

Prospects and Problems of Rural Tourism :
A Study of Pachalchaljharna Rural Municipality, Kalikot



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Development

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DECLARATION

I hereby declare that the thesis entitled “**Prospect and problems of Rural tourism A study of Pachaljharana Rural Municipality**”, submitted to the Mid-Western University, Birendranagar Surkhet Faculty of Humanities and Social Sciences. It is entirely my original work prepared under the guidance and supervision of my supervisor. I have made due acknowledgement to all ideas and information borrowed from different sources in the course of writing this thesis. The result of this thesis has not been presented or submitted anywhere else for the award of any degree or for any other purposes. No part of the content of this dissertation has been published in any form before. I shall be solely responsible if any evidence is found against my declaration.

.....

Prakash Kumar Kathayat

RECOMMENDATION LETTER

This thesis entitled "**Prospects and problems of rural Tourism A study of Pachaljharana Rural Municipality, Kalikot** ", has been prepared by Mr. **Prakash Kumar Kathayat** under my guidance and supervision for the partial fulfillment of the requirement for the Degree of Master of Arts in Rural Development. I hereby recommend this thesis for examination for the degree of Master of Arts in Rural Development.

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Dr. Aishwarya Prasad Dhakal

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Date: 2082/01/ 09



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APPROVAL LETTER

The thesis entitled "**Prospects and problems of rural Tourism A study of Pachaljharana Rural Municipality, Kalikot**", submitted by Prakash Kumar Kathayat in partial fulfillment of the requirements for the Degree of Master of Arts (M.A.) in Rural Development has approved by the evaluation committee.

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ABSTRACT

Tourism refers to the activities of people visiting to and staying in places outside their usual environment for not more than one consecutive year and that can be for pleasure, business, pilgrimage and other purposes. Tourism has great potentials worldwide. It is considered as a 'smokeless industry' and has grown up very fast in the last few decades.

Nepal is one of the most beautiful countries in the world with lofty snows capped mountains and scenic, peaceful settings, making Nepal one of the highly potential countries for world tourist's destination. Tourism industry is highly growing industry in Nepal as there are lots of places across the country, among them Kalikot district is one of the best destinations. Kalikot, a district that falls under the Karnali Province, western part of Nepal has lots of rural areas that can be developed as best destination for tourist who wants to enjoy rural life style and scenic beauty. Among those beautiful and highly potential area for rural tourism Khardu area is one of them.

The general objective of the study was to explore tourism opportunity and challenges in Pachaljarana Rural Municipality-3, Khardu. Whereas specific objectives of the study were to explore the natural and cultural attractions of this study area, assess the involvement of local people in the tourism industry, analyze the challenges, in order to develop study area as rural tourism destination.

This study has been carried out mostly on the basis of exploratory research design, also descriptive method of research design is used in order to describe the findings during the study. Qualitative and quantitative data have been collected for the study using both primary and secondary sources. Out of the total 300 households, 5 households having home-stay service, 20 household without having home stay service, 10 representatives from different sectors, all together 41 respondents have been selected. To collect data, household survey, key informant interview, observation, method have been used and different computer program, simple statistics tools like table, graphs, have been used for data analysis and descriptive methods has been used for qualitative data. Study area has huge possibility to be one of the best tourist destinations. Different attractions like, Jhoda/ Magal culture, natural beauties, well conserved community forest, typical rural lifestyle, clean environment,

can be the reason for visiting this area. The involvement of local people in the tourism industry with their warm hospitality with traditional and cultural ritual encourage tourist to visit that place. Development of hiking route up to pachaljharana, developing the trekking route for Dr. Pugamalika peak, linkage with Rural Municipality and MoCTCA, Co-ordination among tourismcommittee and villagers, establishment of information center can definitely help to emerge this place as one of the major tourist destinations of the country.

I believe that this thesis will contribute in some level for the promotion of the study area as tourist's destination area, and helps to determine this area as a place having high potentiality for tourism. This study might be useful for the exposure of the study area and hope that this thesis will contributes to increase the number of tourists in study area.

Keyword: Tourism, Industry, Promotion, Destination and Jhoda/ Magal

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ABBREVIATIONS

AD = Anno Domini

ADB = Asian Development Bank

BS = Birkam Sambat

GDP = Gross Domestic Product

GoN= Government of Nepal

Km= Kilo meter

MOCTCA = Ministry of Culture, Tourism and Civil Aviation

NEFIN = Nepal Federation of Indigenous Nationalities

NTB = Nepal Tourism Board

TDC = Tourist Development Council

U.K. = United Kingdom

UN = United Nation

UNWTO = United Nation World Tourism OrganizationUS = United States

USA = United States of America

WTO = World Tourism Organization

RM = Rural Municipality

CHAPTER: ONE

INTRODUCTION

1.2 Background of the Study

The word Tourism is derived from Latin word 'tornare' and the Greek word 'nos', meaning 'a lathe or circle; the movement around a central point or axis', this meaning changed in modern, English to represent 'one's turn', when the word tour and the suffix 'ism' are combined they suggest the action of movement around the circle. The act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist (Kunwar, 2010).

Tourism industry is the only industry, which can uplift economically developing countries like Nepal. As for the development of other material manufacturing industries it needs huge investments which can be a real tough job, but tourism industry can be functioned with small amount of investment and resulting big-return. Different nation has been benefited by the tourism sector, most of the Asian countries are able to taste the fruit from tourism sector. According to World Travel and Tourism Council countries like South Korea, China, South Africa, and Indonesia performed best in 2012

Rural tourism is a complex multi-faceted activity: it is not just farm or agriculture- based tourism. It includes farm-based holidays but also comprises special interest nature holidays and ecotourism, walking, climbing and riding holidays, adventure, sport and health tourism, hunting and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritages tourism, and in some areas, Rural tourism is in fact not a new concept however the rural tourism concepts during 1970s-90s were different in several ways. It is revealed that over 70% of the Americans now participate in rural recreation. Likewise, many other developed countries also exhibit similar levels of participation. Growth in rural tourism is difficult to quantify, because few countries collect statistics in a way which separates purely rural from other forms of tourism, however most national tourism administrations agree that it is a growth sector (Pandey, 2008).

Rural areas have lots of things to offer. Generally, they are fully blessed with natural beauties, and interesting culture and tradition being followed by rural people. Despite the beautiful scenario, rural areas have possibilities for home stay tourism

development. Promotion of cottage industries would address unemployment, underemployment and poverty problems; promote promotion of primary and supportive tourism enterprises, and local economic development through the use of existing potential and opportunities. As Nepal having most of the area covered by rural areas it definitely has many rural sites to attract tourist across the world.

Nepal is situated in south eastern part of Asia. It is roughly rectangular on shape with total area of 1, 47,181 sq. Km. It is surrounded by India in the east, south and west and by China in the north. Nepal harbors unprecedented tourism resources in all ecological regions that range from low land in Terai to the Hills and Mountains. This geographical diversity offers not only refuge to the flora and fauna of global significance, particularly, the hills and mountains the habitat for population with immense diversity, serve also as the source of rivers and aquatic biodiversity for territory even beyond Nepal.

Nepal occupying only 0.03% of the total landmass of the earth is home to, 2% of all the flowering plants in the world, 8% of the world's population of birds (more than 848 species), 4% of mammals on earth, 11 of the world's 15 families of butterflies (more than 500 species), 600 indigenous plant families, 319 species of exotic orchids (NTB, 2011).

Kalikot, a district that falls under the Karnali Province of federal democratic Nepal, Birendranagar as the provincial headquarter and Manma as a district headquarter. This district has lots of rural areas that can be developed as best destination for tourist who wants to enjoy rural life style and scenic beauty. Among those beautiful and highly potential area for rural tourism Khardu area is one of them, which is around hour away from district headquarter Manma. It is an area similar to a locality but with a small group of dwellings or other buildings in the country of Nepal.

This study area has beautiful natural beauty to offer like Kalikot mountain, whereas beautiful Manma can be seen from this area, as well as tourist can enjoy Khas life style and culture too, such as traditional houses of Kshatri community, Jhoda, Magal Chutkila, Dhaminach etc. are dance that are shown to the visitors by the local community-based organizations.

1.2. Statement of the Problem

Tourism is one of the largest and fastest growing industries. Travel & Tourism is a globally economic activity-one which takes place in destinations across the world, from leading capital cities and smaller towns and villages in rural and coastal areas, so wide of the remotest points on the planet. It is one of the world's largest industries. economic sectors, contributing trillions of dollars annually to the global economy. creating jobs and wealth, generating exports, boosting taxes and stimulating capital investment. Today more than 260 million people are supported by travel and tourism Industry either directly or indirectly.

Tourism is an important industry for the developing countries like Nepal. Nepal is one of the most liked tourist destinations, it was opened for the tourist since the early 1950s after Tenzing Sherpa and Sir Edmund Hillary climbed the Mt. Everest since then flow of tourist in Nepal has been in increasing order, during 2012 total number of tourist were 803,092 most of the tourist were from India, China, Sri-lanka, USA and UK respectively (NTB, 2016).

In Nepal mostly Kathmandu, Pokhara, Chitwan, Lumbini, Khumbu region are some usual destinations for tourist but there are different destinations that are still to be explored and exposed to the outer world Nepal has many destinations where community based rural tourism can be promoted. Among them Panchaliluma res of Kalikot district is also one of them. Every year lots of tourist flow to Kalikot district as this district serve one of the gateways to Rara Tal region. From Surkhet we can travel by bus (120km) up to Manmeh headquarter of this district. Panchajharuna is famous rural destination for international and internal tourist. The opportunities of tourism in Panchalibaruna need to be highlighted to make it familiar for tourists. It is also important to sort out the challenges faced by panchajharana for tourism development, so that the proper solution can be identified. The different efforts and activities done by the local people and government for tourism development of the hill can be a gateway for further development. It seems necessary to publicize this beautiful hill to the outside world, so that people of panchajharana can get social and economic advantages from tourism.

Different researches were conducted to find the opportunities and challenges of tourism, of different places in national and international level. There are numerous

researches related to tourism in Nepal too, Pachaljhanana being very near to Manma Bazar but it is still unknown to many travelers as a potential tourism spot. The main problem is how to develop Pachaljharana as an attractive and additional destination be twists vinting Manma kotdarbar to uplift the economic and social development of the people of Pachaljhanana. The following research questions are developed to analyze the major opportunities and challenges of tourism in Pachaljharana Kalikot.

1.3 Research Questions

1. What are the major Prospects of tourism?
2. What are the problems of tourism in Pachaljharana Rural Municipality Kalikot?
3. What kind of involvement has been done for tourism development in Pachaljharana, Rural Municipality Ares?
4. What is the related of Stakeholders in tourism sector?

1.4 Objectives of the Study

The general objective of the study is to explore tourism Prospect and Problems in Pachaljharana Rural Municipality of Kalikot District. The specific objectives of this study are:

- To assess the involvement of local people in tourism Sector.
- To explore the tourism destination in the study ares.
- To analyze the prospects and Problems of tourism in the Study area.

1.5 Significance of the Study

Tourism is one of the important steps for uplifting the rural part of the country. Nepal contests lots of rural area which have huge potentiality of rural tourism. Kalikot itself is full of rural areas that offer lots of natural and cultural heritages, so this study is important to highlight the potentiality of rural tourism especially in Pachaljharana Rural municipality. It will help to develop study area as new destination for rural tourism as this study will explore the opportunity for rural tourism in the study area. Studies will help to determine the impact of rural tourism to uplift the socio-economic status of study area. Similarly, the study was helped to formulate new plan and policies for developing rural tourism in study area.

1.5 Rationale of the Study

Tourism has higher possibility in the study area. The particular area has been chosen for the study because it will be easy to access, and heterogeneous in socio-economic, cultural, and geographical structure. Pachaljharana is one of the Height 381 meter beautiful water fall and not properly exposed area even having lots of attraction to offer to international and internal tourist. Also, this village is rich in natural heritages and cultural heritages too.

1.6 Limitation of the Study

Following are the major limitations of the study:

- a. This study was limited to the 45 Respondents in the study area.
- b. This study was limited to Pachaljharana Rural Municipality ward No.3, Ramnakot Village in Kalikot district.
- c. This study was based on the primary sources of data. Therefore, reliability of the conclusions of the study depends upon the accuracy of the information provided by the respondents.
- d. This study was limited to the Prospects and Problems of Rural Tourism A Study of Pachaljharana Rural Municipality.

1.7 Organization of the Study

The first chapter is the introductory chapter. This chapter contains the background of the study, statement of problem, research questions, objective of the study, significance of the study, limitation of the study, organization of the study as present in this study.

In the second chapter, review of literature, this is studies, the situation of Rural Tourism in the context of Nepal as well as the world.

The third chapter includes the research methodology.

The Fourth chapter includes the socio-economic and demographic status of the study area and the this chapter in result and discussion analysis with changing the before and after of Rural Tourism, the survey result presented.

The Fifth chapter summary, conclusion and recommendation.

CHAPTER: TWO

LITERATIONAL REVIEW

2.1. Theoretical Review

Tourism is a composite of activities, services, and industries that deliver a travel experience: transportation, accommodations, eating, and drinking establishments, shops, entertainment, activity facilities, and other hospitality services available for individuals and groups that are travelling away from home. It encompasses all providers of visitors and visitor related services. Tourism is the entire world industry of travel, hotels, transportation, and all other components that, including promotion, serve the needs and wants of travelers. Finally, tourism is the sum total of tourist expenditures within the borders of nation or a political subdivision or a transportation-centered economic area of contiguous states or nations. This economic concept also considers the income multiplier of these tourist expenditures (op.cit.).

The tourism society in Britain attempted to clarify the concept and defined in 1976 as: "Tourism is the temporary short – term movement of people to destination outside the places where they normally live and work, and their activities during the stay at these destinations, include movements for all purposes, as well as day visits or excursions (Bhatia, 1994:34).

According to Greffe (1993:23) Rural tourism can be understood in three different ways, Firstly, Rural tourism can be understood as living in the house of local people, this concept is poor people oriented so it is also known as tourism of poor people, luxurious destination where huge sum of money is needed to be expended for accommodation and food, in such places who can't afford for such tourist Rural tourism is developed. Secondly, rural tourism refers to involving tourist in different activities which is vastly different than the tourism activities done in the urban area, activities like, cycling, fishing, honey hunting, etc. falls under this. Thirdly, this is a newly developed concept about rural tourism; it includes staying in farm house, doing agricultural activities, studying about farming activities or enjoying watching these activities, (Sharma and Kharel, 2011).

2.1.1 Types of Tourism in Nepal

Despite being a relatively small country, Nepal boasts a wide variety of geosocial mixes. Nepal holds eight of the fourteen highest mountains above 8000 meters. Nepal offers a wide range of tourist attractions – from casual sightseeing to extreme mountain climbing, from authentic cuisine to global dishes, from herbs to birds unique to Nepal. Mountaineering is one of the strongest points of tourism in Nepal and is therefore considered one of the strongest attractions. It is estimated that mountains share approximately 15-20% of the global tourism market. In 1998, the

United Nations General Assembly declared 2002 the International Year of Mountains. Of all the activities that are done in Nepal, trekking is the most prominent and therefore mountain tourism can be considered as a key factor in attracting quality tourists to the country. The diversity of Nepal's geographical and cultural terrain makes the country ideal for trekking. From the easiest trekking routes, popularly known as the royal trekking, to one of the most challenging routes that can be found in Nepal. Trekking in Nepal provides the opportunity to observe the local culture of the people and enjoy the beauty of nature untouched by the hustle and bustle of city life. Depending on expertise and expectations, tourists can choose from a wide range of options – not only in terms of route and terrain, but also in terms of trekking modality. Wild tourism is another attraction of the country. At short distances, hikers can see a wide variety of wild animals. As Koshi Tappu is well known for bird paradise, Chitwan is famous for elephants and Bardiya is a center for tiger sighting. The elusive snow leopard, once close to the mountains, has long attracted tourists, and the Himalayan pheasant, the national bird of Nepal, the Danphe, is the only one of its kind. Although ecotourism and rural tourism are relatively new areas of tourism worldwide, they seem to have deep roots in Nepalese culture. Its roots can be traced back to the prehistoric period, when saints and sages traveled from one settlement to another in search of knowledge and wisdom.

2.1.2 Eco Tourism

Since the environment is an urgent problem of the 21st century, it is almost impossible to imagine a business in the tourism industry without taking into account the environmental factor. In a large part of the world, tourism is more or less synonymous with the ecological paradigm, which has also been reflected in the

perspective of entrepreneurs in the tourism industry. This factor is even closely related to rural tourism. Everyone everywhere is aware of the need to treat the environment with respect and caution. One should preserve nature as originally as possible, which is the same as preserving authenticity or diversity. These two concepts turned out to be an important factor for choosing a tourist resort. The intact, autochthonous, natural environment proved to be the most important element of authenticity. Rural tourism grows and develops as an integral part of the environment in a sustainable way, preserving the identity of the locality and restoring lost activities such as subsistence agriculture, rural tourism is in the countryside, not in the city (M. Victoria Sanagustín Fons, 2010). In general, ecotourism is used to describe tourism that is nature-based, sustainably managed, promotes conservation, and is environmentally educated. It is considered a type of alternative tourism as opposed to other forms of tourism such as mass tourism and aims to preserve the integrity of both the social and physical environment. Ideally so it has attributes of sociocultural and ecological integrity as well as responsibility and sustainability (Burns, 2004).

Environmental benefits include support for landscape conservation and incentives for preserving, protecting and improving the natural environment. In this sense, new environmental regulations have been put into practice to preserve environmental assets and, according to our interviewees, local governments in this area are working hard to adopt these new laws with the aim of controlling the use of the landscape and reducing damage caused not only by the intensive use of visitors (skiing, hiking, mountain climbing or riding a horse), but also vandals who abuse nature and enjoy destroying beautiful places and landscapes for no other motivation than pleasure. On one side of the rural studies debate are those who like to describe rural areas as having, to a greater or lesser degree, characteristics that distinguish them from urban areas. It is recognized that rural areas are not identical and some are quite similar to urban areas, but it is believed that rural areas tend to have, to varying degrees, four main qualities: a relatively low physical density of people, buildings and activities; less social and cultural heterogeneity; less economic diversity; and comparative physical isolation from general economic, social and political networks (Bramwell, 2009).

The pursuit of tourism sustainability is particularly important for countries that are economically dependent on tourism and therefore need to develop a

mechanism to ensure the continuation of tourism. Kant, argues that making sustainability the focus of alternative development may be the most productive way forward for tourism policy (Burns, 2004). Burns goes on to quote Nash when he states that the problem with this ideal is that development tends to address economic conditions before social or environmental ones. The idea of environmental protection through tourism must not and cannot be separated from development issues, and in order to satisfy the multitude of interests involved now in the future, tourism must be sustainable. Ecotourism is one form of tourism that attempts to do this (Burns, 2004).

2.1.3 Anthropological Tourism

Tourism has long been perceived as closely related to the concepts of development. The tourism industry has been seen as a powerful driver of development, particularly in the form of small businesses in developing societies, and anthropologists have contributed to the tourism literature in discussion of many theories surrounding the issue of development (Burns, 2004).

Although this may indicate a form of dependency and insecurity, tourism plays a strong role in the local economy. Other authors, however, prefer the concept of tourism as a complex and diversely interrelated matter. This approach, as discussed by Prezeclawski in 1993, emphasized that tourism is a very complex phenomenon that involves issues that are: economic (related to market forces such as supply and demand); psychological (related to the aspect of social psychology identifying business as stressors as well as motivation factors); social (related to roles, relationships and responsibilities); and cultural (related to the preservation, transmission of knowledge and at the same time local traditions, for which tourism is the main driving force). Given this complexity, a holistic and interdisciplinary approach seemed better in providing an integrated view of tourism, which not only impacts on the social economy, but also has implications in culture, tradition and societal values. As in the current context, many forms of tourism are developing and modes of delivery are evolving. One of the perspectives in this field is that of anthropological tourism, which is closely related to ecotourism, which actually arose from "sustainable tourism", a term that has been in use for more than a decade (Burns, 2004).

It is well understood that an anthropological perspective is essential in

sustainable tourism practices, and in particular seeks to study the relationship between hosts and guests and how this relationship changes and evolves over time. One way to use this tourism hat would be to develop tourism packages in such a way that anthropological studies are promoted and supported. Since tourism is itself an applied field of social entrepreneurship, anthropological tourism can play a significant role in creating the foundations of sustainability in a community. Ultimately, he says (Burns, 2004), anthropology is about people, as is tourism. Anthropologists are both participants and observers of tourism, whether they like it or not. A wide range of possibilities for the study of tourism is still being realized in anthropology. It's an exciting and challenging time. It is also important because anthropology and tourism must be properly engaged for the future of both.

In his remarkable work, Nash (1981) states that tourism, defined as a leisure activity requiring travel, exists at all levels of socio-cultural complexity. The proliferation of these journeys seems to be linked to the ubiquity of leisure and travel. Economically, it could be accounted for in terms of surplus and trade, but that's about it one point of view; other factors must also be taken into account, especially if the travelers do not come from a great distance or travel without a definite purpose. According to the transactional view, tourism can have an impact on the societies producing the tourists, the host societies, and any transcultural social systems in which it is embedded. These effects come not only from tourists and their activities themselves, but also from the tourist infrastructure that serves them. However, experts do not seem to have paid enough attention to the tourist-creating companies themselves. A new global perspective thus requires us to view the scene from a broader perspective that takes into account not only the host society but also the society from which the tourists come. These social scientists tend, not unexpectedly, to reveal a kind of "knee-jerk" reaction to the "imposition" of tourism on their favored societies, i.e., those in the pre-industrial or Third World (Nash, 1981).

The somewhat prescient conclusion that most of them have come to is that tourism is "bad" for such societies. Such a conclusion is supported by one of the most careful and sophisticated studies to date, conducted by the economist Bryden (1973).

Focusing on the Caribbean Commons, he uses straightforward cost-benefit analysis and concludes that "a perfectly recognizable 'economic' argument can be

made against tourism development." He points out that without mentioning the "transcendental" or "social" costs, serious questions can be raised about the value of tourism development to pre-industrial society (Nash, 1981).

2.1.5 Cultural Tourism

Community is a very elusive and vague concept. It is used to refer not only to a locality, such as a village or settlement, but also to a network of relationships, such as communities in a virtual world. For example, according to The Community Tourism Guide, a community can be described as "a mutually supportive, geographically specific, social unit, such as a village or tribe, where people identify as members of a community and where there is usually some form of community decision-making." creation" (Salazar, 2012).

Such a notion of community evokes a group of people who have something in common and who actively engage each other in a benign way and such feelings can be rhetorically used to create some shared identity where they were only latent. While existing discussions have focused more on community tourism, the most promising way to develop these packages could be to develop them as cultural tourism. The main strength of this form of tourism lies in its potential to strengthen rural communities and contribute significantly to development and poverty eradication (Salazar, 2012).

Activities within the cultural tourism approach are designed with community initiative and implemented through community consensus, which is different from the prevailing centrally planned approach. This is why it is believed to cause less negative impacts and disruption to rural cultures. As stated earlier, cultural tourism is also an attempt to create more sustainable tourism by focusing on host communities in terms of planning and sustaining tourism development. Community tourism, as a special alternative form of tourism, also suggests a symbolic or reciprocal relationship where the tourist is not the main priority, but becomes an equal part of the system. This notion of tourism, where the host is not entirely beholden to the tourists, points to a different perspective because it emphasizes the host rather than the tourist. The researchers suggested that the planning and implementation of community tourism under the umbrella of cultural tourism should be realistic considering the operational, structural and cultural limits of community participation. The participation of local

people is essential to achieving the global goal of sustainable development, but it can be challenging because such involvement often involves a shift of power from local authorities to local actors. Although full local control may not always be feasible or in many cases practical, it should be a fundamental principle of the approach. This requires efforts to initiate basic education and training in target communities to accompany tourism development, so that local communities can develop strategies for receiving and interacting with tourists, as well as for effectively making themselves and their visible culture visible by applying the right balance between economic profit and cultural integrity (Salazar, 2012).

2.1.6. Rural Tourism

It was the pressure of visitors on the countryside in developed countries that led to the development of many of the early ideas of sustainable tourism. Most notably, a number of influential alternative tourism concepts were developed in the Alpine mountain regions of Europe in the 1970s in response to the strong development pressures placed on rural communities and environments by the rise of intensive winter sports and summer holidays. It is also true that many new sustainable tourism projects and initiatives can also be found in rural areas (Bramwell, 2009).

The role of the authorities and the ruling government in designing relevant policies is also essential. As communities become increasingly dependent on tourism, it is likely that citizens will become increasingly aware of the negative impacts of the community and these negative perceptions will overshadow the positive effects of tourism on the community (Nancy G McGehee, 2004).

This is mainly due to the lack of resources at the rural level despite the abundance of freely available information in the public domain. While community involvement and participation in the tourism industry can be seen in the decision-making process and in the sharing of benefits from tourism, community participation through employment brings more economic benefits directly at the household level. On the other hand, participation is also open to different interpretations resulting from the fact that there is a scale including different levels of participation, which often range from "just talking about it" to being able to influence or determine every aspect of tourism development (Prabhakaran, 2014).

From a pragmatic point of view, several studies in the past have further

supported the claim that informing residents through public information campaigns about the different types of tourism development that exist should be a priority for the tourism industry. This will lead the community to make informed decisions about the types and levels of tourism development that are most attractive to them, residents should also be given the opportunity to learn about the positive and negative economic, social, cultural and environmental consequences of tourism and the need for planned and managed development and tourism growth (Nancy G McGehee, 2004).

This form of tourism is also characterized by a sense of responsible travel, which means that travelers seeking this type of service are expected to be sensitive to the environment and usually leave no footprints. Visits to fragile, untouched and usually protected areas try to have as little impact on the environment as possible and are usually organized on a smaller scale. It helps educate travelers; provides resources for nature conservation; directly benefits the economic development and political empowerment of local communities; and promotes respect for different cultures and human rights. Take only memories and leave only traces is a very common motto in protected areas. Tourist destinations are transitioning to low carbon emissions as a result of the trend of visitors focusing more on environmental friendliness and sustainable behavior (Kiper, 2013).

A large number of previous studies on community participation, both theoretical and empirical, give scholars an interest in this topic. Among the multidimensionality of all tourism studies, these visualizations of community participation are never general enough to offer a global perspective; as with rural tourism, it is usually difficult to assume collective truths (Sudesh Prabhakaran, 2014).

2.1.5 Home Stays

Home stay is a form of rural tourism where local residents offer accommodation and food in addition to other basic tourism welcoming activities in their own homes and communities. The guideline defines a home stay as a service established privately or in a group to provide accommodation, food and other services to tourists (Government of Nepal, 2010).

According to Derrida, hospitality is not just about welcoming a stranger into your home, into your own house, into your nation, into your city, although that can be

the case. The moment I become accessible and 'welcome' the other person's otherness, I am in the position of host. Even war, rejection and xenophobia mean that I have to deal with other people and therefore I am open to others. Closing is only a reaction to the previous opening. From this point of view, hospitality comes first. To say that it come first means before I am myself and exactly who I am. The arrival of the other had to create this relationship with me. In other words, I cannot have a relationship with myself, with being "at home". The arrival of the other overtook my own self. To a certain extent, I am a representative of the other, namely the state of host in which I am now the guest of the other because I have taken him into my house, this situation of host defines my responsibility. When I say, 'Here I am', I am responsible to the other. "'Here I am' means that I am the other's prisoner. It is a situation where there is tension. This hospitality is anything but calm and easy. I am the prisoner of the other; the host of the other, and ethics and morality must be structured around being the host" (Derrida, 1996).

Among the various contributions on rural tourism as proposed by practitioners and scholars, there is a common concern that rural tourism should not develop as an inevitable outcome of powerful and inexorable external forces. These forces include changing and increasingly global pressures for economic restructuring and the commoditization of the countryside by outside tourism interests as a retail experience for tourist consumers. There is a new interest in the theory and practice of rural tourism that invests considerable importance in the economic well-being and cultural integrity of rural communities and in the care of the rural environment. Increasing emphasis is now placed on rural communities and individual local residents and businesses and their role and degree of control in shaping rural tourism in the context of external forces (Bramwell, 2009).

Tourism is defined as the business of providing travel, accommodation, food, entertainment, etc. for tourists (Collin, 2006).

The evolution of tourism can be studied by dividing it into three different phases. First phase of evolution of tourism is categorized till 1840 A.D. In this phase there was travelling but not the tourism, Roman king used to have rest house near sea beaches whereas travelling for pleasure for general people was beyond the expectation. People used to travel basically for three purposes and they were; for commercial purpose, for religious and for seeking knowledge or discovering new

areas.

Bhatia (1995) states that tourism is a collection of phenomena and relationships resulting from the travel and stay of non-residents, as long as they do not lead to permanent residence and are not associated with any gainful activity. Movement to a destination is of a temporary, short-term nature with the intention of returning within a few days, weeks or months (Upadhyay, 2016).

One of the oldest definitions of tourism was given by the Austrian economist Hermann V. Schulliard in 1910, who defined it as "the sum of all subjects, mainly of an economic nature, which are directly related to the entry, stay and movement of foreigners within and outside a certain country, city or region" (Bhatia, 1982).

Leiper hypothesized that there are three approaches in defining tourism; economic, technical and holistic. Economic definitions view tourism as both a business and an industry. Technical definitions identify the tourist to provide a common basis for data collection. A holistic definition attempts to capture the whole essence of a subject (Kumar, 2010).

(Ghimire, 2009) has provided more information related to tourism in his book *Travel and Tourism*. Tourism is related to travel and is naturally a human trait. One needs change and travel brings change. In the primitive period there was travel, but there was no tourism. The motive then was not to seek a vacation from routine work. The primary motive for their travels was trade and commerce or pilgrimage or exploration. The basic concept of tourism "Pleasure to Leisure" was not here. When people learned to travel for pleasure, the concept of tourism was born. Learning to distinguish between work and leisure creates tourism. Thus, tourism is related to the movement of people from one place to another for the purpose of spending leisure time.

Second phase of evolution of tourism is categorized for the period between 1840-1945 A.D. In this phase industrial revolution brought great change in technology, which helped to develop planned tourism packages. Mr. Thomas Cook was first to start package concept in Europe. He was the one to publish guide books for travelers, opened bank during 1879 A.D, and initiated hotel coupon system in 1887 A.D. Sir Henry Lunn developed the sport tourism by starting in skiing in Switzerland. Railway system helped to expand long distance traveling and made easy

for general people. Shopping technology had also made significant contribution to the development of tourism in this phase. In case of Nepal Kharel and Sharma had described tourism development in Nepal in four different phases. First phase as before unification by late king Prithvi Narayan Shah, in this phase travelling was there but not tourism, this period was known as golden period of Nepal in terms of cultural and historical perspective. After the Unification period to 1950 A.D. was pointed as second phase of tourism development, in this period Nepal wasn't open for tourist.

A more technical definition of tourism is from the Swiss professors Hunziker and Kraph from 1942. They stated: "Tourism is the sum of relations and phenomena resulting from the travel and stay of strangers, provided that the stay does not mean the establishment of a permanent residence and is not connected with gainful activity." (Burkart and Medlik, 1974).

Kark Patrick wrote book "An account of the kingdom of Nepal" about his 15 days stay in Nepal, which gave exposure to outer world about Nepal. After the Sugauli treaty British officer visited Kathmandu but foreigners were strictly prohibited to visit outside Kathmandu valley, only 153 foreigner visited Nepal between 1801 A.D to 1844 A.D.

David Right's "History of Nepal" give more flashlights to the Nepal to the outer world. From 1950 A.D. onwards third phase was started. During this phase Nepal got the membership of UN in 1955 A.D. which made significant impact to make relationship in global level.

Tenzing Sherpa and Hillary climbed the Mt. Everest; it created multi-dimensional effects in tourism industry of Nepal. Thomas Cook and sons company got permission to organize tour for 60 tourists within the Kathmandu valley in 1955 A.D. Establishment of Tourism Ministry, Tourism Board and other related organization in terms of developing tourism sector in this period, Nepal got membership of different other organization related with tourism. Period after 1989 A.D. has been studied as fourth phase of tourism development in Nepal, tourism industry has been considered as significant industry to reduce poverty from this era. Rapid development of infrastructure related with tourism sector can be found since this phase. Planned development strategies relating tourism sector were also initiated with 20 years plan in 1990 A.D. with the assistance of Asian Development

Bank (ADB). Development of Tourism policy in 1995 A.D. and development of alternative form of tourism started since this phase. Nepal was virtually isolated and closed to outside world for centuries before the Sugauli treaty of 1816 A.D.

2.1.6 Theoretical Review

There are several theories on the development of a tourist destination. Some of the theories related to the tourism development are described as below:

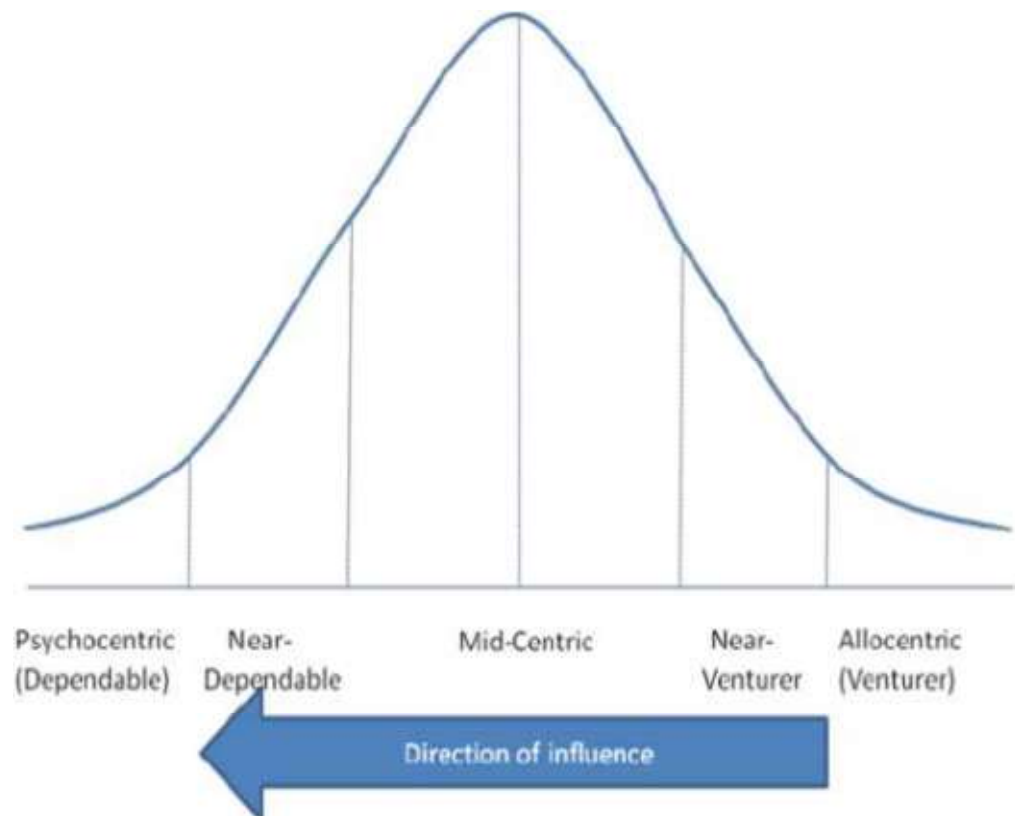
Stanley Plog's Theory-The popularity of a destination is related to the travelers' own personalities. Travelers can be classified based on their personality as psychocentric, allocentric, and midcentric

Psychocentrics – like to visit familiar environments and cultures; they prefer "safe" destinations; they do not like to experiment with accommodation, food or entertainment; they seek experiences that do not create personal stress or involve them in any unusual situations.

Allocentrics - have a strong need for new and diverse experiences; they seek destinations that are unfamiliar and have a completely different culture and environment; they prefer to stay in their original accommodations and try new food and entertainment.

Midcentrics - this is the majority of tourists or the mass market; their personalities fall between psychocentric and allocentric personalities; they are not adventurous, but they are not afraid to try new experiences as long as they are not too demanding. Popular destinations today are visited by midcentrics.

A major implication of Plog's theory for destination development is that tourist destinations become attractive to different types of tourists as areas develop. This theory suggests that most tourists prefer to travel short distances for vacation. This theory suggests that destinations, especially in developed countries, close to major population areas are likely to develop and grow faster than destinations in remote areas (Watts, 2013).



Source: Field Survey 2024

Figure 1. Plog's psychographic personality types source: Grace K.S. Ho

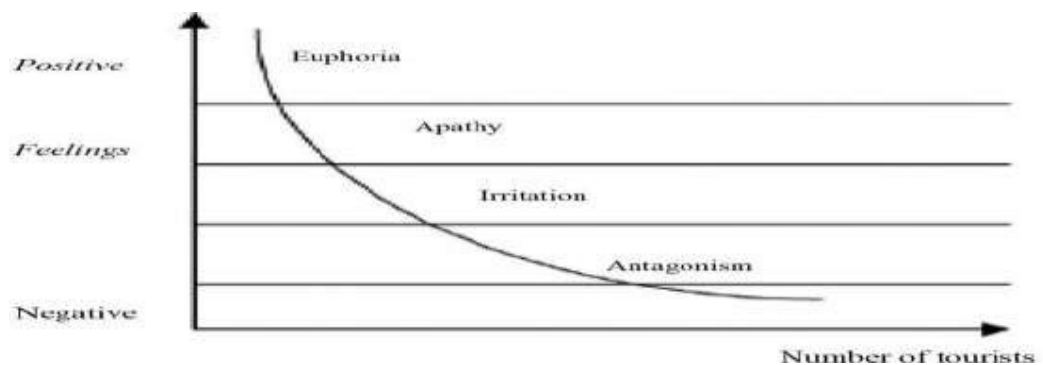
Doxey's Theory

The theory describes four stages. First, Euphoria, where in local residents are curious and even excited about tourists coming to their local community. However, when the number of visitors increases, things become less harmonious, as local residents are taken for granted or even exploited. As the relationship between visitors and local residents becomes more formal, this causes a second stage, Apathy. When the volume of visitors increases – especially towards saturation level – local residents become concerned about price rises, the violation of cultural rules, reduced opportunities to earn a living and the growing prominence of outsiders who are ready to pay higher fees for stalls during festive seasons. All these factors combine to cause local residents to experience a third stage, Irritation.

Local residents become increasingly irritated by the arrival of tourists, as they see no economic gain from receiving these visitors. This is due to the growing presence of outsiders who gain control of the best business opportunities and poor support from local authorities in terms of safeguarding the interest of local sellers.

The scenario worsens when tourists are blamed for all kinds of wrong doings in the local community. They are blamed for not having culturally sensitive values and so local residents become more hostile towards them. At this stage, the situation becomes complex and difficult to manage, as it is characterized by Antagonism.

To an extent, the scenario with the Oachira twelve-lamp festival parallels Doxey's irridex or "Irritation" index (Doxey, 1976). As of now, the present situation is almost at the Apathy stage, wherein local residents are indifferent toward tourists because they do not feel that they have a fair chance of deriving economic benefits arising from the annual influx of visitors.



Source: Field Survey 2024

Figure 2. Doxey's irridex "irritation" index (1975)

Butler's Theory

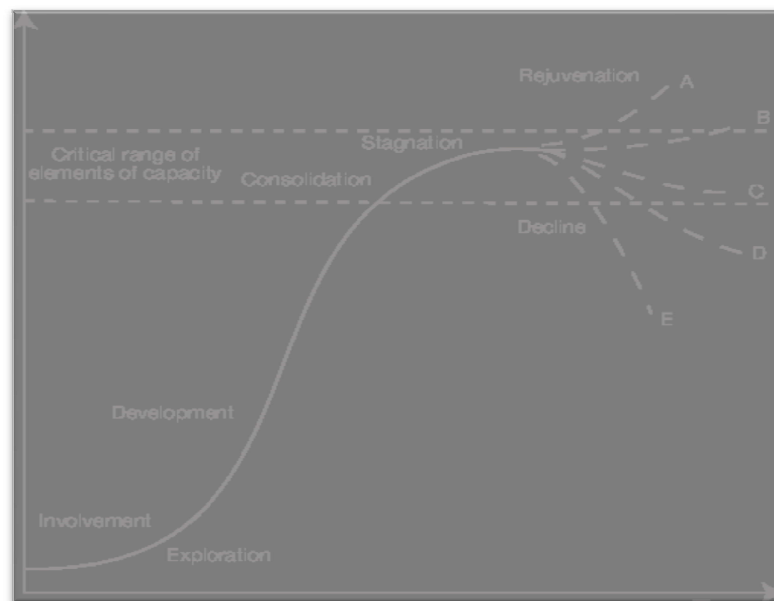
This theory was built on the ideas of Plog, Cohen and Doxey. It appeared in 1980 when Richard Butler not only acknowledged that this theory was based on earlier theories, but also suggested that it was based on the business concept of the product life cycle. It is the most well-known and widely accepted cyclical theory of tourism development.

- a. First stage is Exploration, where the locality is discovered by people who appreciate its beauty and culture.
- b. Second stage is Involvement, where a small but ever-increasing influx of tourists usually appears. Tourists encourage local businesses to start providing tourist services and selling goods to travelers.
- c. Third stage is Development, which is a period of dynamic growth. The flow of tourists is increased rapidly and there will be heavy advertise, well defined tourism market. After that Local control decline and increasing in external

organizations. So hence Local people experience physical change to area.

- d. Fourth stage is consolidation, where the number of tourists continues to grow. Local economy tied to tourism which result in apposition and discount from local people.
- e. Fifth stage is Stagnation, where the number of tourists is constantly increasing, carrying capacity exceed so the tourism causes impact or problem(negative). Artificial tourism take placed.
- f. Sixth stage is Rejuvenation/Decline Scenario,
- g. Decline scenario, the number of incoming tourists drops out from market and unable to compete with new attractions.
- h. Rejuvenation scenario, then it requires major change in tourism attraction and untapped tourism resources should be found and developed as alternative.

The development of tourism significantly affects the qualitative characteristics of the territory, which at the beginning of the tourism cycle were considered the main factors of attractiveness and exclusivity. It is important to mention that the cycle can start again in the regeneration phase if there have been significant changes in the resource bases. In addition, there may be an opportunity to create new man-made attractions or primary natural resources may be restored to their previous state (Streimikiene and Bilan, 2015).



Source: Field Survey 2024

Figure 3. Butler's Tourist Area Life Cycle Model

2.1.7 Policy Review

Global Trend of Travel and Tourism

The Global tourism has revived with continuous growth after the initial shocks of the incidents like attack on the Twin Tower in New York in September 2001. European sector still leads in receiving benefit from the tourism industry, The Asia Pacific region has been strongly coming up with brilliant performances in terms of international arrivals as well as tourism receipts. UNWTO's vision 2020 also estimates to have an increased share of long-haul traffic than the regional tourism. It has estimated that international tourism arrivals will reach nearly 1.6 billion by the year 2020, of which 1.2 billion will be intraregional and 378 million will be long-haul travelers. The share of Europe in it will reduce from the level of 60% in 1995 to 46% in 2020. The forecasted annual growth rate for Asia is 5% compared to the world average of 4.1%. In lieu of it, the forecast for the world tourism is to attain 5-6% growth in 2007 and due to softening of economy a slower growth for 2008, i.e. by half a percentage point than in the year 2007. It is recorded that the international tourist arrivals show an average growth of 4.2% between 1995 and 2006, while the annual average growth rate during 2000 to 2006 has declined to 3.6 percentage (Dhakal, 2008).

Asia-Pacific Trend of Travel and Tourism

Asia and the Pacific region had brilliantly demonstrated increased by 7.1% in 2006 in international visitors and also a strong preliminary growth by 10% during the first eight months of 2008, i.e., Jan- Aug. Both South Asia (+11%) and South-East (+9%) performed above average. Among South Asian countries, the Maldives experienced an astounding increase in the visitor's arrival by 52% in 2006 by demonstrating a full recovery from the December 2004 tsunami. Similarly, India's tourism has grown by 13% reaching 4.4 million tourists in 2006 (op.cit.).

Year 2012 was another year of mixed Travel & Tourism performance across the globe. At a regional level, South East Asia (7.3%) was the fastest growing in terms of Travel & Tourism's contribution to total GDP - half of the 4.0 million growths in total Travel & Tourism employment was in Asia alone. Europe was the slowest growing region, but still registered marginally positive growth of 0.4%. Europe's performance

would have been even weaker were it not for its above expectation visitor exports growth of 3.5%.

Among the 20 largest Travel & Tourism economies, South Korea, China, South Africa and Indonesia performed best in 2012. The six slowest growing of the major Travel & Tourism economies in 2012 were all European. Travel & Tourism bounced back in Japan as expected in 2012, following the tsunami/earthquake in 2011, with visitor exports growth of 32%.

Outside of the 20 largest Travel & Tourism economies, Qatar, Azerbaijan and Kyrgyzstan were the fastest growing in terms of Travel & Tourism's total contribution to GDP growth. Travel & Tourism total contribution to GDP in Syria, beset by the on-going conflict and damage to Travel & Tourism infrastructure, is forecast to have shrunk by almost half in 2012.

Asia will continue to be the strongest growing Travel & Tourism region in 2013, followed by Latin America and Sub-Saharan Africa. Indonesia, China, India and Brazil are forecast to be the strongest growing of the largest Travel & Tourism economies in 2013, with growth in Japan and South Korea set to slow following strong performance in 2012.

By 2023, China will lead the world in the total contribution that Travel & Tourism makes to GDP, overtaking the current leader, USA (2012 prices). This will be fueled by the scale of its domestic and investment Travel & Tourism spending. China is also set to become the largest outbound Travel & Tourism market in 2023 in spending terms.

2.1.8 Review on the Global Context

1. Environment conservation

Maldives became republic in 1968 after three years of independence as they were ruled by Dutch first and by British later. Tourism and fishing are being developed on the archipelago. Maldives is located in the Southern Asia, group of atolls in the Indian Ocean, south- southwest of India. The climate is tropical, hot, humid, and dry. The capital is Male.

2. Economy Overview

Tourism industry plays vital role in the economic sector of the Maldives, as

90% of government tax revenue comes from import duties and tourism related taxes, more than 60% foreign receipts and 20% contribution on GDP from tourism industry in the economy of Maldives.

3. Conservation Measures:

There are 78 resorts functioning in Maldives, Planned and organized tourism since past 30 years, Total dependent on government which strive balance between environment and development measures. Rain water harvesting and sewage treatment facilities are there on almost every resort. Some resort sends plastics and glass back to manufacturing or request tourists to take it back. Strict rules and regulation have to be followed in order to construct any new architectural projects with full assessment of environmental impact. Maldives mainly focuses on control of marine ecology.

4. Socio- Cultural Measures:

Maldives is an Islamic nation so in order to maintain Islamic codes and customs carefully different policies and controls have been done. Tourist visiting inhabited islands for picnic or excursions are not allowed to go for swimming, locally acceptable dress codes must be observed by tourist while visiting Male or island area. Cruises for tourist can be conducted only in tolls while tourist facilities are available and tourists are not allowed to visit other atolls. Tour groups can be taken to certain traditional area on a prearranged basis for sightseeing and shopping local handicrafts. Alcoholic beverages can be imported and served in resort with necessary permission. However, Maldivian employees are not allowed to handle or serve liquor. Maldivian visitors are prohibited from entering bars where liquor is served. No pork is served and produced. To reduce outgo of foreign exchange efforts are being made to procure more items locally but Maldives has very limited resources and manufacturing industries.

2.1.8 Tourism Policy and Its Trend in Nepal

In Nepal, tourism is not only important economic sources of foreign currency but also a major employment generator. To promote the country as tourism hub, the GoN there has been Nepal tourism policy 2065 B.S and recently government has been set out the tourism vision 2020 AD. The government has kept their eyes on the developing tourism infrastructure, increasing tourism activities, creating employment in the rural areas and sharing the benefits of tourism in the grassroots level. (NTB, 2018)

Recent Tourism policies of Nepal

Broadly speaking the current priorities of Nepalese tourism are shaped by

- Tourism policy of Nepal 2065 BS

- Tourism Vision 2020

All these policies directions aim to expand the tourism circles.

Tourism Policy of Nepal 2065 BS

The silent features of tourism policy 2065 are as below;

- Leading role of the private sector in tourism

- more focus on partnership approach; public private people

- emphasis on rural tourism, communities-based tourism and home stays.

- formation on the tourism coordination committee and crisis management committee'

Tourism Vision 2020

Vision:

- Tourist is valued as major contributor to a sustainable development of Nepal economy having developed as an attractive, safe, existing and unique destination through conservation and promotion leading to equitable distribution of tourism benefits and greater harmony in society.

Goals:

- Increase annual international arrivals to Nepal to 2 million by 2020

- expand economic opportunities and increase employment in tourism sector to 1 million by 2020. Bhandari, (2018)

Tourism is the movement or travel of people from one place to another; whether it is within their own country or to other countries, for pleasure, business, pilgrimage and other purpose. The evolution of tourism dates back to ancient times. In Nepal, tourism, despite having a long history was, developed since 1950s only. The recent trend of tourists' arrival in Nepal seems satisfactory.

Ministry of Culture, Tourism and Civil Aviation has prepared a tourism vision booklet with a goal of increasing international tourist arrival by 2 million annually by year 2020 and providing employment opportunity for 1 million. It has made a strategy to select a district from each ecological belt and development region as an epicenter on the basis of strength of tourism site, tourism activities and existing infrastructure.

Nepal Tourism Board has teamed up with Pachaljharana Rural Municipality Tourism Development Committee and District Tourism Master Plan Committee to develop “Integrated Tourism Development and Management Plan of Pachaljharana Rural Municipality.” On behalf of TDC, Kalikot Chamber of Commerce has been entrusted to coordinate with NTB and local stakeholders. This planning process took place after a detailed focus group discussion held in Kalikot Chamber of Commerce building in October and December 2018

Khardu area of Kalikot is one of the most popular tourist destinations of Nepal, is adding many more places to attract more tourists than ever. The rural area lies in province headquarter of Karnali province of Nepal.

After the review of different literature, it can be concluding that tourism industry is fastest, peace, smokeless, and one of the major industries that can contribute to the economic development of the nation. As from the reviewed literature historical background of the tourism, global trend of tourism, Asia-Pacific status of tourism, and status of Nepalese tourism sector can be known. Besides, information relating kalikot district and famous rural destination Pachaljharana tourism trend and current status can be studied.

2.2 Empirical Review

In the field of Rural Tourism, national and international authors have written several books, booklets, journals, and articles.

Raju Karki (2023) Karnali Province: A mine of tourism potential. Karnali, a country rich in unique natural and cultural heritage, Nepal is one of the leading countries in the world in terms of tourism resources. Nepal is considered to be an exemplary nation for art, culture and religious harmony, a meeting place of various castes, religions, languages, literature, art and culture. It seems that the tangible and intangible archaeological heritage, dances, festivals, costumes, language, art and culture should be revived. On the one hand, there is a lot of potential to develop the tourism sector and protect the cultural sector by promoting Nepali culture and civilization in the world. It seems that the expansion of the tourism industry will help the nation in earning foreign currency, increasing employment, reducing poverty and overall economic stability as well as making a promising leap in the economic sector

on the other hand, there is a possibility that a balanced and inclusive development can be achieved in the country through tourism development, and it is possible to make a sufficient contribution to reducing poverty in backward areas like Karnali.

The Karnali region is also known as the center of civilization and culture, the origin of Nepali language, geographical diversity, natural beauty, with different ethnic groups speaking languages, and rich in natural resources and resources.

This region, which was self-sufficient and economically prosperous at some period of history, has become a symbol of dependence as well as disease, hunger, illiteracy and poverty due to gross neglect by the state, while on the other hand, development is separated from the national mainstream at all levels. As long as there is no representation of the people of Karnali in the important bodies of the state, including the executive role. Due to the geographical structure of Karnali region and the inadequacy of alternative transportation facilities, some challenges have also arisen for the development and expansion of the tourism sector. It seems that the government needs to make the air transport service accessible, safe, reliable and organized in addition to creating an alternative airport to significantly increase the number of domestic and foreign tourists. On the other hand, it is also necessary to have a regional level international airport in Karnali, so that it can become an easy way to attract tourists from the neighboring countries China and India. Also, for the domestic tourists, the government needs to arrange a special package of air transport for at least five years for the tourist season and provide a special concession on the ticket price. As long as the domestic tourist pressure does not increase, the information about it is not enough for the foreign tourists as well. For sustainable tourism development, the central and state governments need to allocate the annual budget based on geography only in the tourism sector, on the other hand, it is necessary to identify the main centers of tourism in Karnali.

Se-Foksundo, Raratal, the birthplace of Nepali language and civilization, Sinja Valley in Jumla and Raskot in Kalikot, Panchdeval, Pachaljharana, which are considered the highest in the world, which are the jewels of Karnali, can be an introduction to Nepal's natural heritage, but Humla can be a dynamic gateway for

Hindu and Buddhist pilgrims from around the world and Mansarovar. Similarly, Nepal's highest human settlement Bhot located in Dolpa and Mugu Bhot in Mugu are beautiful places with equal potential from a tourist point of view as well as an excellent destination for those who want to study and research.

Really, the government will only develop a separate government-level Karnali Tourism Development Board for the development of Karnali tourism and if that body works wholeheartedly and makes a plan, then Limi in Humla and Karankshetra in Mugu can be crowded with tourists like Manang, Mustang and Nagarkot. Of the tourism potential of Karnali province is to be considered, for the time being trekking and adventure tourism seem to be more attractive. Starting from the western bank of the Karnali River, the trek can go anywhere as per the wish of the tourist. Along the banks of the river, one can travel to various parts of the province including the northern region of Humla, Mugu and East Dolpa districts as well as Surkhet and Dailekh. Where apart from major tourist spots, various rural traditional cultures can be observed.

Main things to be considered for the development of tourism in Karnali:

- It seems necessary to make active and active participation of local bodies and local tourism consumer groups in the preservation and promotion of tangible and intangible cultural heritages of Karnali. On behalf of the state government, it is essential to develop and promote the skills of the rural areas with the slogan of 1 house 1 Koseli in Karnali.
- In all the ten districts of Karnali province, there is a need to study the natural, cultural heritage and tourist areas in detail and prepare a unified master plan in addition to their protection and promotion. Apart from this, it is necessary to develop and plan the physical infrastructure of Karnali keeping Rara and She-Foksundo areas as the focal point. Surkhet and Jumla Airports in Karnali Province should be expanded, modern communication and aviation auxiliary equipment should be installed, airfield lighting equipment should be installed and the above should be made for night flight service operation, while alternative airports should be built in Mugu District and Dolpa. Also, since air flights are being operated only from

Nepalgunj, Surkhet in Karnali, it seems necessary to make additional flights from Kathmandu, Bhairawa, Pokhara and Dhangadhi.

- In the first phase, it is necessary to focus on India and China, the potential countries of Karnali's tourism market, and to promote the activities of this region in other regional countries such as Japan, Singapore, Malaysia, Thailand, Bangladesh and Bhutan etc. After that, there is a need to widely connect this order with other countries of the world.

- It is necessary to immediately determine the main tourism centers in Karnali and activate the branches of Karnali Tourism Development Board and Nepal Tourism Board to carry out integrated programs for infrastructure development in the areas determined by the Tourism Master Plan.

- The main task of the tourism related organizations working in Karnali region is to spread the gift of nature in Karnali in the national and international world. On the other hand, the income generated from this should be able to make some significant contribution to poverty alleviation by raising the standard of living of the rural people of Karnali region who are suffering from poverty and suffering. Thus, it is necessary to work with a multi-purpose long-term thinking and planning. As the tourism industry plays an important role in Nepal's economy, it is necessary to provide quality services and facilities to the tourists with the most coordinated presentation of the heritage, art and culture of Karnali, and to extend the stay in Karnali as well as to lead with a special plan for the attraction towards those difficult villages.

- It is necessary to hold international level meetings and conferences of immigrants in Karnali region to spread awareness about the tourism and cultural heritage of Karnali, and also conduct awareness programs at the local level to diversify the tourism industry and organize 'Karnali visit decade 2021-2030' asking this opportunity, it seems necessary for the government to show the way for the promotion of skills in the rural areas and economic prosperity with the slogan "one house, one organic product production" in Karnali. to protect the important

archaeological heritage and culture in places like Sinja in Jumla, Saldang in Dolpa and Karan Bhot in Mugu and by developing the minimum infrastructure in those areas and developing those places as protected and open museums by the government to bring in internal and external tourists, promote and publicize these areas with a special master plan. - If it is to be spread, it can become an attractive center of the world tourism mark.

- In order to attract more and more tourists to the tourist attractions of Karnali province, it is necessary to develop the physical infrastructure in this area. In this context, the main question is who will arrange the necessary infrastructure for tourism development. For that, the government of Nepal should immediately take initiatives to attract investors by giving full tax exemption for 10 to 15 years to individuals, organizations or companies that invest in the tourism development sector of Karnali or by providing non-commercial financial subsidies to investment companies. There is a need to build good quality hotels and lodges in potential tourist centers of Karnali.

- The local bodies in the Karnali province and the provincial government need to pay special attention to the development of the necessary physical infrastructure, while the people of Karnali need to support the development of their region by protecting the forests, places of religious and cultural importance, ancient architecture and original culture.

Bhusal (2010) aimed to identify cultural and natural sites of tourism importance and the problems and prospects of tourism development to provide information on which sustainable tourism development actions can be taken in Sarangkot VDC, Kaski District, Western Nepal. According to the report, tourism has positive impacts as it is considered one of the most important sources of income to support the livelihood of local people. Vehicle entry tax, tourist donations and mortgaged land for paragliding are some of the VDC's income. It has a significant role in the construction of RCC buildings, modern hotel and asphalt road. Tourism has played a positive role in changing the status of women in the VDC. The hygiene of the area has improved and the number of toilets has increased. The main negative impacts of tourism in the VDC are pollution from mineral water bottles, packaging

and other waste produced by tourists. There are changes in valuesystem, individual behavior, loss or revision of traditional ceremonies and architecture, community organization, land use system and so on. The educational level of high school students has been affected because they are used as trekking guides during the school term. With the easy accessibility of roads from Pokhara, thieves are on the rise. The main problems for the development of tourism in Sarangkot are insufficient drinking water, environmental problems, insufficient communication and lack of resting place for tourists, lack of food grains for local residents, etc.

Thakuri (2016) highlighted homestay as a new model for tourism development in Nepal, which provides an excellent opportunity to share, see and feel the diverse rural lifestyle, local culture and traditions. It supports the rural economy by promoting rural tourism. The article aims to evaluate the economic benefit of homestays in Nepal based on a descriptive and exploratory design. Data were collected from 102 accommodation units in Lamjung, Tanahu and Nawalparasi districts. The statistical result shows that there is a significant increase in the income and expenditure of local residents in all investigated areas. It was found that most of the respondents managed their household expenditure from the income of the household entities. The income status of Nawalparasi district is better than the other two districts while the expenditure of Tanahu district is higher than the other two districts. This shows the better economic condition of Nawalparasi district. All homestay operators reported an increase in their savings, which directly contributes to the improvement of their economic situation. However, it was also found that there is a need to improve the quality of services to increase the flow of local and foreign tourists to increase the income of homestay operators.

Subedi (2015) focused his study specifically on the Ramnadhidham (Ramdi) tourism area in Syangja District. The main purpose of this study is to identify important religious sites around the Ramnadhidham area of Xiangja district and to find out the problems and prospects of religious tourism. Descriptive and analytical research design was used to obtain the data needed for this research. For the study data was obtained from the field through field research, questionnaire interviews with tourists and hoteliers. Primary data is collected through field survey, household survey, secondary data is used in addition to the primary data of interview and observation. Other information is collected from various sources such as published

and unpublished books, journals, articles and libraries. It was found that most of the people from the surveyed family belonged to the brahmin community and were mainly involved in traditional agriculture. Local residents are not aware of tourism activities. Little effort is made to promote tourism activities in this area. Tourist access to the campus is convenient throughout the season. During the study, there were also some problems in the field of study. There are no tourist centers established for tourists. Some other problems include lack of toilets, drinking water and well infrastructure is quite poor.

Suwal (2013) investigated the potential and importance of ecotourism in the Fewa area. In this context, this study focuses on the socio-economic conditions of nature and environmental culture in Fewa area of Kaski district. The research context is Pokhara tourism activists on the shores of Fewa Lake. Structured questionnaires, semi-structured or unstructured interviews and field observations as well as focus group discussions were used to generate primary data. Observations, questionnaires, and interviews are the main methods of data collection. Data was collected from respondents from their respective departments. The sample unit was selected through random sampling. The necessary secondary (historical) data is collected from VDC profiles, regional and national level magazines, journals and books. This research integrates environmental dimensions in tourism development and addresses development issues, management issues and conservation needs. Creating a framework for ecotourism.

The above studies discussed about the past, present and future trends of various tourism related issues too. The positive and negative impacts of tourism in specific areas were also highlight in above mentioned research papers, journals, and books. Some studies focused on the challenges and prospects of tourism in rural areas of Nepal and the impacts of rural tourism on the development of rural community.

2.3 Research Gap

A research gap is that difference that a researcher obtains from review of literature and his own research of similar kind. The gaps are resulted due to difference in geographical region, time, social, religion, economic, political constraints and so on. So, research conducted in a particular place and on a particular time is only relevant to that particular subject matter. It doesn't replicate similar subject matter of any other random place or same place at different times. Hence, this research also

doesn't replicate the subject matter and consists of findings of its own kind. After studying various literature review it has been found that mostly studied have been done to know about the renowned place like Pachaljharana, Chulipug, Kotdarbar manma but in this research it tries to find out the place which is not that much popular i.e Pachaljharana. So, this study tries to fill the research gap by including the Prospect and problems of rural tourism in the study.

2.4 Conceptual Framework of the Study

The Prospect and Problems of tourism in certain area is dependent on each other. If the Prospect and problems of Pachaljharana are properly addressed and efforts are made to improve them, the Problems can be transformed to the Prospects. Likewise, if the prospects are not properly utilized and not used wisely for betterment of Pachaljharana, they can be again become problems for tourism development.

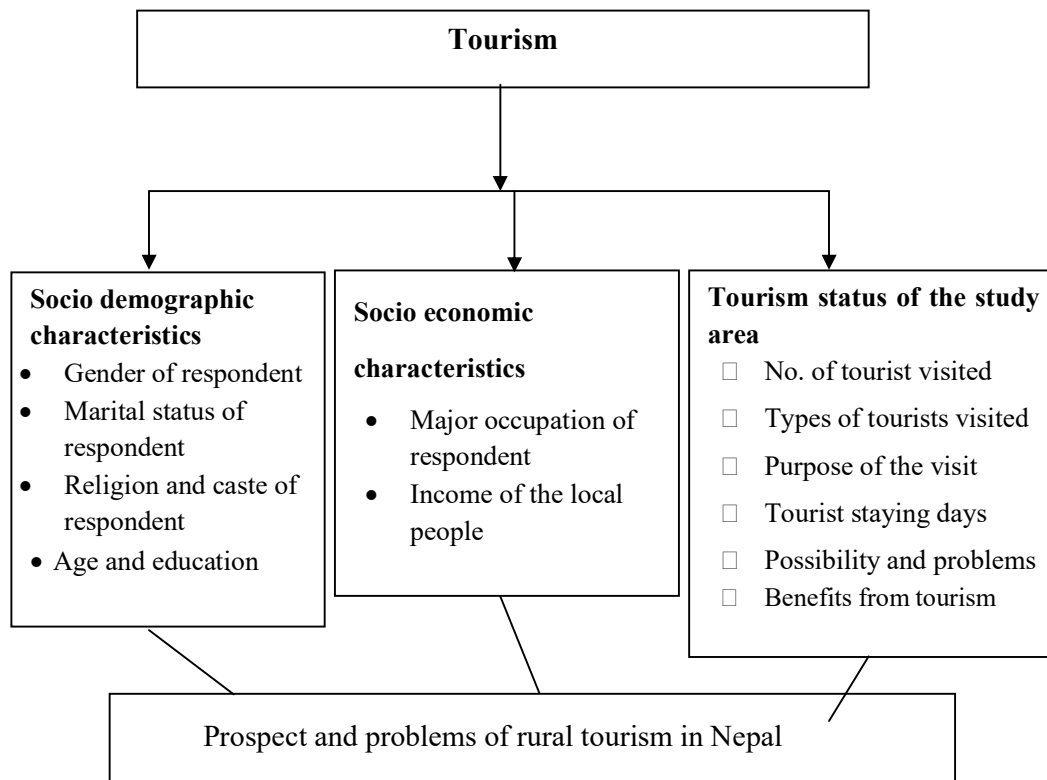


Figure 4. Conceptual framework of the study

CHAPTER: THREE

RESEARCH METHODOLOGY

3.1. Research Design

This study was carried out mostly on the basis of exploratory research design as because the study was focused on tourism potentialities in the study area. The study istried to explore and covered all the aspects of rural tourism and its role for the rural development in the study area.

3.2 Research Area

The area of the study was Pachaljharana Rural Municipality, ward no 3, Khardu, Kalikot selected for the study. There are total households are 133 and total population 446. The male are 231 and 215 female. There are four government school and One health post. There are many tourism places Pachaljharana was main destination of Karnali Province.

3.3 Nature and Sources of Data

Socio economic data has been collected for the study of both qualitative and quantitative data collected along with using primary and secondary sources of data.

The primary data has been collected through structured questionnaire. Interview and direct approach also used to collect primary data, whereas secondary data collected through different published and non-published written documents from individuals, experts, and organization related to the tourism sector. Data collected are both in qualitative and quantitative in nature.

3.4 Universe and Sample Size

The area of the study was Pachaljharana Rural Municipality, ward no 3, Khardu, Kalikot selected for the study. Where 133 households of different caste, and ethnic groups all together and total population are 446 in this area. Among the households of having home-stay and without having homestay service was chosen 10 Percentage 55 households sample of the study by using Quota sampling and random sampling methods for the survey. So, the sample size of the study.

3.5 Method of Data Collection

For the primary data, has collected through household survey applying the

structured questionnaire, semi or unstructured interviews and observation methods was applied.

3.5.1. Household Survey

To generate accurate and realistic data structured questionnaire was prepared to asked to filled up by local people, whereas those respondents who were unable to fill up the questionnaire, the questions was asked to the respondents and the answers was filled up to collect the required information.

3.5.2. Key Informant Interview

The primary data has been collected from the key informants using the semi or unstructured questionnaire interview method on the basis of prepared checklist. The interview was taken as cross checking for data obtained from questionnaire. For this process 10 people related to different field like representative from Tourism management committee, has been interviewing in order to get the needed information.

3.5.3. Observation

During the research period different tourism components like attractions, accessibility, accommodation, amenities study area was observed. Basically, natural aspects, cultural heritages, hospitality of the local people of the study area were observed guided by the checklist.

3.6 Validity and Reliability

The validity and reliability of the primary data acquired by questionnaire are discussed in this section. In a broad sense, validity relates to how well a test measures what we want it to assess. Reliability, on the other hand, refers to a measurement that produces consistent results. To be able to answer the research question, the research must be valid, and the validity is determined throughout drafting of questionnaire or interview questions. The study undertaken should be both reliable and valid. To ensure validity and reliability in the research undertaken, it is vital to include both secondary and primary data.

In the case of secondary data, the great majority of the information acquired comes from well-known academic journals, giving grounds to think that the

information gathered is trustworthy. Secondary data that is directly used in a graduate research project is thought to be reliable. Measures were taken to collect a sample that was as representative as possible in order to ensure external validity. The content validity of the questionnaire was ensured by creating a final questionnaire based on many dimensions derived from previous research. Validity can also be improved by using questions that have already been proven to be valid in earlier studies. However, the total sample size of 41 respondents has been considered and data has been collected. Hence the study's conclusions can be trusted and used for further study in Nepalese context.

Reliability refers to the credibility of the test, and it mainly test measurements result and measurement tools stability and consistency. To test the internal consistency of the instruments in this study, For Reliability analysis of the study, the questionnaire and data has been developed carefully along with use of correct word and meaning. Reliability of the overall scales was calculated together for the factors.

3.7 Data Processing and Analysis

The collected data has been analyzed with the help of computer program, simple statistical tools like table, graphs has been used for data analysis and Descriptive methods has been used to analyze the qualitative data.

3.8 Ethical Consideration

The research enterprise is built on a foundation of trust. Researchers trust that the result reported by others is sound. Society trusts that the result of research reflects an honest attempt by scientists and other researchers to describe the world accurately and without bias (Cassel, 1980).

The pseudo names of the respondents was used during the data analysis in case the respondents did not suppose to expose their names. Any work that was harmful to the respondents was not done. Unpublished data, methods, or results without permission and paid credit where credit is due was not used. Proper acknowledgement or credit for all contributions to research and never plagiarize was given. Discrimination against the respondents on the basis of sex, ethnicity, or other factors were avoided.

CHAPTER: FOUR

DATA PRESENTATION AND ANALYSIS

The study was carried out in order to learn the Prospects and Problems of tourism Pachaljharana in the Pachaljharana Rural Municipality, Kalikot District area. So, in this chapter those data which are acquired from the field study in terms of collecting primary data has been analyzed and interpreted. Tabulation of the data and in some cases graphical presentation is done for the clear interpretation of the data.

4.1 Socio-Demographic Characteristics

In this section socio-demographic characteristics of the sample population are interpreted. Generally sample populations are tabulated on the basis of their social and demographic characteristics.

4.1.1 Population Structure

Population is the major component of any research. During the study some people are selected as sample population, such sampled population sketches our real report. The sample population composition of this study has been presented under the table;

Table 1

Sample Population Structure of the Study Area

Streams	No. of Respondents	Percentage
Respondents having home stay service	2	11
Respondents without having home stay service	43	64
Respondents involved in different sectors	10	25
Total	55	100

Source: Field Survey, 2024

Table presented above shows the sampled population for the study, which shows that respondents from household having home stay service and without home stay service 43 and 2 respectively and respondents from different sectors are 10.

4.1.2 Gender of Respondents

Gender is the range of physical, biological, mental and behavioral characteristics pertaining to, and differentiating between, masculinity and femininity. Depending on the context, the term may refer to biological sex (i.e. the state of being

male, female or intersex), sex-based social structures (including gender roles and other social roles), or gender identity.

During the study, respondents were both male and female, questionnaire were asked to respondents randomly without pre-mind set whether to ask for male or female. So the findings of the respondent's gender are presented in following table.

Table 4.2

Respondents by Sex

Gender	No. of respondents	Percentage
Male	26	47.3
Female	29	52.3
Total	55	100

Source: Field Survey, 2024

From the above table it can be understood that among the total respondents 26 were male and 29 were female who were chosen as sample for collecting information to fulfill the primary data needed for the study. From the above table it is known that female respondents are more than male.

4.1.3 Marital Status of the Respondents

Marriage (also called matrimony or wedlock) is a socially or ritually recognized union or legal contract between spouses that establishes rights and obligations between them, between them and their children, and between them and their in-laws.

Marital status of the respondents is categorized in two types i.e., married and un-married. In which it was found out that 9 respondents among the total sample was found unmarried and remaining 32 were married.

Table 4.3

Marital Status of the Respondents

Streams	No. of respondents	Percentage
Married	45	81.2
Unmarried	10	18.2
Total	55	100

Source: Field Survey, 2024

In above figure small quarter shows the unmarried portion of the respondent i.e., 18.2% and bigger quarter represent the married respondent i.e., 81.2% of the total sampled population.

4.1.4 Religion of the Respondents

A religion is an organized collection of beliefs, cultural systems, and world views that relate humanity to an order of existence. Many religions may have organized behaviors, clergy, a definition of what constitutes adherence or membership, holy places, and scriptures.

The practice of a religion may also include rituals, sermons, commemoration or veneration of a deity, gods or goddesses, sacrifices, festivals, feasts, trances, initiations, funerary services, matrimonial services, meditation, prayer, music, art, dance, public service or other aspects of human culture. Religions may also contain mythology. The word religion is sometimes used interchangeably with faith, belief system or sometimes set of duties.

Generally, study area is dominated by Kshatri community who follows Hindu, whereas Dalits and kshatri, Braman, Thakuri and Damai who were chosen as sample follows Hinduism. Although it was observed that strict Christianity is not followed by everyone, Christianity is being started to follow only from recent few years, as before 'Bon' religion used to be followed by other.

Table 4.4

Religion of the Respondents

Religious background	Number of the respondents	Percentage
Hinduism	53	96.4
Christianity	2	3.7
Total	55	100

Source: Field Survey, 2024

According to presented figure 5 respondents' family i.e., 96.4% of respondents follow Hinduism and remaining 53 out of 2 i.e., 3.7% are follower of Christianity.

4.1.5 Education Status of the Respondents

Education in its general sense is a form of learning in which the knowledge, skills, and habits of a group of people are transferred from one generation to the next through teaching, training, or research. Education frequently takes place under the guidance of others, but may also be autodidactic. Any experience that has a formative effect on the way one thinks, feels, or acts may be considered educational. Education is commonly divided into stages such as preschool, primary school, secondary school and then college, university or apprenticeship.

Education is the key to any success. It is the cornerstone of the development also. Higher the level of the education means better will be the opportunities. The education level of the local respondents has been listed on the following table;

Table 4.5

Education Status of the Respondent

Levels	No. of Respondents	Percentage
Illiterate	15	27.6
Literate	35	63.4
Above SLC	5	9
Total	55	100

Source: Field Survey, 2024

From the above tabulated data, it can be said that 63.4% of respondents were literate, whereas 27.6% couldn't read and write, remaining 9 % have passed SLC and few were University student too.

4.1.6 Age wise Distribution of the Respondents

During the study sample were chosen from the various age backgrounds, so the sampled respondents are separated here below in four different categories i.e. below 30, 30-49, and 50 and over, which is presented in tabulated form.

Table 4.6*Age wise Distribution of the Respondents*

Age-group	No. of Respondents	Percentage
Below 30	30	54.5
30-49	20	36
50 and over	5	9
Total	55	100

Source: Field Survey, 2024

Above table explains that from the total respondent age below 30 were 30, age group 30-49 were 20, and age group 50 and over were 5 respondents. From the sampled population it can be determined that mid-aged people and old people are more than the young and enthusiastic population aged below 30.

4.1.7 Caste wise Distribution of Respondents

Caste is a form of social stratification characterized by endogamy, hereditary transmission of a lifestyle which often includes an occupation, ritual status in a hierarchy and customary social interaction and exclusion based on cultural notions of purity and population study area is mostly dominated by Kshatrai community, so most of the respondents were from Kshatrai community, whereas some respondents were from Dalit, Damai community too. Beside few sampled populations belongs to Dalit community. So, following table is presented to see the caste distribution of the respondents.

Table 4.7*Caste wise Distribution of the Respondents*

Caste	No. of the respondents	Percentage
Kshatrai	34	61
B.K.	13	23
Pariyar	6	10
Thakuri	2	3
Total	55	100

Source: Field Survey, 2024

As illustrated in given table it can be learned that 34 respondents from the sample population were from kshatr community, 13 from B.K., Pariyar 2 and Thakuri 2 from each.

4.1.8 Family size of the Respondents

Members of the immediate family may include a spouse, parent, brother and sister, and son and daughter. Members of the extended family may include grandparent, aunt, uncle, cousin, nephew and niece, or sibling-in-law.

Family size of the sampled population were determined from the respondents who were representing household having home stay service and without having home stay service and representative from different organization. So the following table shows the family size of the respondents:

Table 4.8

Family size of the Respondents

Family member	No. of respondents	Percentage
Below 3	15	27
3-5	25	45
Above 5	15	27
Total	55	100

Source: Field Survey, 2024

So, from the above table it can be determined that family having 3-5 members were of 25 respondents, whereas family whose members were less than 3 were 2 respondents, and 15 respondents were from the family whose members were more than 15.

4.1.9 Major Occupation of the Respondents

Most of the people of the study area were involved in agriculture beside some of them are found to be engaged in different others sector as well. From the sampled population they were distributed in following tables on the basis of their involvement in different occupation.

Table 4.9*Major Occupation of the Respondents*

Occupation	No. of the respondents	Percentage
Farming	45	81
Teacher	6	10
Private job holder	2	3
Social worker	2	3
Total	55	100

Source: Field Survey, 2024

From the table it can be studied that 45 people among 55 were involved in agriculture or farming, 6 people were from teaching background, representation from private job holder and social worker were 2 from each.

4.2 Tourism Status in the Study Area

In this section findings about the tourism from the field study and by the information provided by the respondents are presented and interpreted.

4.2.1 Number of Tourists Visited in the Study Area

After the field study different information about the tourism in Pachaljharana area has been observed and found with the help of tourism committee and different organization that have been working in this area for the development of tourism sector.

Table 4.10*Number of tourist arrival for Pachaljharana water fall in study area*

SN.	Year	Number of tourists arrival
1	2019	76
2	2020	107
3	2021	6
4	2022	95
5	2023	67
Total		446

Source: Tourism Committee of Kalikot, 2024

The table illustrated above is obtained from the record of Pachalo naari samaj during the field visit for preparation of this thesis paper. In above table it can be studied that record has not been maintained properly in the initial stage whereas after the year 2019 it has been maintained properly. During year 2020 has the highest number of tourist arrival but in the year 2021 due to covid-19 pandemic the arrival of tourist down to 6.

4.2.2 Local Respondents Familiar with Tourism

Tourism is a compound product of multiple sectors. It is the business of the business of people. Local people behaviors and awareness on it erects its future destination. In this study the local people response on familiarity in tourism business has been presented in the following table:

Table 4.11

Local Respondents Response on Tourism Familiarity

Responses	No. of Respondents	Percentage
Yes	39	70.90
No	16	29.09
Total	55	100

Source: Field Survey, 2024

From the above table it states that, 39 respondents were found familiar to tourism, they include 16 household having home stay facility respondents were not actively involved in tourism sector.

4.2.3 Types of Tourists in Study area

After the respondent's view and observing previously available record it was found that most of the tourist that have visited study area were domestic tourists from different sector of Nepal, whereas international tourist had also visited this place. Tourist from different countries like France, South- Korea, Israel, USA and other different countries have stayed in this area. And according to record till date 446 tourists enjoyed with their warm hospitality in the study area.

4.2.4 Purpose of Visit in the Study Area

According to the local respondents it was determined that purpose of tourist visiting this area was for recreation, research, educational tour etc. As this area is selected as Demonstration area by NEFIN so many national and international researcher have visited this place researching about climate change and forests. Student from different School and colleges have visited this place for their field study purpose. This area being near to Surkhet, headquarter of the Karnali province, many people visit this area as an excursion (one day short visit).

Accessibility

The study area is easily accessible as this area can be reached from Surkhet-Kalikot Highway connects to the Karnali Rajmarga and the rest of Nepal. The proximity of Kalikot from Kathamandu is 350 km and Surkhet is 120 km. Regular buses and microbus are available for the city from different parts of the country. Small-sized automobiles like local buses and motorbikes are useful for travelling in this area.

Pachaljharana doesn't have an airfield. However, Surkhet Airport is located close to the city. Regular buses and Micro buses are available to reach Pachaljharana from the Surkhet airport. Budha Airlines, Shree Airlines have been providing their service. Among those beautiful and highly potential area for rural tourism Pachaljharana area is one of them, which is an hour away from the district headquarter Manma. It is an area similar to a locality but with a small group of dwellings or other buildings in the country of Nepal.

Accommodation

This area offers home stay service currently in 14 households. Every house offering this service have a separate room for visitors with two single beds. For that tourism committee and naari samaaj arrange houses for the tourists. Breakfast is to be provided by house owner themselves but the lunch and dinner are provided by naari samaj themselves.

Amenities

Due to the proper accommodation, accessibility, attraction tourist can enjoy their stay to their utmost satisfaction. The warm welcome and farewell by local mother's group, dance like Deuda, Jhayure, Magal etc. by local 'Paa cha' group in

which mostly songs are sung by old fathers and dance and musical instruments are played by the young members. Kshatrai communities' hospitality will mesmerized every tourist and they can get their lifelong unforgettable experience after the visit of this study area. Short walk around the area can refresh from their hectic city life.

4.2.5 Problems of the Study Area as by the Respondents

Any things have two sides i.e., positive and drawbacks. Nothing in the universe have only good prospects similarly tourism sector has its own low points. Similarly local respondents have responded on the various problems that has been acting as hindrance in tourism development in this area.

Table 4.12

Problem for Tourism Development in Pachaljarana Rural Municipality.

Problems	No. of respondents	Percentage
Transportation (Local route)	27	49.09
Co-ordination among tourism committee and areas	10	18.18
Lack of Information Centre	6	10.90
Low level of awareness among all the areas about tourism	6	10.90
Lack of Advertisement	1	1.81
Ineffective Government policies	5	9.09
Total	55	100

Source: Field Survey, 2024

Table above shows the problems responded by local respondents. The major problem of this area is the lack of transportation stated by 27 respondents. The next problem said by local respondent is the lack of Low level of awareness (49.09%). Similarly, 3 people choose information center as problem. 1 respondent choose lack of media expose, or advertisement in media is major problem. Negligence of the Government policies and Co-ordination among tourism committee and area is taken as problem by 5 respondents. It clears that Governments and stakeholder of this area should reduce these problems immediately in order to develop this area as one of the

major destinations for rural tourism.

4.2.6 Suggestions of Local Respondents

Respondents were asked about the suggestions that are needed to reduce the problem and develop this area as rural destination and the responses of respondent is presented in following table below:

4.2.7 Tourists Staying Days

Tourist usually stays for one night in this area, after the field study as information provided by the respondents, this area being near to provincial headquarter tourist come in this place early in the morning and return back by evening, whereas tourist who were there for different official purpose have stayed even for a week.

4.2.8 Possibilities of Tourism in the Study Area

The major components of tourism are the attraction, accessibility, accommodation and amenities. It plays the vital role to inflow of tourists in any site, so on the basis of components of tourism the study area claims to be one of the best destinations for the rural destination.

Attraction

After the observation it was found that this area offers many natural beauties for the tourists. Glimpse of Himalayan range can be observed, just above the area beautiful green community-based forest can be enjoyed. local traditional life style can be another attraction for tourists who are unknown about the rural lifestyle of Nepal. This place has attached a mysterious story with it.

Just an hour walk to uphill will take tourist to the viewpoint, from where tourist can enjoy mesmerizing ranges of Himalayas, Puga, Chuli and Badimalika Himal can be seen along with Mahabu. Even the Pachaljharana valley can be seen from there.

Making this area as base camp, tourist can enjoy a day long trekking, where people used to go mostly in the Nepali New year. This place is important from both religious point of view and for recreation too. Where tourist can enjoy the high-altitude climate with camping and being near to nature, it will definitely be fruitful to tourist who loves being adventurous.

Another attraction can be the making of different traditional kshara carpet made up of wool of sheep. Mostly old ladies can be found doing their local day work in day time.

Most of respondents proudly said that the best thing about their area is the cleanliness and the stone made staircase that leads tourist to the center of the area. They informed that stairs were made by the area themselves with the huge contribution of time and effort which took almost two years to be completed.

Table 4.13

Suggestion of Local Respondents

Suggestions	No. of respondent	Percentage
Extension of road network	21	38.18
Establishment of trekking route	3	5.45
Construction of view tower	5	9.09
Conservation of biodiversity	4	7.27
Exposure in media	6	10.90
Link with NTB	4	7.27
Increase local participation	8	14.55
Skill based Trainings	2	3.63
Conservation of local Cultures (Kashtrai)	2	3.63
Total	55	100

Source: Field Survey, 2024

Above table states the data as by the responses from the sampled population. Mostly people are conscious about the transportation facility to their area, which will increase accessibility to tourists to reach the destination i.e., by 21 respondents. As this area can be base camp for trekking in upper hills which will lead to mountainous region of upper Kalikot, so 3 respondent suggest about the trekking route. 5 respondents suggest for the construction of view tower as soon as possible. Conservation of bio- diversity was suggested by 4 respondents as this place has huge area covered by forest. Exposure in media lacks for this area, 6 respondents suggest for exposure in media. 4 respondents suggest this place is unable to link to the centre, linking this area with NTB can be fruitful for upgrading this area. Increasing local participation and developing skill-based trainings are suggested by 8 and 2

respondents respectively. 2 people suggest that Conservation of the Local Culture should be focused to uplift this area as rural destination for tourism.

4.2.9 Benefits from Tourism

After the field survey most of the respondents' states that they were definitely benefited by the tourism activities in the area. They informed that their area got exposed to the outer world; they got new way of income, although income from tourism is only secondary support to run the household. They express their belief that if they could keep on running and organize different package program then they will definitely rely on tourism as their major income source.

4.3 Challenges of Pachaljharana Rural Municipality

While the prospects are promising, Pachaljharana Rural Municipality will have to face several challenges before then to become a sustainable homestay service. Inaccessibility is the most prominent of these. According to local Manbir Kathayat, despite these possibilities, Pachaljharana Rural Municipality is still an unpopular destination among travel enthusiasts. "Pachaljharana is located 40 kilometers from Manma. The influx of tourists is high only in winter and holidays. In monsoon, this place turns into limited tourists and the reason is the difficulties that tourists have to face throughout their journey due to the vulnerable condition of the roads in the monsoon.

4.3.1 Transportation

Although communication accessibility in the region is relatively good, traffic and road transport access are what the place needs most. "Infrastructures cannot be added as local authority is disinterested in development work for this location. Without a proper infrastructure, it is impossible to attract tourists to this place. So, local government should allocate a proper budget for infrastructure development. (Dhungana, 2019). As it seems in the sentiment of local residents, the lack of a proper road that can be accessible throughout the year is a major challenge.

4.3.2 Accommodation and hygiene

This is an unstructured trial of a smaller number of households, accommodation the facility is currently very limited. All guests arriving in the area should inform respective home owner and ensure that minimal preparation is done. Discussion with several visitors reported that there is a serious lack of quality

accommodation services. The situation is mostly the same for sanitation. Being a traditional settlement, poorly built housing structures, the issue of drainage and cleanliness is the most prominent. While cleanliness may reflect the socio-economic status of residents, it does it is equally important that if visitors and tourists are to be attracted to the homestay, we must ensure that visitors' expectations are met.

4.3.3 Internet Services

Internet access is also a problem in the area. Although the ISPs work without problems in dense settlements like Manma, Raskot and Khardu along the Karnali Kadiroad highways, direct connections and cable internet services are available in Pachaljharana area.

4.3.4 Information Center

Currently, there is no single institution or staff that can act as a contact person for homestay services. Locals who visit this place during the dry season contact introducing them and carrying out the required measures, if the new visitor wants to visit a place, there is no way to get all the information they need. Usually, local representatives and the chairman of the section communicate with visitors, but that's it from his personal capacity. Therefore, it is of the utmost importance that the center be together with the relevant staff who can pass on information if necessary.

4.3.5 Advertising and information activities / promotion

Home stay services must first be established through a legal process and must be operated according to established standards, but it is equally important that information about Pachaljharana must be disseminated to a wider audience in the form advertisements. Ads can vary in modality - from web ads to targeted ads by opportunity. Natural and cultural vertices can be presented as attractions and can be placed indifferent places.

4.3.6 Local Issues

One of the important challenges in making Pachaljharana as sustainable and successful homestay is that the proposal itself is never taken seriously by the local government. Although this is not solely the government's responsibility, it makes a huge difference whether or not basic amenities and services are provided. Huge projects like road expansion, water supply and sanitation cannot be realized only from the efforts of local residents. It also requires greater coordination between government entities it needs the cooperation of neighboring villages. If one village grows, the rest follow.

CHAPTER : FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATION

5.1. Summary

Tourism refers to the activities of people visiting to and staying in places outside their usual environment for not more than one consecutive year and that can be for pleasure, business, pilgrimage and other different purposes. Every individual have their own desires, purpose, economic status, nature etc that results the different types of tourists. Simply, tourism is a complex combination of various tangible and intangible components.

Today tourism is one of the fastest growing industries, also known as non-smoke industry in world. With right inputs and development of different tourism products both the developed and developing countries can reap the benefits from this industry. Tourism creates significant opportunities of income and employment and serves as an effective means to save culture, traditions and environment. It helps to promote awareness, education and understanding among the people of a society.

Nepal harbors unprecedented tourism resources in all ecological regions that range from the low land in Terai to the hills and mountains. This geographical diversity offers not only refuge to the flora and fauna of global significance, particularly, the hills and mountains the habitat for population with immense diversity, serve also as the source of rivers and aquatic biodiversity for territory even beyond Nepal. One can get complete experience of the stunning beauty and understand species diversity of Nepal through his or her physical presence. Nepal opened up to the rest of the world only during the early fifties. In initial phase tourists visited the Kathmandu valley and only few numbers of mountaineers were able to conquer the Everest and Annapurna regions. With the increasing number of tourist different infrastructural development were built to support tourism development. Since then, tourists in Nepal have been pouring as today's tourism sector stands as one of the major contributors in the economy of the country.

Kalikot is one of the districts of Nepal, which attracts lots of tourists offering different attractions throughout the year. Generally, this district is known as gateway to the Rara region starting from Manma. Beside trekking route this district is famous to experience the rural lifestyle. Different areas have started Hotel services to

attract tourist and promoting rural tourism.

Pachaljharana area is one of the areas that holds the possibility of rural tourism in Nepal. Till date lots of national and international tourists have visited in this beautiful area. Pachaljharana is just some hours of walk away from the Provincial headquarter Surkhet. This area offers rural lifestyle, natural beauties and cultural beauties to the tourists. It has got huge potentiality for tourism and has great chances of emerging as one of the major rural destinations among the tourists in near future.

So, the study is done in the Kalikot district of Pachaljharana area with the major objective to find out the potentiality and challenges of rural tourism in this area. Study was done visiting this area, from where different primary data were collected using questionnaire, interviewing with key informant, different people have been selected as sample population for the study, for sampling procedure 14 households having home- stay service, 17 households without having home-stay service, and 10 people from different fields to get the information and needed primary data.

- After the research different findings were obtained which were analyzed and presented in chapter III, whereas in this chapter, findings are summarized and presented in following paragraph:
- It was found out that most of the respondents from the study area were female, among 41 respondents 15 were male and remaining 26 were female. In which 78% were married and 22% were found unmarried.
- Most of the respondents i.e., 36 respondents follow Hinduism and remaining 5 respondents follow Christianity as their religion. It was studied that 5 respondents were illiterate; 30 respondents were literate and left 6 respondents had education level above SLC.
- Respondents were categorized in different age group, in which respondents having age below 30 were 9, age between 30-49 were 15, and respondents whose age range 50 and over were 17 respondents.

- Local community dominates the study area so after the study it was found that 34 respondents were from Kshatri community, 3 respondents were from B.K., Damai and Thakuri caste had 2 respondents each.
- Family members/family size were also determined during study, it was found that family having below 2 family members were 2 respondents, respondents having 3-5 family members were 20 and 19 respondents had above 5 family members.
- After study it was found that 36 respondents were engaged in farming as their major occupation, 3 respondents were involved in teaching profession, one respondent was involved in private job and one was involved in social service.
- Till the study date record was found that 446 tourists had enjoyed home-stay service in study area, most of the tourist visit this place as day visitor, as this area is near the district headquarter, they prefer visiting in day time and returning back to headquarter Surkhet by evening. Domestic tourists had visited this area more than foreign one. Most of the people from this area were found to be familiar with tourism sector.
- Pachaljharana area offers different attraction to the tourists, cleanliness of the area, stone stairs made by areas to lead tourist to the core of area, Khashatra lifestyle; tradition, culture, green forest etc. are major attraction of this area. People of this area were found to be satisfied by the tourism activities and they were benefitted by tourism in terms of financial support as well as exposure of area to the outer world.

It was studied by the response of the respondents that transportation is the major challenge for developing this area as tourism destination, so they want to develop the regular road track up to this area so that tourist can visit frequently and easily in this area. Beside that this area not being linked with NTB, unable to promote this area nationwide are also stands as major challenges.

5.2. Conclusion

Tourism is an ever-growing industry of today's world. It has been considered as a major product of modernization and globalization. It is multidimensional and multidisciplinary in terms of nature and scope. Tourism is an economical stream in

itself, but closely linked with culture and nature. Somewhere it is blamed as a major cause of cultural erosion and somewhere it is appreciated as an effective tool for economic development and social harmony.

It can be concluded that Pachaljharana has both Prospects and Problems for development of tourism. From the views expressed from the respondents, Pachaljharana has that potentiality to be developed as an important tourist destination. Kalikot district itself has the huge numbers of attractive rural areas having high potentiality of rural tourism. Lack of standard hotels and other tourism related facilities, very weak promotional activities, and inadequate drinking water supply are the main challenges for development of tourism in Pachaljharana Rural Municipality. Lack of well managed foot trails for hiking, lack of local and skilled manpower and lack of investments are other additional challenges identified in the research. If the opportunities of Pachaljharana are properly identified and actions are done to minimize the challenges, Pachaljharana can be the best attractive tourists' destination in near future.

If the tourism of Pachaljharana area is related to the Butler's cyclic model of tourism development, the tourism development of Pachaljharana area has just crossed the first stage of exploration and is marching towards the second stage of involvement. There is small but steadily increasing flow of tourists. So, there is need of tireless effort for the dynamic growth of tourism in Pachaljharana hill. We can also conclude that it is also necessary to consider social, economic, political, and environmental factors for rural tourism development because tourism development is not always bringing the positive results. Plog's theory indicates that the majority of tourists prefer to travel short distances to take holidays and the destinations near the major population areas are likely to be developed and grow more quickly than those in far remote areas. Since, Pachaljharana area is also situated near to densely populated Manma Bazar, it has possibility to be developed quicker than other far hills. Likewise, the tourism in Pachaljharana is in the stage of 'Euphoria' if we compare to Doxey's Irritation Index because the people are happy to welcome visitors and there is little planning too. There will be more flow of tourists in near future but the behavior of people should be polite and respectable without showing their irritation for sustainable tourism development of Kahun.

From the previously mentioned findings, it can be concluded that Pachaljharana area have huge potentiality of rural tourism. This area is easily accessible as because it's just some hours away from headquarter Surkhet. Tourist can get the glimpse of different himal from the area. Green community forest can be another reason for visiting this place where tourist can find small religious spot with interesting myth behind that place, where organization of old people with their own fund and effort have been making water tap so that passerby can enjoy the cool drinking water. One hour of hiking can take the tourist to top most part of the area from where tourist can enjoy the scenic beauty, like watching different mountain ranges Pugamalika, Chulimalika and I, II, and III, beautiful Manma Bazar can be seen, and other beautiful landscape can be enjoyed. Many more destination can be reached by a day uphill walk from this area. Tourist preferring short trek and adventurous lifestyle can enjoy trekking. Local life-style is another reason that tourist can enjoy in this area. Involvement of local organization in tourism activities will make tourist feel the hospitality and it's great to watch unity. Cleanliness and beautifully made stoned stairs that lead to center of the area is another attraction of this place. Different community-based organization have been actively working in order to develop this area as major tourist destination.

There are different challenges which stand as hindrances in the pace of tourism development in this area. One of the major problems of this area is that this area has road track but not the facility of transportation as it lacks as Vehicle Bridge in some areas. Some organization lacks co-ordination for conducting different tourism development activities. Lack of young manpower involvement is another major problem, as most of the young manpower area involved in abroad job, some are in headquarter in Kathmandu for educational purposes and for job. This place is not properly advertised in media, and also it lacks link with the NTB in order to get proper support from state sector. Efforts and activities done by the local people, organizations, and the government for the development of tourism in Pachaljharana is found praiseworthy but some extraordinary and big projects have to be launched in this hill for rapid development of tourism. The challenges shown in this research should be properly addressed as far as possible to make Pachaljharana a dream tourists' attraction. All the people of Pachaljharana and the related personalities should unite for the development of Pachaljharana. Pachaljharana should focus just

on few individual factors like infrastructure development and capital investments in the tourism sector in its initial stage, to have positive impact on tourism development of Pachaljharana. So, if the people of Pachaljharana have good leadership and plan, they can achieve the target of development of tourism in short period of time.

5.3 Recommendation

Despite the challenges, there are many opportunities of tourism development in Pachaljharana. The following recommendation are recommended for the overall development of tourism in Pachaljharana:

i. Accessibility and well-functioning roads.

Transportation and access to the location needs to be enhanced. Though there are trackroads already built up to the base of the village, the road needs to be upgraded so that the site can be accessed all-round the year.

ii. Well-marked trekking trail along with rest stops on the way

Not only the access roads, but also the well-marked trekking routes should be constructed, along with rest stops on the way. Short hiking route can be developed so that tourist can visit the jungle area and top most area which can be utilized as view point from where different other area and mountain range can be seen. Route to trek up to Badimalika, Peak, can be developed in order to attract more tourists.

iii. Cultural package

Specific packages of cultural tour or entertainment activities can be developed so that the visitors can be educated about the local culture and traditions. This will not only entertain the visitors, but also educate them about the importance of local culture and heritage.

iv. Linkage with the NTB

NTB is another essential effort that the people of this area should initiate, so that this area will get needed exposure to the outer world which will help to increase the flow of tourists.

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Questionnaires

Questionnaire set-A

Questionnaires to explore natural and cultural attractions of the study areas.

1. Personal Introduction:Name:

Age:

Sex:

Family member:

Religion:

Caste:

2. What is your educational status?

a) Educated b) Literate c) Illiterate

3. What is your major income source?

a) Home stay and agriculture

b) Home stay and animal husbandry

c) Home stay and business

d) Home stay and Remittance

4. Since when did you start home-stay service?

5. Do you want to start home-stay service in your house?

a) Yes b) No c) don't know

6. What is your income per month?

a) Less than Rs. 5,000

b) Rs. 5,000-10,000

c) Rs. 10,000-15,000

d) Above Rs. 15,000

7. On the average how many tourists visits your house in a month?

a) Below 5

b) 6 to 10

c) Above 11

8. How long do tourists stay here?
 - a) A few hours
 - b) 1-3 days
 - c) 3-5 days
 - d) More than 5 days
9. In your opinion what kind of tourists visits this place more?
 - a) Domestic
 - b) International
10. What are the major factors that can attract tourists in this area?
 - a) Beautiful Mountain view
 - b) Greenery Scenery
 - c) Religion culture values
11. How do you think this place can be developed as one of the best tourist destinations?
 - a) Making good plans
 - b) Improving infrastructure
 - c) Advertising tourist products
12. Is there any extra attraction than other destination in order to increase visitors in this area?
 - a) Yes
 - b) No
13. Are you benefitted by conducting home-stay service in your house?
 - a) Yes
 - b) No
14. If yes, how? If no then what are the factors of being unsatisfied?
15. Do you suggest other households to start home-stay services?
 - a) Yes
 - b) No
16. What kinds of services do you offer to guest in your house?

Questionnaires Set-B

Related to involvement of local people in tourism business

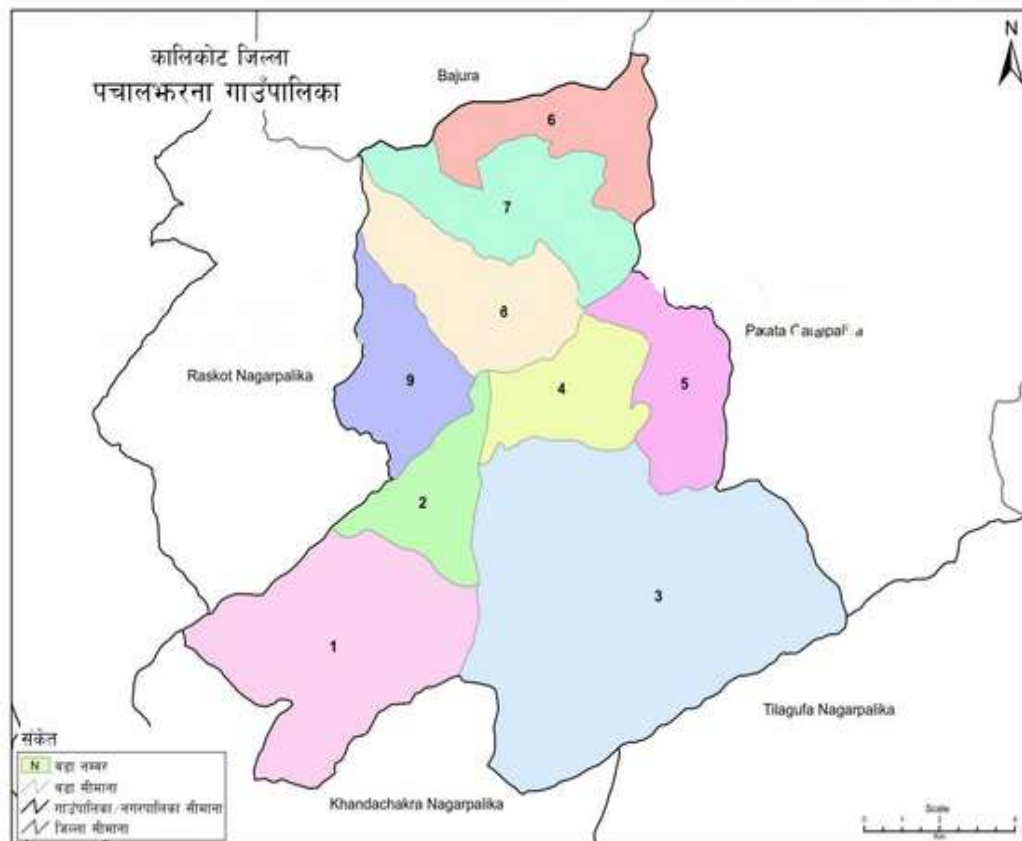
1. What are your income sources?
 - a) Agricultural products Rs Per annum
 - b) Service/Remittance Rs Per annum
 - c) Business Rs Per annum
 - d) Other (specify) Rs Per annum
2. Do you know about rural tourism?
 - a) Yes b) No
3. Do you want to develop your area as tourist destination?
 - a) Yes b) No c) don't know
4. Do you think your area has potentiality for tourism?
 - a) Yes b) No
5. Is it possible to reduce poverty by rural tourism?
 - a) Yes b) No c) don't know
6. In your opinion what is the main factor that stands as obstacle for the tourism development?
7. How often you participate yourself in social activities that is conducted in order to upgrade infrastructure and preserve cultural heritages and natural heritages?
 - a) Regularly b) If possible c) Never
8. Do you think Government bodies have been helping to develop this area as tourist destination?
 - a) Yes b) No c) don't know

Questionnaire set-C

To analyze challenges to develop study area as tourism destination.

1. How many tourists come Pachaljharana per month?
a) Below 10 b) 10-20 c) 20-50 d) above 50
2. Do you like to develop this place as tourist destination?
a) Yes b) No
3. How do you or your organization is helping to develop this place as tourist destination?
a) Making good plans b) Improving infrastructure
c) Advertising tourist products d) others.....
4. Could you keep tourist in your home as a paying guest?
a) Yes b) No
5. Usually, how long do they stay?
a) A few hours b) 1-3 days c) 3-5 days d) 5 days and above
6. What should be done to make their stay long?
7. Is there any extra attraction than other destination in order to increase visitors in this area? If yes, what are those area?
8. How many tourists can be kept at once in your Home/Homestay? what are the problem?
9. Finally, if you have any other information that you would like to share?

Annex II Map of Study area



Annex III
Photos of Data Collection

