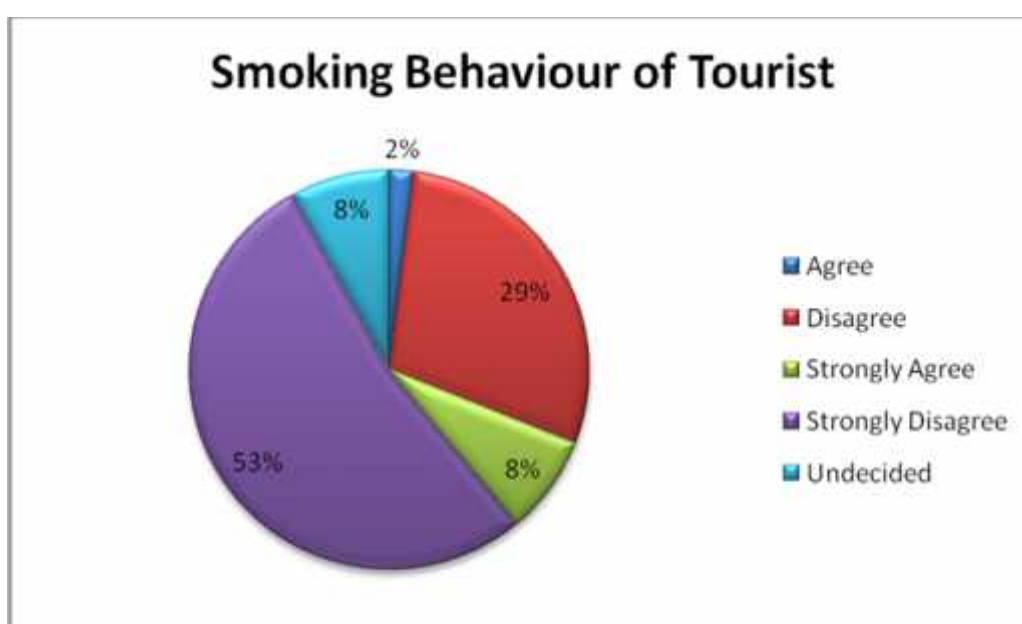
The aforementioned table illustrates the information about the main tourist activities available in the study area. According to the table, the highest number of respondents said that the largest number of tourists come to Lete for religious merit i.e. 61 percent this is because Muktinath Temple is located in this region. Similarly, the second largest tourism activities available in this area is Trekking which is around 57 percent followed by Mountaineering activities which is around 54 percent. Likewise, Natural Sightseeing activities is almost 49 percent, and Observation of Cultural and Traditional Heritages is around 45 percent said tourists also come to religious merit.

4.5 Attitude of Respondent's towards tourist activities

4.5.1 Smoking behavior of the tourist has negative effect in the local culture

Out of 143 respondents, Almost 53% respondents strongly disagreed with the statement. Similarly, response of the status of respondents where 29% disagree and 8% were undecided with the statement. As like same 8% & 2% respondent strongly agree and agree with this statement. The difference in responses for the statement "smoking behavior of the tourist has negative effect" is insignificant.

Figure 4.5.1 Smoking behavior of the tourist has negative effect in local culture

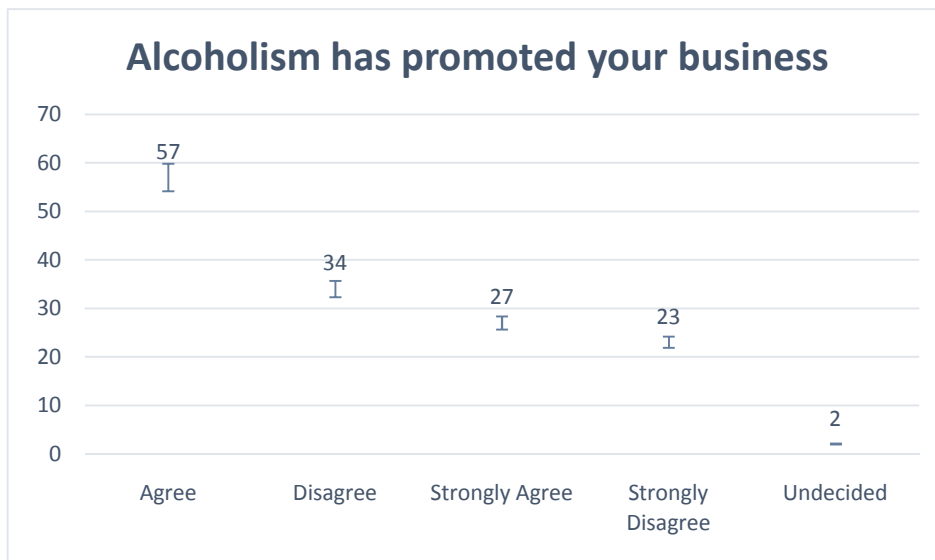


Source: Field Survey, 2016

4.5.2 Alcoholism has promoted your business

This statement bears contrast responses between the respondents. Out of 143 respondents about 40 % respondents have agreed with the statement while 19% respondents have taken this statement with strongly agree. There is also varying perception of the statement between the respondents' status but the variation among the responses is not too wide. The difference in responses for the statement "Alcoholism has promoted your business" is significant and among respondent 24% disagree, 16% strongly disagree & 1% undecided, so the difference in responses is insignificant.

Figure 4.5.2 Alcoholism has promoted your business

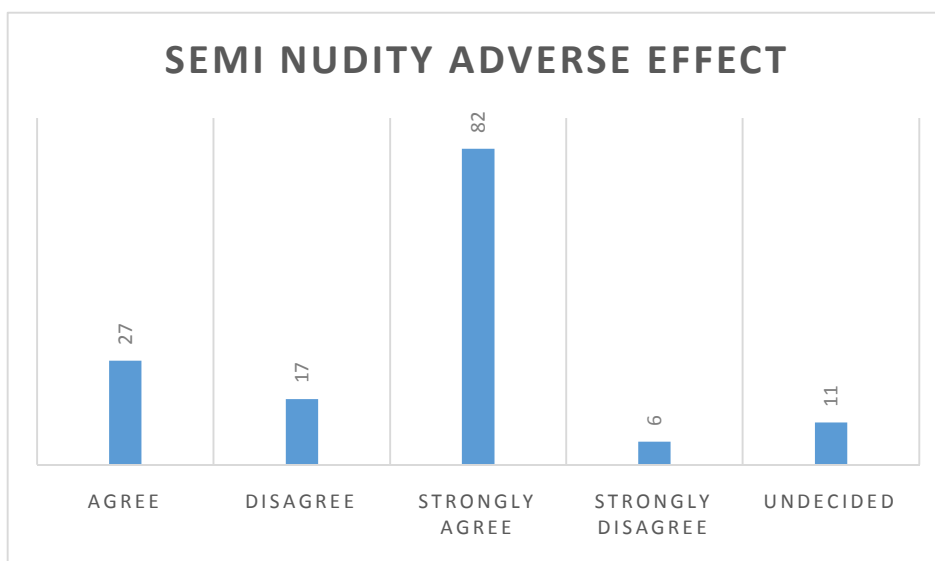


Source: Field Survey, 2016

4.5.3 Semi nudity has adverse effect in the local culture

Among the 143 total respondents, 82 respondents are strongly agreed with the statement that “Semi nudity has adverse effect in the local culture” and 27 respondents agree with the statement. Similarly 17 respondents disagree, 11 undecided and 6 strongly disagree with this statement. “Semi nudity has adverse effect in the local culture” is insignificant for both categories.

Figure 4.5.3 Semi nudity has adverse effect in the local culture

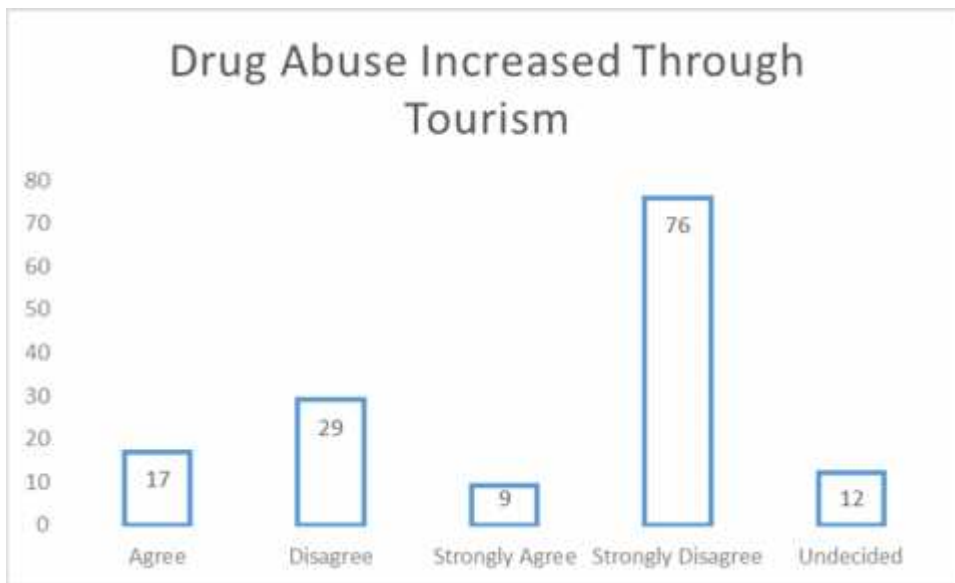


Source: Field Survey, 2015

4.5.4 Drug abuse is increased through tourism

The below mentioned table clearly showed that the effects of tourism on drug abuse. Among the 143 total respondent, 76 respondents are strongly disagree the opinion that drug abuse is increased through tourism where 29 respondents disagree, 17 agree, 12 unsaid and 9 strongly disagree. So, the statement “Drug abuse is increased through tourism” is significant among respondent.

Figure 4.5.4 Drug abuse is increased through tourism

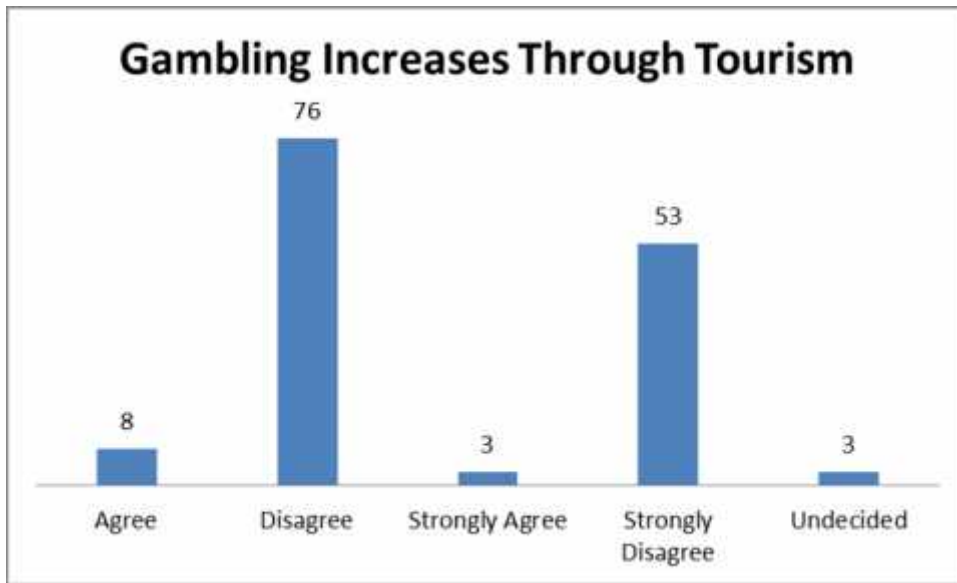


Source: Field Survey, 2016

4.5.5 Gambling is increased through tourism

Among the 143 total respondent, 76 respondents disagree with the opinion that gambling is increased through tourism and similarly 53 respondent strongly disagree and less respondent say agree, strongly agree and unsaid. While the difference in response for the statement “Gambling is increased through tourism” is significant among respondent.

Figure 4.5.5 Gambling is increased through tourism

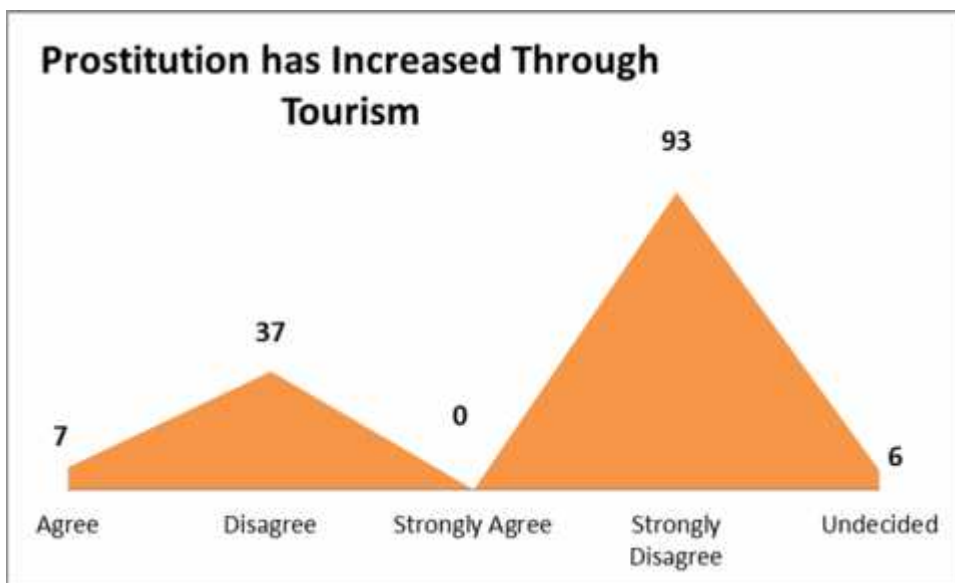


Source: Field Survey, 2016

4.5.6 Role of Prostitution in tourism

The below mentioned figure illustrates the information about the perception of respondents on role of prostitution in tourism. According to the figure, among the 143 total respondents, 93 respondents strongly disagree with the statement and around 37 respondent statuses disagree with the statement that “Prostitution is increased through tourism”. So, it is not a devastating problem at the study area.

Figure 4.5.6 Role of Prostitution in tourism

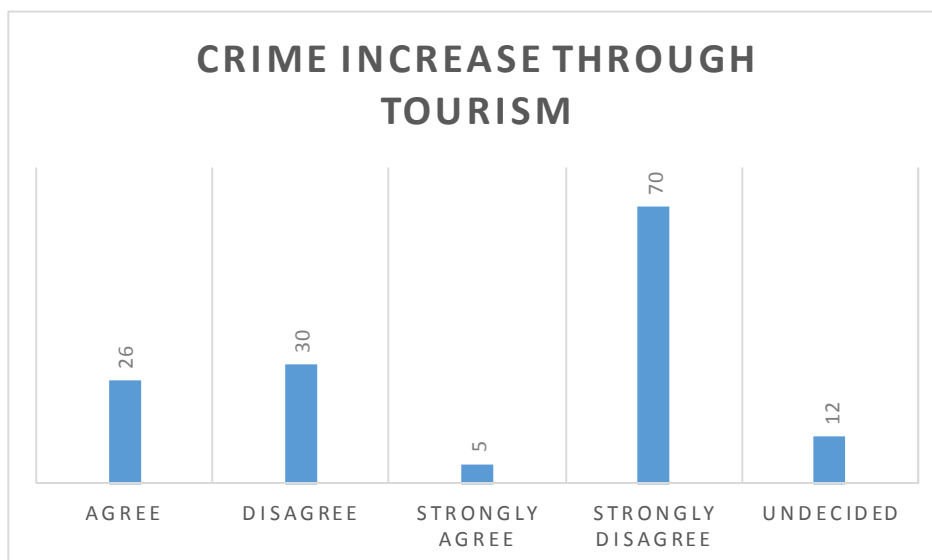


Source: Field Survey, 2016

4.5.7 Crime is increased through tourism in local community

The below mentioned figure present the information about the perception of respondents regarding the increment in criminal activities due to tourism and its activities. According to the figure among the 143 total respondents, 70 respondents were strongly disagree with the statement that “Crime is increased through tourism” and almost 30 respondents disagree with statement regarding increment of crime through tourism. Similarly, less respondent i.e. around 25 respondents were agreed with the statement that Crime and criminal activities is increased through tourism” is insignificant.

Figure 2.5.7 Crime is increased through tourism

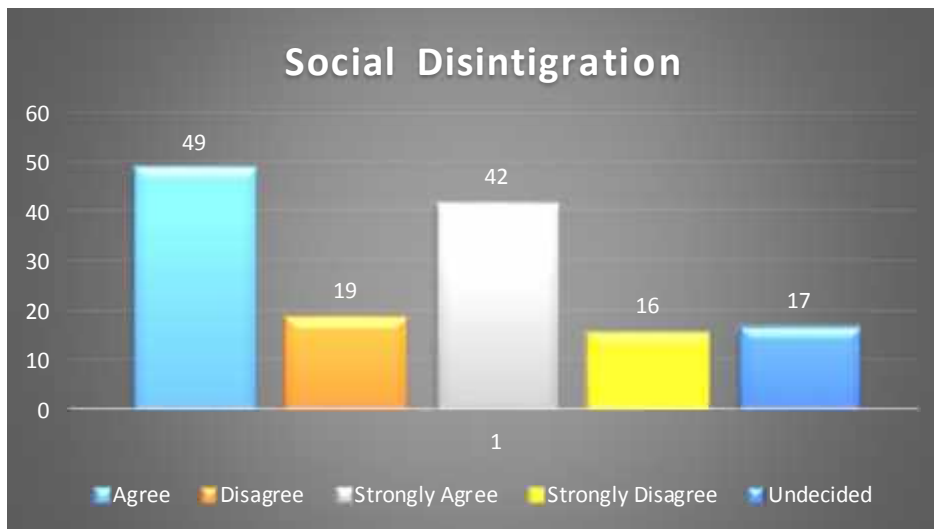


Source: Field Survey, 2016

4.5.8 Social disintegration of the western family affects the local culture

Among the 143 total respondents, 49 respondents agree with the statement that “Social disintegration of the western family affects the local culture” and even the average respondent i.e. 42 too, strongly agree with the statement. Similarly 19 respondents disagree, 17 undecided and 16 strongly disagree with the statement. The difference in the response for the statement “Social disintegration of the western family affects the local culture” is not insignificant.

Figure 4.5.8 Social disintegration of the western family affects the local culture

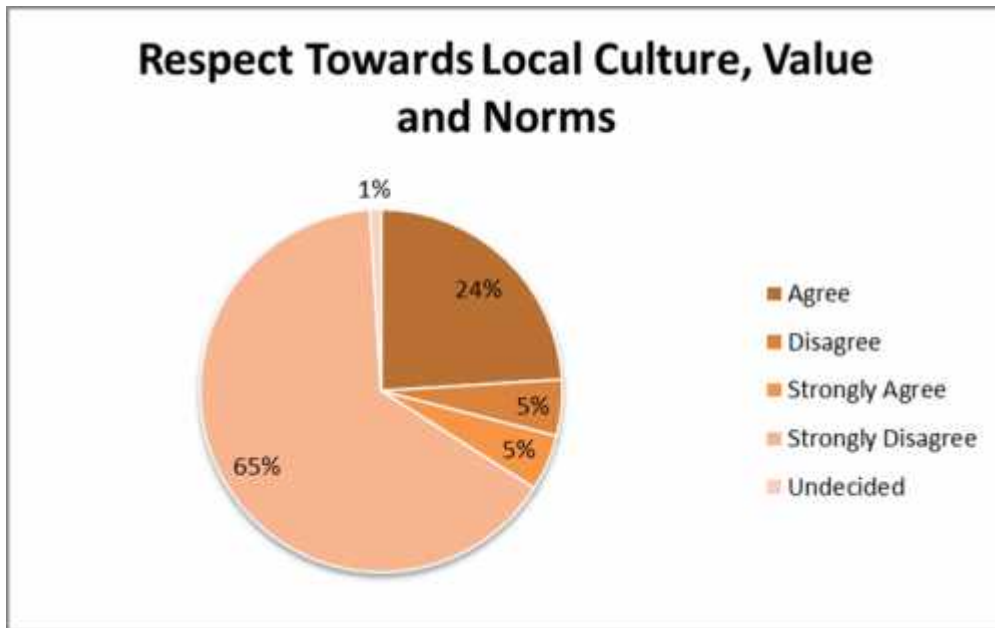


Source: Field Survey, 2016

4.5.9 Tourist's respect to other values, culture and norms is worthy

The below mentioned figure clearly illustrates the information about the perception of the people of the study area regarding the tourist's views on local culture and traditions. According to the figure among the 143 total respondents, almost 65% respondents strongly disagree about the opinion which is almost half of the total respondents' people. Similarly, 24 % of the respondents are agreed with the opinion which is almost thrice as less as that of strongly disagree people. Likewise, 5% of the respondents were strongly agreed with an opinion and 5% disagree with an opinion. However, 1% of the respondents were undecided with the statement regarding tourist's respect to other values, culture and norms is worthy respectively.

Figure 4.5.9 Tourist’s respect to other values, culture and norms is worth

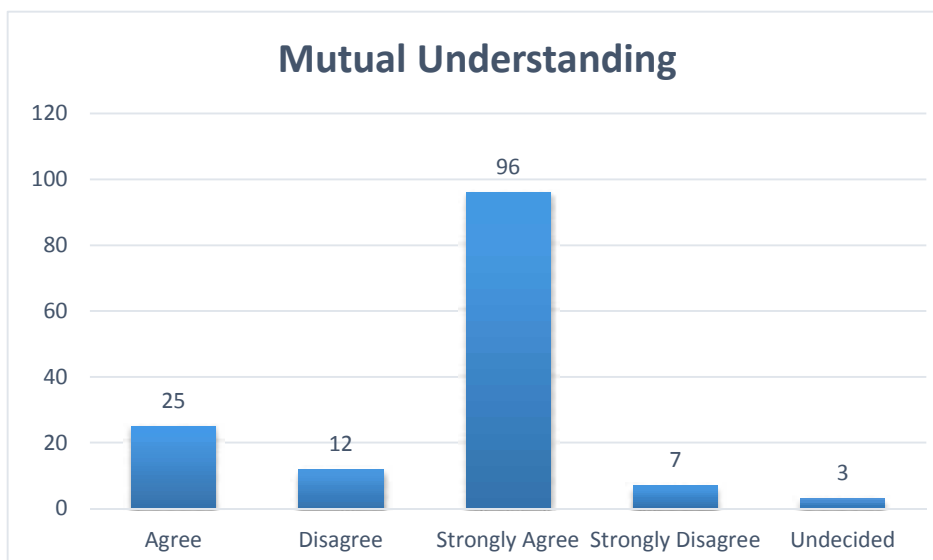


Source: Field Survey, 2016

4.5.10 Mutual understanding of tourist and the local people is crucial

Among the 143 total respondents, the 96 respondent are strongly agreed and 25 respondents agree respectively which states that the respondent's statuses agree with the statement that “Mutual understanding of tourist and the local people is crucial”.

Figure 4.5.10 Mutual understanding of tourist and the local people is crucial

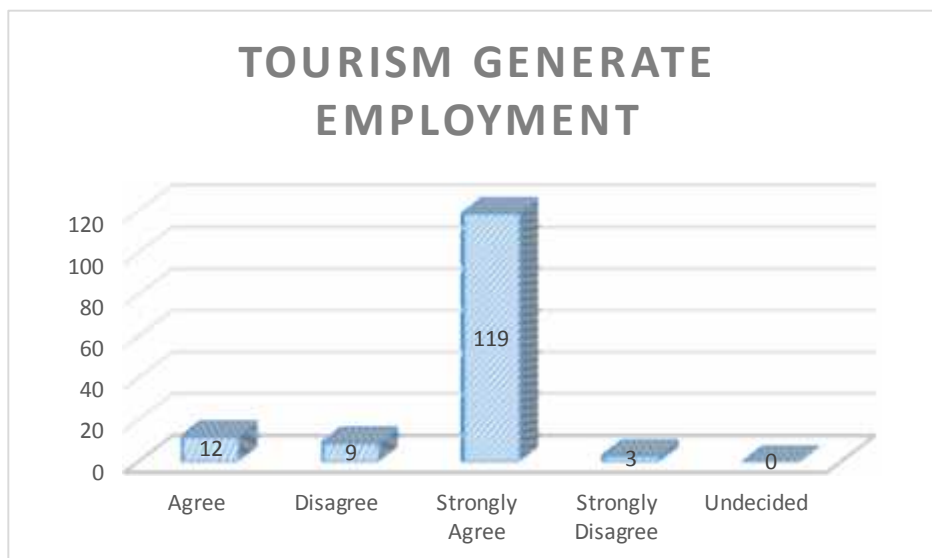


Source: Field Survey, 2016

4.5.11 Tourism generates employment

Among the 143 total respondents, 119 respondents strongly agree with the statement that “Tourism generates employment” and even the 12 respondent agree with the statement. The difference in the response for the statement “Tourism generates employment” is insignificant for both categories.

Figure 4.5.11 Tourism generates employment



Source: Field Survey, 201

CHAPTER: FIVE

SUMMARY, FINDINGS, CONCLUSIONS AND RECOMMENDATION

5.1 Summary

A study on 'Analyzing the Economic and Social Impacts of Tourism' had been carried out in Lete VDC of Mustang district. Lete is a model village of ecotourism. Now a day's eco-tourism has become the popular slogan. Eco-tourism defines as environmentally and socially responsible tourism which minimizes degradation of natural environment, cultures and socio-economic conditions and provides economic benefit to local people through employment and services.

The objectives of the study were to examine economic and social impact of tourism on local livelihood, assess tourism related activities. The study was conducted both tourism entrepreneurs and non- entrepreneurs to find the actual impact of tourism primary data collection tool was emphasized through the structured questionnaire schedule. For the validity of questionnaire pre-testing was conducted. For the study purpose simple random sampling has been used. The nature of research was descriptive and both qualitative and quantitative methods were used. As we know that 222 households were in study area and out of those households only 143 households were selected as random sampling.

This study analyzed the three major component of tourism. They are economy, social and behavior of local people towards tourist activities.

5.2 Findings of the Study

The major findings of the study can be enumerated as follows:

-) Lete VDC is the clean and beautiful VDC among Thakkhola along with beautiful hamlets.
-) The good hospitality and honesty of the people of study are much more remembrance for tourism promotion.

-) Lete VDC is carried out the social harmony among the local and others people.
-) In this study the majority of respondents fell on age group 36-55 i.e. 49 percent.
-) To make this research GESI friendly the respondents were included from both sex Male & Female and the majority of respondent is Male i.e. 52 percent.
-) On the basis of Caste/Ethnicity the dominant population was Thakali i.e. 32 percent and following was Damai/Dholi i.e. 23 percent.
-) The dominant occupation of respondents was agriculture i.e. 42 percent and secondary was hotel service i.e. 30 percent.
-) The majority numbers of respondents were passed Primary Level i.e. 39 percent and the least were Bachelor Level i.e. only 6 percent.
-) The highest religion among the respondents was Buddhism i.e. 50 percent.
-) Majority of the respondent have been earning 40000-60000 which occupy the 53% out of the total population.
-) 53 percent of the respondents spend more than Rs.60000.
-) The main source of livelihood according to the level of income 37 percent respondents involve in agriculture related work, i.e. 28 percent are involved in Tourism related job.
-) Tourism related business (Hotel/ retail shop/petty business/home stay) is the main source of livelihood in family i.e.42 percent, foreign employment is the next i.e. 29 percent.
-) Under Livestock farming Out of 143 total respondent 54 respondents keep cow for livestock but only 38 respondent get economic benefit, similarly 40 respondent keep buffalo but 20 respondents get economic benefit. But mule, horse, Hen/Duck and Oxen are found more economic benefit giving livestock. 17 respondents keep horse and 17 get economic benefit whereas 5 respondents kept mule and 7 keepers get economic benefit from them.
-) The highest percent of vegetables/ products sold and get economic benefit was potato i.e. 100 percent and following was apple i.e. 81 percent.
-) Out of 143 respondents 98 percent respondents said that the education level is changed by tourism activities likewise 93 percent said the changes in facilities

brought by tourism is development of trekking route and following was entertainment activities i.e. 90 percent.

-) By origin of the employment the highest percent of respondents employed are local residence i.e. 65% percent, and Non-Local employed are 35% percent.
-) Out of 143 respondents the highest number of respondents said that tourists come to Lete for religious merit i.e. 61 percent due to Muktinath is located in this region and following the Trekking purpose i.e. 57 percent.
-) Smoking behavior of the tourist has negative effect in the local culture answer out of 143 respondent, Almost 53% respondents strongly disagreed with the statement and Similar to the responses of the status of respondent where 29% disagree with the statement.
-) Alcoholism has promoted your business; this statement bears contrast responses between the respondents. Out of 143 respondents About 57 respondents have agreed with the statement while 27 respondents have taken this statement with strongly agree.
-) Among the 143 total respondents, 82 respondents are strongly agreed with the statement that “Semi nudity has adverse effect in the local culture” and 27 respondents agree with the statement.
-) Among the 143 total respondent, 76 respondents are strongly disagree the opinion that drug abuse is increased through tourism where 29 respondents disagree, 17 agree, 12 unsaid and 9 strongly agree.
-) Among the 143 total respondent, 76 respondents disagree with the opinion that gambling is increased through tourism and similarly 53 respondent strongly disagree and less respondent say agree, strongly agree and unsaid.
-) Among the 143 total respondents, 93 respondents strongly disagree and 37 Respondent statuses disagree with the statement that “Prostitution is increased through tourism”.
-) Among the 143 total respondents, 70 respondents strongly disagree with the statement that “Crime is increased through tourism” and even the average respondent disagree with the statement. Similarly less respondent are agree with the statement.
-) Among the 143 total respondents, 49 respondents agree with the statement that “Social disintegration of the western family affects the local culture” and even

the average respondent i.e. 42 too, strongly agree with the statement that Tourist's respect to other values, culture and norms is worthy.

-) Among the 143 total respondents, Almost 65 percent respondents and 24 percent are strongly disagree and agreed with the statement of 'Tourist respect to other values, culture and norms is worthy' respectively.
-) Among the 143 total respondents, the 96 respondent are strongly agreed and 25 respondents agree respectively which states that the respondent's status agrees with the statement that "Mutual understanding of tourist and the local people is crucial".
-) Among the 143 total respondents, 119 respondents strongly agree with the statement that "Tourism generates employment" and even the 12 respondents agree with the statement.

5.3 Conclusion

The study of impacts on economic and social is complicated by nature. The forces of change are many and varied; tourism is just one of them. On the basis of some statistical result found in the study presents that the impact on social aspect is satisfactory. On the other hand, in economic perspective tourism has generated various sources of livelihood however the main source of livelihood among the respondents were abroad employment and agriculture was subsistence. The economic benefit from tourism was only tourism entrepreneurs and local were employed rather than non-local ones. Tourism has brought changes in the societies like health post, trekking route and provided employment opportunities to serve the tourist, change in profession and in education level. The negative impact in societies due to western family affects the local culture; Semi nudity has adverse effect in the local societies etc.

5.4 Recommendation

Lete is one of the attractive tourist's destinations in Nepal which lies in the beautiful district Mustang. This study tried to analyze the impact of tourism on economic and social level. And one can easily say the area of economic and social is very large. Therefore, the study has limitations of not covering the overall area of economic and social. The researcher has selected limited variables for the study purpose. Similarly,

this study has got descriptive and used qualitative and quantitative methods. So it has lacked the depth study concerning the economic and social impact of tourism in livelihood pattern in Lete. It has been found that agriculture was mostly subsistence. The economic linkage between tourism and agriculture sector was poor. It would be better to encourage and train the farmer to grow the vegetables and other crops which has more demand in tourism sector. The local poor and disadvantaged groups have less economic benefit from tourism so it would be better to make equal sharing of economic benefit plans and programs. Furthermore, provision of tourism related trainings to local people so that they can make them skilled and able to have jobs in hotels.

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APPENDIX-I

Annex 1: Survey Questionnaire

Dear Sir/Madam,

Namaste

I am a student of Department of Sociology & Anthropology, MA Sociology, Prithvi Narayan Campus, Pokhara. I am doing research on "**Role of Tourism in Livelihood Pattern of the People in Annapurna conservation Area Project (A Case Study of Lete VDC, Mustang, Nepal)**". The main objective of this research will carry out the Sociological and Economical Impact of tourism activities in Lete VDC. Your information is valuable so you are requested to provide your perceptions on the following questions. Your information is for academic purpose only with full confidentiality. Thank you for your cooperation with this research.

1 Socio-Demographic and Economic Characteristics

Name:

Address:

Age:

Sex:

Male

Female

Caste/ethnicity:

Occupation:

Education: Illiterate Primary Secondary higher secondary Bachelor & above

Religion:

What is your annual income?

S.N	Income Level	()
1	Less than 20000	
2	20000-40000	
3	40000-60000	
4	Above 60000	

What is your Annual Expenditure?

S.N	Expenditure Level	()
1	Less than 20000	
2	20000-40000	
3	40000-60000	
4	Above-60000	

2 Economic Impacts on Local Livelihood

Are you involved in any of the following activities?

Activities	()	Income (yearly)
Agriculture		
Hotel service		
Tea shop		
Provision shop		
Tourist guide		
Porter		
Agro-Product selling		
Forest product selling		
Handicrafts selling		
Handicrafts making		
Camping place arranger		
Home stay service		

Which of the following are the sources of livelihood in your family? Please rank them according level of income.

Sources of Livelihood	()
Agriculture	
Hotel service	
Tea Shop	
Provision Shop	
Foreign Employment	
Tourists Guide	
Daily wage labour	
Agro-product Sell	
Forest Product Sell	
Handicraft Sell	
Camping Place Arranger	
Home Stay Service	

What livestock do you have? And have you get economic benefit from them?

Livestock	()	Get Economic Benefit ()
Cow		
Buffalo		
Mule		
Horse		
Sheep/Goat		
Hen/Duck		
Oxen		

Do you grow and sell the following crops items?

Major Crops	Grow	Do not Grow	Get Economic benefit
Maize			
Millet			
Apple			
Grapes			
Potato			
Cabbage			
Cauliflower			
Tomato			
Milk and Milk Products			
Local Wine			

What types of Changes in Facilities due to Tourism?

Available Facilities	(Yes)	(No)	(I don't Know)
Health Post			
Post Office			
Police Station			
Telephone Service			
Trekking Route			
Increased in entertainment activities			
Change in Profession			
Increased Education Level			

In which field Tourism generate more employment in this area. Please

Mention below:

1. Hotel
2. Tourist Guide
3. Porter
4.
5.

Who have you employed?

1. Local.....
2. Non- local.....
3. Both.....

3 Natural Resource Management by community

Which of the following tourism activities are popular in this area?

Available Facilities	(Yes)	(No)	(I don't Know)
Trekking			
Mountaineering			
Observation of Cultural and Traditional Natural			
Sightseeing			
Religious			
Cycling			

4 Attitude of Respondent's towards tourist activities

Attitude of local people towards tourist activities

Statements	I	II	III	IV	V
Smoking has negative effect.					
Alcoholism has promoted your business.					
Semi nudity has adverse effect in the local Culture.					
Drug abuse is increased through tourism.					
Gambling is increased through tourism.					
Prostitution					
Crime					
Social disintegration of the western family....					
Tourist's respect to other values, culture and norms is worthy.					
Mutual understanding of tourist and the Local people are crucial.					
Tourism generates employment.					

I-Strongly disagree, II- Disagree, III-Unsaid, IV- Agree, V-Strongly agree

APPENDIX-II



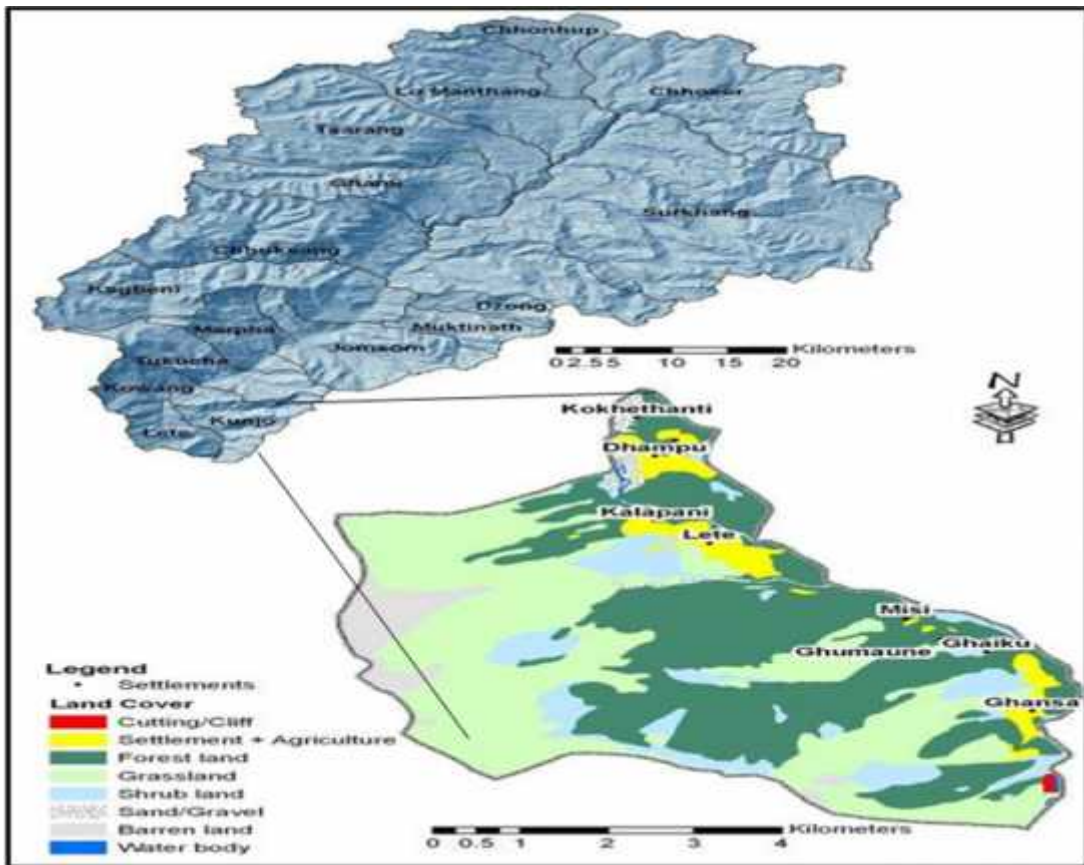
Mustang District in the Map of Nepal.



A view of Lete Village



Map of Annapurna Conservation area



Map of Mustang district with Lete VDC



Activities of Tourist at Hotel in Lete



Guest having dining at Hotel in Lete